

Annex I

Terms of Reference

GENERAL INFORMATION

Title: Outreach Specialist

Project Name: ATSEA Phase 2

Reports to: ATSEA-2 National Project Coordinator

Duty Station: Home Based (Jakarta)

Expected Places of Travel (if applicable): Refers to UNDP rules and regulations if there are unforeseen travels

Duration of Assignment: 125 working days within April 2022 – January 2023

REQUIRED DOCUMENT FROM HIRING UNIT

	TERMS OF REFERENCE
	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select:
	(1) Junior Consultant
	(2) Support Consultant
3	(3) Support Specialist
	(4) Senior Specialist
	(5) Expert/ Advisor
	CATEGORY OF INTERNATIONAL CONSULTANT, please select:
	(6) Junior Specialist
	(7) Specialist
	(8) Senior Specialist
	APPROVED e-requisition

REQUIRED DOCUMENTATION FROM CONSULTANT

X	P11
X	Copy of education certificate
X	Completed financial proposal
X	Completed technical proposal (if applicable)

Need for presence of IC consultant in office:

X partial

☐ intermittent (explain)

☐ 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:

I. BACKGROUND

The Arafura and Timor Seas (ATS) is part of the North Australian Shelf large marine ecosystem (LME), which is a tropical sea lying between the Pacific and Indian Oceans and extending from the Timor Sea to the Torres Strait and including the Arafura Sea and Gulf of Carpentaria. The region is adjacent to the Coral Triangle¹, which hosts the world's highest marine biodiversity and contains some of the most pristine and highly threatened coastal and marine ecosystems. At the regional scale, the ecosystems of the ATS play an important economic and ecological role in the littoral nations bordering the Arafura and Timor Sea: Indonesia, Timor-Leste, Australia, and Papua New Guinea.

The marine environment in the ATS region is in serious decline, primarily as a result of overharvesting and other direct and indirect impacts of anthropogenic stresses and global climatic changes. Fisheries in the ATS region represent an extremely complex productive, socioeconomic sector, with multiple actors, target species sought, and technology used. The main characteristics of depletion of shared ATS transboundary stocks by fishery were assessed as part of the ATS transboundary diagnostic analysis (TDA) in 2012. In addition to climate change, unsustainable harvesting, illegal unreported unregulated (IUU) fishing, and bycatch are having significant impacts on the populations of key marine species in the ATS region, particularly globally threatened coastal marine megafauna including migratory, rare, and threatened species of turtles, dugongs, seabirds/shorebirds, sea snakes, cetaceans, sharks and rays. Lastly, potential sources of marine pollution in the ATS region include marine debris, marine based pollution from oil and gas activities, as well as waste from fishing and shipping vessels.

This project will cover the five-priority transboundary environmental problems identified by the TDA: (i) unsustainable fisheries and decline and loss of living coastal and marine resources; (ii) modification, degradation and loss of coastal and marine habitats; (iii) marine and land-based pollution; (iv) the decline and loss of threatened and migratory species; and (v) impacts of climate change on the ATS

This project is building upon the foundational results realized in the first phase of the ATSEA program, which applied the tried and tested GEF International Waters focal area approach, starting with a participatory transboundary diagnostic analysis (TDA) and followed by development of a regional strategic action program (SAP) and national action programs (NAPs). This second phase of the ATSEA program, is designed to support the initial implementation of the ATS SAP, endorsed through Ministerial Declaration in 2014.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

The ATSEA-2 project needs to develop and implement a local, provincial, and national level communication and outreach strategy, as part of the effort to engage and involve local stakeholders in the implementation on the Arafura & Timor Seas National Action Plan, and to disseminate the results and achievement of the project to local, national, and international stakeholders.

Therefore, the consultant would be expected to develop outreach and awareness strategies for ATSEA-2, both at the NCU level as well as at the field level, as well as develop their action plan and facilitate its implementation. The consultant is also expected to support the development of popular communication and outreach/campaign materials that would be disseminated to the stakeholders and the public, in close coordination with the RPMU communications unit.

The key activities under this assignment would include but not limited to:

¹ The Coral Triangle is a marine area located in the western Pacific Ocean, and including the waters of Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor-Leste and Solomon Islands.

1. Outreach and awareness strategy and material development to support awareness of the benefit from MPA establishment in Merauke
2. Outreach and awareness Strategy and material development to support awareness of women's role in fisheries & marine resource management in Aru and Rote Ndao
3. Outreach and awareness Strategy and material development to support marine pollution action plan and ICM/EbA action plans in Rote Ndao, highlighting gender-related issues
4. Outreach and awareness Strategy to support awareness of threats & protection of sea turtles, sawfish, and other ETP species in Aru and Merauke/Kolepom
5. Support & collaboration with the ATSEA-2 RPMU communications team in the development of regional and international level information dissemination products.

