TERMS OF REFERENCE
National Communications Strategy for Invasive Alien Species

<table>
<thead>
<tr>
<th>Reference No.</th>
<th>PN/FJI/044/22</th>
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<tbody>
<tr>
<td>Location</td>
<td>Federated States of Micronesia</td>
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<tr>
<td>Application deadline</td>
<td>18 April, 2022</td>
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<tr>
<td>Type of Contract</td>
<td>Individual Contractor</td>
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<tr>
<td>Post Level</td>
<td>National Consultant – Communications Strategy IAS</td>
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<tr>
<td>Languages required:</td>
<td>English</td>
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<tr>
<td>Duration of Initial Contract:</td>
<td>50 Days (starting no later than April 25 and completion by August 4, 2022)</td>
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BACKGROUND

Brief project description: The Federated States of Micronesia (FSM) comprises some 607 islands, including its four High Island states of Yap, Chuuk, Pohnpei and Kosrae that span a distance of some 2,700 km. Its oceanic islands are home to some of the most biologically diverse forests and coral reefs in the world, rich in species and many of which are endemic. Globally significant features include: the world’s deepest trench (Marianas); among the world’s most endangered rainforests on Mt Winipot (Chuuk State); the largest green turtle (Chelonia mydas) rookery in insular Pacific; globally rare montane cloud forests at just 450 m on Pohnpei and Kosrae; and a diversity of marine ecosystems from high volcano islands with fringing and barrier reefs to coral atolls including Chuuk Lagoon, among the world’s largest (3,130 km²) and deepest (60 m).

Invasive alien species (IAS) are the greatest threat to biodiversity in the Pacific Islands. They are the largest cause of extinction of single-country endemics in the Pacific, as well as contributing to the loss of traditional crop varieties, and they also impact on food security and tourism. Moreover, the threat is increasing as island nations develop, resulting in greater mobility among people, goods, and supplies. Introduced plant species, for example, account for 22% of plants in Kosrae, 40% in Pohnpei, 37% in Chuuk and 39% in Yap. In addition to established IAS are others of significant concern (e.g. Brown Tree Snake, Little Fire Ant and Coconut Rhinoceros Beetle) because they occur in Pacific countries that trade with FSM. Indeed, Little Fire Ant was detected in Yap in August 2017.

The project is designed to safeguard biodiversity in terrestrial and marine ecosystems, including agricultural and fisheries production systems, from the impacts of IAS by strengthening the institutionalization and enforcement of biosecurity measures across all sectors of government (federal and state), the private sector and civil society. Given that natural barriers to the spread of invasive species are thwarted by the movement of people, their goods and supplies, everyone (governments, citizens, visitors and traders) has a shared responsibility to safeguard natural and production ecosystems from the impacts of IAS. Hence, inadequate institutional policy and regulatory frameworks, lack of IAS awareness and understanding, and very limited operational capacity are the key barriers to be addressed under the project’s three components.
**DUTIES AND RESPONSIBILITIES**

**Scope of Work**

The Safeguarding biodiversity from invasive alien species in the Federated States of Micronesia Project was approved in 2021. Outcome 2 focusses on enhancing biosecurity awareness and capacity to safeguard terrestrial and marine ecosystems and agricultural and fishery production systems. This communications Strategy and Action Plan will be developed at project inception to guide awareness raising among the different government and corporate sectors, civil society and visitors from overseas. The GEF funding will allow for the establishment of comprehensive biosecurity and IAS training, based on clearly identified competencies. Fundamental to informing such capacity building is an understanding of current levels of knowledge, attitudes and practices (KAP) regarding IAS. Hence, the GEF investment will be focused on developing and implementing communications and outreach campaigns for a range of target groups, based on a clear communications strategy and informed by KAP baseline surveys within each State. The consultant may consider other qualitative methods such as focus group discussions. A significant part of the communication program will be to prepare people for change, helping them to understand the rationale and benefits of such changes, and alerting them to opportunities. Significant and potentially challenging examples include: The fundamental principle that every individual, community and organization has a responsibility towards IAS, ensuring that their activities do not increase the likelihood of IAS being introduced to new areas nor extending their existing areas of distribution. The communications plan will be updated during mid-term and prior to terminal evaluation of project. The Communications Strategy that is focused on targeting the relevant audiences the key messages and information.

It is anticipated that the consultant will develop an overarching national communications strategy, followed by 4 state-based action plans.

