

# Terms of reference



## GENERAL INFORMATION

Title: National Consultant for Supporting Strategic Communication Activity UNPAGE Project

Project Name: PAGE Indonesia

Reports to: Senior Advisor on Sustainable Energy, UNDP Indonesia

Duty Station: Home Based with routine visit to the UNPAGE Office located at Menara Thamrin 10<sup>th</sup> Floor-Jakarta

Expected Places of Travel (if applicable): n/a

Duration of Assignment: 120 working days within six (6) months from March 2022

## REQUIRED DOCUMENT FROM HIRING UNIT

<input checked="" type="checkbox"/>	TERMS OF REFERENCE
(3)	<b>CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select :</b>
	(1) Junior Consultant
	(2) Support Consultant
	<b>(3) Support Specialist</b>
	(4) Senior Specialist
	(5) Expert/ Advisor
<input checked="" type="checkbox"/>	APPROVED e-requisition

## REQUIRED DOCUMENTATION FROM CONSULTANT

<input checked="" type="checkbox"/>	CV / P11 with three referees
<input checked="" type="checkbox"/>	Copy of education certificate
<input checked="" type="checkbox"/>	Completed financial proposal
<input checked="" type="checkbox"/>	Completed technical proposal

### *Need for presence of IC consultant in office:*

☐ partial (for discussion and consultation)

☒ intermittent : the works doesn't require a full attendance of the staff, but advisory and consultation on regular basis during the contract.

☐ full time/office based

### **Provision of Support Services:**

Office space: ☐ Yes ☒ No

Equipment (laptop etc): ☐ Yes ☒ No

Secretarial Services ☐ Yes ☒ No

If yes has been checked, indicate here who will be responsible for providing the support services: PAGE Indonesia Project

Signature of the Budget Owner: Verania Andria, Senior Advisor on Sustainable Energy

## I. BACKGROUND

In 2017, the Government of Indonesia under the leadership of the Ministry of National Development Planning (BAPPENAS) launched the Low Carbon Development Initiative (LCDI), offering a non-silo approach to achieve low-carbon development, sustainable natural resource management and poverty alleviation while maintaining economic growth. In alignment with the LCDI context, Indonesia joined the Partnership for Action on Green Economy (PAGE) in 2018 to transform its economy into a driver of sustainability and social inclusion and to catalyse multi-stakeholder action to address development and environmental challenges at the national and sub-national level. LCDI phase 1 has successfully introduced system-dynamics as a planning tool that allows simultaneous assessment of social, environmental and economic impacts in various development scenarios. The LCDI phase 2 (implementation) is currently ongoing and being supported by a number of development partners including PAGE Indonesia. With the recent policy development, low carbon economy is now becoming part of the Government's strategy for green economy in the Indonesia economic transformation agenda.

The Partnership for Action on Green Economy (PAGE) is a global initiative that was launched in 2013 as a response to the call at Rio+20 to support those countries wishing to embark on greener and more inclusive growth trajectories. The initiative brings together the expertise of five UN agencies – UNEP, ILO, UNIDO, UNDP and UNITAR – and works closely with national governments to support countries to develop and implement national green economy strategies. PAGE's main objective is to enable countries to reframe economic policies around sustainability and promote enabling policy conditions, reforms, incentives, business models and partnerships. PAGE Indonesia initiative started in July 2018, after the approval by the PAGE Management Board, for four to five years of duration. The Ministry of National Development Planning, Bappenas, is the national implementing partner, while in Indonesia UNDP is the main coordinating partner amongst the five UN PAGE Agencies.

After three years of implementation, 2022 becomes a very crucial year for PAGE to prepare for its phase out, among others by developing/updating communication strategy and putting it into practice. This is in line with the PAGE logical framework under outcome 4, that every PAGE project operating at the country level should plan and implement a national outreach/communication plan as part of the sustainability strategy of its programme. The activities could include targeted national awareness raising activities, events to communicate results, development of communication tools and products, social media outreach, etc. For this purpose, PAGE Indonesia is seeking one national consultant to provide support to the PAGE Indonesia Inter-Agency team and management unit, and work closely with UNDP Indonesia Communications Team, coordinate with the Government Focal Point, LCDI Secretariat, and other development partners, as well as communicate with Communication Team of PAGE Global Secretariat as required. The consultant will develop and ensure compliance of specific documentation (e.g. drafting and editing social media posts, contributing to monthly newsletter, design of publication and knowledge products both print and digital, articles, etc.).