Expected Outputs and deliverables

The specific outputs/deliverables expected from consultant are the following:

Deliverables	Estimated number of working days	Completion deadline	Review and Approvals Required
<p>1st Payment will be made upon the submission and approval of following outputs:</p> <ul style="list-style-type: none"> • Provide compilation on communication material to support outreach and awareness activities in Merauke, Aru and Rote Ndao District • Develop TOR for printing and layout design for outreach and awareness material in Aru and Merauke • Provide 2 infographic material related to project report in 2022 	25 wds	30 May 2022	National Project Coordinator ATSEA-2
<p>2nd Payment will be made upon the submission and approval of following outputs:</p> <ul style="list-style-type: none"> • Develop TOR for Outreach and awareness strategy, activities, and timeline to support women's role in fisheries & marine resource management in Rote Ndao • Develop TOR for printing and layout design for outreach and awareness material in Rote Ndao District • Provide 2 publication article related to women's role in fisheries & marine resource management in Rote Ndao 	25 wds	30 July 2022	National Project Coordinator ATSEA-2
<p>3th Payment will be made upon the submission and approval of following outputs:</p> <ul style="list-style-type: none"> • Technical report on the dissemination outreach and awareness activities related to women's role in fisheries & marine resource management in Aru and Rote Ndao • Develop TOR for Outreach and awareness strategy, activities, and timeline to support marine pollution 	25 wds	30 September 2022	National Project Coordinator ATSEA-2

action plan and ICM/EbA action plans in Rote Ndao, highlighting gender-related issues <ul style="list-style-type: none"> • Provide 2 publication article related to outreach and awareness activities related to women's role in fisheries & marine resource management in Aru and Rote Ndao 			
4 th Payment will be made upon the submission and approval of following outputs: <ul style="list-style-type: none"> • Technical report on the dissemination outreach and awareness activities related to marine pollution action plan and ICM/EbA action plans in Rote Ndao, highlighting gender-related issues • Develop TOR for Outreach and awareness strategy, activities, and timeline to support awareness of threats & protection of sea turtles, sawfish, and other ETP species in Aru and Merauke/Kolepom • Technical report to facilitate the launching new MPA establishment in Kolepom Island • Provide 2 publication article related to marine pollution action plan and MPA establishment 	25 wds	30 November 2022	National Project Coordinator ATSEA-2
5 th Payment will be made upon the submission and approval of following outputs: <ul style="list-style-type: none"> • Technical report on the dissemination outreach and awareness activities related to support awareness of threats & protection of sea turtles, sawfish, and other ETP species in Aru and Merauke/Kolepom • Provide 2 publication article related to awareness of threats & protection of sea turtles, sawfish, and other ETP species in Aru and Merauke/Kolepom • Provide 2 infographic material related to project achievement in 2022 and Workplan 2023 	25 wds	28 February 2023	National Project Coordinator ATSEA-2

III. WORKING ARRANGEMENTS

Institutional Arrangement

The IC will be reporting with ATSEA-2 National Project Coordinator (NPC) in seeking approval and acceptance of the above-mentioned outputs, upon securing endorsements from National Project Director (NPD) ATSEA-2.

The IC should also coordinate regularly with the rest of the ATSEA-2 NCU team to ask for input, provide update, report on his/her progress, and ask for feedback at least once every two weeks.

Duration of the Work

Expected duration of work is from April 2022 – February 2023 for 150 working days. The IC is expected to support the deliverables on a part-time basis.

Duty Station

The IC will be home based with regular coordination with NPD and NCU in Jakarta

Travel Plan

Travel will be arranged by Hiring Unit which refers to UNDP rules and regulations if Consultant is requested to travel outside Jakarta.

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:

- Bachelor's degree in communications, Public Relations, graphic design, Environment science, or other related natural/social science or equivalent relevant works.

Minimum experience requirement:

- 5 years of experience in developing communication & outreach strategies
- Experience in developing media campaign outreach material for environment issues, marine and fisheries are preferable
- Experience in developing popular publication/communication materials targeted for different stakeholder levels (local communities, local government, and national government, general)

Language Requirements:

- Fluency in English with excellent written communication skills, and experience in writing and editing popular publications is required.
- Excellent written and spoken skills in Bahasa Indonesia.

Competencies and special skills requirement:

- Strong leadership and good communication skills;
- Ability to plan, organize, implement and report on work;
- Ability to work under pressure and tight deadlines;
- Proficiency in the use of office IT applications and internet in conducting research;
- Good presentation and facilitation skills;
- Demonstrates integrity and ethical standards;
- Positive, constructive attitude to work.

V. EVALUATION METHOD AND CRITERIA

2. 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; 80

* Financial Criteria weight; 20

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

Criteria	Weight	Maximum Point
<u>Technical</u>	80 %	100
Criteria A: Qualification Requirements as per TOR:		80
1. Bachelor's degree in communications, Public Relations, graphic design, Environment science, or other related natural/social science or equivalent relevant works.		10
2. 5 years of experience in developing communication & outreach strategies		30
3. Experience in developing media campaign outreach material for environment issues, marine and fisheries are preferable		20
4. Experience in developing popular publication/communication materials targeted for different stakeholder levels (local communities, local government, and national government, general)		20
Criteria B: Brief Description of Approach to Assignment:		20
1. Portfolio on outreach and awareness material		20