A preliminary framework for such a strategy has been developed during the project formulation stage to guide its development. The Strategy will take into account: gender equity and other social inclusion issues identified in the Gender Analysis and Action Plan for mainstreaming gender; and the Biosecurity Information System (BIS) planned under Component 4, which will enhance access to information and networking.

**Expected Outputs and Deliverables**

National IAS communications Strategy and Action Plan

State Based IAS Action Plans

**Institutional Arrangement**

- The consultant will be monitored, overseen and supervised by the UNDP Pacific Office in Fiji in close cooperation with DRD. The consultants will be home based and expected to technical support at national level and in all four states. Consultant is expected to also spend time with IAS project. DRD is to provide office space.
- The consultant is expected to produce a final report upon successful completion of activities according to the agreed schedules.
- The consultant is expected to provide his/her own computer.

**Duration of the Work**

The consultancy is for 50 days commencing no later than April 25 and completion no later than August 4.
• The consultant shall be engaged to undertake the consultancy working concurrently according to a planned schedule to be completed by the latest August 4.
• The consultant company is expected to propose a work plan, budget and timelines to achieve the expected outputs with the appropriate methodology.

**Duty Station**
The consultant will be home based but may be expected to travel to field within Pohnpei. The Consultant is expected to supply their own computer/including camera.

**COMPETENCIES**

- Strong interpersonal and communication skills;
- Strong analytical, reporting and writing abilities skills;
- Openness to change and ability to receive/integrate feedback;
- 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;
- Demonstrates integrity and ethical standards;
- Positive, constructive attitude to work;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

**REQUIRED SKILLS AND EXPERIENCE**

**Educational Qualifications:**

- Minimum degree in natural or environmental sciences, conservation, biology, communications and/or other related expertise areas and/or 10 years of relevant experience

**Experience**

- Previous experience undertaking consultancies for development agencies
- At least 10 years relevant professional experience in environmental conservation and community-based conservation
- Experience in development and implementation of communications, outreach and awareness-raising relating to environmental issues
- Experience in project management with invasive alien species prevention and management in FSM is essential
- Strong networks working with government, as well as, civil society/private organizations, communities
- Strong networks at state and national level is necessary
- Expertise, sensitivity and knowledge on gender issues are required.
- Experience in developing strategies and action plans

**Language requirements**
Fluency of English language is required (verbal and written)
Understanding of local language is advantageous.

**Price Proposal and Schedule of Payments**

Consultant must send a financial proposal based on a **Lump Sum Amount**. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the IC’s duty station) and any other applicable cost to be incurred by the IC in completing the assignment. The contract price will fixed output-based price regardless of extension of the herein specified duration. Payments will be done upon completion of the deliverables/outputs and as per below percentages:

- Ten percent (10%) of the consultancy fee will be paid following signing of this Agreement and submission of a work plan by May 5;
- Fifteen percent (15%) of the consultancy fee will be paid following submission and acceptance of a methodology by May 12;
- Thirty percent (30%) upon submission and acceptance of a draft National IAS Strategy Action and Action Plan by June 30;
- Ten Percent (10%) upon submission and acceptance of four draft state action plans by July 10;
- Thirty Five (35%) of the consultancy fee will be paid following submission and acceptance of final National Comms strategy and Action Plan as well as four state action plans by August 4;

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

**Evaluation Method and Criteria**

Individual consultants will be evaluated based on a **Cumulative analysis**: The award of the contract shall 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 set of weighted technical criteria (70%), and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

**Technical Criteria for Evaluation (Maximum 70 points)**

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Total 70%

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

**Documentation required**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into one (1) single PDF document as the application only allows to upload maximum one document:

- **Letter of Confirmation of Interest and Availability** using the template provided in Annex II.
- **Personal CV**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references.
- **Technical proposal**, including a) a brief description of why the individual considers him/herself as the most suitable for the assignment; and b) a methodology, on how they will approach and complete the assignment
- **Financial proposal**, as per template provided in Annex II. Note: National consultants must quote prices in United States Dollars (USD).

Note: Successful individual will be required to provide proof of medical insurance coverage before commencement of contract for the duration of the assignment.

Incomplete and joint proposals may not be considered. Consultants with whom there is further interest will be contacted. The successful consultant shall opt to sign an Individual Contract or a Reimbursable Loan Agreement (RLA) through its company/employer with UNDP.

**Annexes**

- **Annex I** - Individual IC General Terms and Conditions
- **Annex II** – Offeror’s Letter to UNDP Confirming Interest and Availability for the Individual IC, including Financial Proposal Template

For any clarification regarding this assignment please write to pts.fj@undp.org.