## II. SCOPE OF WORK, ACTIVITIES AND DELIVERABLES

In line with the PAGE logical framework under outcome 4, that every PAGE project operating at the country level should plan and implement national outreach/communication plan as part of sustainability strategy of its programme, PAGE Indonesia is hiring one national consultant to provide support in the development and implementation of PAGE Indonesia communication/outreach strategy and plan. The national consultant will provide support in documenting the project activities as a tool to

communicate results, increasing stakeholder knowledge and buy-in to/about the project, and resource mobilization for the project.

For that purpose, the national consultant will develop the communication products in close coordination with the PMU of UNPAGE Indonesia, UNDP CO Communication team, PAGE Secretariat, as well as the Ministry of National Development Planning (Bappenas- the Directorate of Environmental Affairs) as the government focal point.

Specifically, the consultant will:

- develop and execute an adequate and integral communication plan for internal and external communication;
- prepare project events related with promotional and awareness raising (training, webinar, etc);
- collect and compiling significant information and evidences from project implementation processes and results as main sources for developing communication materials;
- update database of the relevant stakeholders including contacts from the Government, development partners, private sector, civil society and other stakeholders who are counterparts for the project. Monitor and evaluate the use and effectiveness of media materials and share results and findings
- provide support to conduct media tracking, to collect and cluster news and/or articles related to the project from printed and electronic media to be used as a media coverage and supplement for the project report;
- develop, implement, and manage outreach strategy through social media, including content production;
- Conceive and draft files, graphics, and/or illustrations for visual media, including web, social media, and print.

The development of the products will be conducted mainly through desk and document review, as well as through consultation with UN PAGE Agencies, and with government counterparts if certain clarification is needed. Additional supervision and guidance will be provided by PAGE focal point/PMU at UNDP Indonesia.

Expected Deliverables	Indicative due date and Payment	Reviewed and Required Approval
<p>First Deliverable will cover :</p> <p>Submission of <b>Work Plan</b> for the assignment, as well as an <b>adequate and integral communication plan</b> for internal and external communication. Both documents should be consulted with and obtain agreement/green light from the PAGE Indonesia PMU prior submission.</p>	<p>20 working days</p> <p>(20%)</p>	<p>Senior Advisor on Sustainable Energy</p>
<p>Second Deliverables</p> <p>One or two <b>consolidated strategic communication paper</b> which covering key activities below:</p> <ul style="list-style-type: none"> <li>- Activated social media accounts for the Project's outreach activities such as FB, IG and Twitter (to be discussed with PAGE PMU)</li> <li>- Develop 2 articles for monthly newsletter for PAGE Indonesia</li> </ul>	<p>20 working days</p> <p>(20%)</p>	<p>Senior Advisor on Sustainable Energy</p>

<ul style="list-style-type: none"> <li>- Develop 2 articles on PAGE Indonesia activities/study results.</li> <li>- Stakeholders' mapping/analysis and updated stakeholders database.</li> </ul>		
<p>Third Deliverables</p> <p>One or two <b>comprehensive strategic communication PAGE</b> report/document which covering below key activities</p> <ul style="list-style-type: none"> <li>- Develop Monthly document through online platform on PAGE Indonesia to PAGE Secretariat</li> <li>- Develop 2 articles for monthly newsletter for PAGE Indonesia</li> <li>- Develop 2 articles on PAGE Indonesia activities</li> <li>- Develop 2 set of Infographics on PAGE Indonesia activities/study results.</li> </ul>	20 working days (15%)	Senior Advisor on Sustainable Energy
<p>Fourth Deliverables</p> <p>One <b>integrated strategic communication report PAGE</b> which covering below key activities:</p> <ul style="list-style-type: none"> <li>- Deep dive analysis on PAGE Indonesia achievement and activities</li> <li>- Develop integrated strategic communication and exit strategy to secure PAGE's work and sustainability including infographic, flyer and book</li> </ul>	20 working days (15%)	Senior Advisor on Sustainable Energy
<p>Fifth Deliverable will be covering:</p> <p><b>One comprehensive report (draft) sustainability strategy for PAGE Indonesia</b> (for Post implementation 2022-2023) which covering key activities:</p> <ul style="list-style-type: none"> <li>- Draft of sustainability strategy for PAGE Indonesia (post implementation of 2022/preparing phase out strategy 2023 for PAGE Indonesia)</li> <li>- Product knowledge list of PAGE Indonesia activities 2019-2022</li> </ul>	20 working days (15%)	Senior Advisor on Sustainable Energy
<p>Sixth Deliverable will be covering:</p> <p><b>One integrated and comprehensive (final) sustainability/phase out strategy for PAGE Indonesia</b> which covering key activities:</p> <ul style="list-style-type: none"> <li>- Further analysis on PAGE Indonesia activities</li> <li>- Final Sustainability/Phase Out Strategy for PAGE Indonesia. This report must be consulted and agreed by PAGE PMU and</li> </ul>	22 working days (15%)	Senior Advisor on Sustainable Energy

Senior Advisor on Sustainable Energy.		
- Report on all project events and reach out activities.		

### III. WORKING ARRANGEMENTS

#### **Institutional Arrangement**

Under the supervision of the PMU PAGE Indonesia Project and/or Senior Advisor on Sustainable Energy, the Consultant must ensure the completion of the above deliverables through high quality advocacy, consultations and coordination with various parties internally and externally.

#### **Duration of the Work**

The assignment will be delivered within 6 (six) months in an intermittent scheme with a total of 120 days. The payment will be made to the consultant at each payment schedule, upon technical clearance from Senior Advisor on Sustainable Energy in close coordination with Bappenas

#### **Duty Station**

The duty station/location for the consultant will be home based with a routine visit to the UNPAGE Project Office which located at Menara Thamrin Building, 10<sup>th</sup> Floor-Jakarta, as required.

#### **Travel Plan**

There is no travel plan for the duration of the assignment.

### IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

#### Academic Qualifications

- Bachelor's degree in Communications, Journalistic, Marketing, or Political and Social Sciences

#### Years of experience

- At least three (3) years of professional working experience in the fields of communications , journalistic or marketing is preferred .
- Experience in successfully preparing and developing projects reports, articles on green economy, low carbon development, or other related issues both at international and national/sub-national level.
- Experience in working with diverse/multi-stakeholders at the national & sub-national level.
- Previous experience working with UNDP and Bappenas projects is an advantage.

#### Competencies and skill requirements

- Strong analytical, writing & communication skills and fluency in both Bahasa Indonesia and English.
- Knowledgeable on green economy issues, Low Carbon Development Initiative, sustainable Development Goals or other related environmental issues in Indonesia
- Strong motivation & ability to work & deliver under short deadlines.
- Focuses on impact & result for the client & responds positively to critical feedback.
- Able to work independently with little or no supervision.
- Familiarity with UN Agencies and government strongly desired.
- Having familiarity in and /or use of graphic design (visual designs) as well as social media as an effective communication tool.
- Previous experience in conducting gender sensitive research is strongly desired.

## V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodologies:

### Cumulative analysis

*When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:*

a) responsive/compliant/acceptable, and

*b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.*

\* *Technical Criteria weight; 70%*

\* *Financial Criteria weight; 30%*

*Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation*

<i>Criteria</i>	<i>Weight</i>	<i>Maximum Point</i>
<i>Technical (100%)</i>	<i>100%</i>	<i>100</i>
<p><i>Criteria A: qualification requirements as per TOR:</i></p> <ul style="list-style-type: none"> <li>● Bachelor's degree in Communications, Journalistic, Marketing, political and social sciences</li> <li>● At least three (3) years of professional working experience in the field of communications , journalistic or marketing is preferable.</li> <li>● Experience in successfully preparing and developing projects reports, articles on green economy, low carbon development, or other related issues both at international and national/sub-national level .</li> <li>● Experience in working with diverse/multi-stakeholders at the national &amp; sub-national level</li> <li>● Previous experience working with UNDP and Bappenas projects is an advantage</li> </ul>		<p>20</p> <p>20</p> <p>10</p> <p>10</p> <p>10</p>
<p><i>Criteria B: Brief Description of Approach to Assignment</i></p> <ul style="list-style-type: none"> <li>● Explaining why they are the most suitable for the work</li> <li>● Provide a brief methodology on how they will approach and conduct the work</li> <li>● Provide supporting doc/evidence</li> </ul>		<p>10</p> <p>10</p> <p>10</p>