



TERMS OF REFERENCE

Assignment Title	Organizing Media Fellowship Programme: enhancing media capacity on environment and climate change reporting in Myanmar
Project	SIDA Programme on Environment and Climate Change
Type of Contract	Professional Contract for Services
Contract Period	One and half months
Supervisor	Project Manager (OIC), Governance for Resilience and Sustainability Project (GRSP)
Location	Home- based
Country	Myanmar

A. BACKGROUND

The UNDP Country Office in Myanmar implements a significant portfolio on environment, climate change and disaster risk reduction (DRR). In 2021, the CO commenced the implementation of SIDA Programme on Environment and Climate Change as part of a global programme. The SIDA Programme on Environment and Climate Change (SIDA Programme) aims to strengthen the Country Office's capacities to improve governance of natural resources and mainstream climate change considerations through integrated policy advocacy and programmes and rigorous application of social and environmental safeguards.

Following the altered political landscape after the events of 1 February 2021, UNDP has redirected its support towards key stakeholders, primarily local communities. As UNDP shifts the focus of its programming, effective communication, advocacy, and engagement strategies are needed more than ever to promote, raise awareness of, and build support for UNDP's work amongst communities, civil society and private sector actors, and development partners within and beyond Myanmar.

UNDP has consistently reiterated the important role of media in raising people's awareness on environment and climate change issues. Through this Media Fellowship, UNDP aims to bring out the stories, realities, challenges as well as positive initiatives on environment and climate change in Myanmar. This program is designed to broaden journalists' understanding on environment and climate change issues, with a focus on how they affect multi-level stakeholders including communities and vulnerable groups.

The project requires the engagement of a service provider, either a locally registered entity or an international entity to deliver the Technical Assistance on Media fellowship, with a specific attention to media empowerment and improving environment and climate change reporting in a post-crisis and post-pandemic setting.

For this purpose, UNDP will work with the service provider to enhance journalistic skills of selected individuals to provide accurate, reliable, captivating articles on environmental issues with the

emphasis on Myanmar context thus improving the quality of coverage. UNDP will ensure that the demographic diversity of journalists across the country is reflected, particularly ethnic news agencies which are struggling to continue their work owing to the ongoing crises.

B. GOAL/OBJECTIVES

The programme will offer an intensive learning opportunity to deepen Journalists' knowledge on environmental and climate change aspects with special focus on its impacts and challenges in Myanmar. The overall goal of the media fellowship to selected journalists is to support for their continuous improvement of professional skills and knowledge in reporting.

Objectives:

- 1) To strengthen UNDP partnership with Myanmar journalists in promoting community awareness through their reports/ publications/media activities
- 2) To boost media capacity on reporting and knowledge sharing on environment and climate change
- 3) To bridge the gap between journalists' knowledge and reliable data available from local and international sources
- 4) To build a robust and active community of journalists who report on environmental and climate change issues

C. SCOPE OF WORK AND DELIVERABLES

The service provider will organize the fellowship, working closely with UNDP's Country Office (CO) SIDA Programme team, and Learning Platform and Knowledge Management Specialist. The specifics of the scope are:

- 1) Development of a training plan, methodology and resource package for Myanmar journalists
- 2) Select up to 15 journalists from a broad group of local media outlets (print, news agencies, and electronic), ensuring that women journalists and ethnic media outlets are represented. CO SIDA Programme team will be involved in the selection process.
- 3) Organize an online training and facilitate one-to-one coaching sessions based on the need of selected participants.
- 4) Ensure that each journalist comes up with and publishes/broadcasts at least one article/story (opinion pieces, feature stories, long-form narratives, explainers, blog posts, etc.) within the reporting time. The stories should focus on but not limited to community initiatives or human-interest stories related to natural resource management issues (mangroves restoration, marine ecosystems, environment, pollution and climate change), community development and resilience, and disaster risk mitigation and adaptation, and social cohesion.
- 5) Each journalist must be awarded USD 80 as fellowship grant to support their work.
- 6) Provide a final report describing the process and main achievements of the assignment.

D. INSTITUTIONAL ARRANGEMENTS

The CO SIDA Programme team will:

- Make a public announcement about the Media Fellowship Programme

- Collaborate closely with selected service provider on the selection of media outlets/journalists for fellowship
- Provide technical comments and support throughout the programme
- Provide networking opportunities to the fellowship
- Support in sharing and connecting to relevant contacts and stakeholders during the process.
- Support fellowship with data, resources, and networking for future reporting

E. DUTY STATION AND DURATION OF ASSIGNMENT

The work will be undertaken over a period of up to one and half months, starting in June 2022. In accordance with expected outputs and deliverables, the service provider will submit reports to the Project Manager (OIC), GRSP for reviewing outputs, comments, and certifying approval/ acceptance of works afterwards. In case of any unavoidable delays to achieve the expected outputs, the service provider should notify the Project Manager (OIC), GRSP in advance.

F. LOCATION OF WORK

Considering the current COVID-19 pandemic and security situation in Myanmar, this assignment is home- based one to be carried out via digital communications such as Zoom, Email etc.

G. QUALIFICATIONS REQUIRED

All the legally registered media mobilization company/agency/organization with proven track-record in organizing fellowship projects are highly encouraged to apply.

The contracted service provider shall be represented by:

- A Team Leader with environmental and/or journalist background with at least 10 years of experience in developing training materials and delivering trainings. International experience is an asset.
- A Media Specialist with at least 5 years of work experience in giving media trainings. International experience is an asset.
- An Environmental Specialist, with excellent knowledge about environment and climate change. Knowledge about current challenges facing environmental conservation in Myanmar is an asset.

H. PAYMENT ARRANGMENT

The overall maximum budget for this assignment is USD 15,000 (fifteen thousand USD only) inclusive of all applicable taxes. This includes any relevant expenses involved in this assignment, including the **fellowship grants for journalists**. The budget is not subject to negotiation. Payment for contracted organization will be made upon certification of work accomplished and delivered by the contracted organization. The payment instalments will be as follows:

No.	Description of deliverables	Timeline	Payment
1	A workplan for the assignment and finalization of the draft fellowship advertisement	30 th June 2022	20%
2	Completion of online Media Fellowship training with targeted journalists	15 th July 2022	30%

3	Final report with key achievements of the Fellowship programme and media products produced by journalists	10 th August 2022	50%
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I. RECOMMENDED PRESENTATION OF OFFER

Interested organizations are invited to submit technical and financial proposals. The technical proposals should contain the following information:

- 1) Short description of technical proposal along with draft training plan
- 2) Expertise that will constitute the proposed team that will undertake the assignment, together with the team management structure, with clear specification of the roles of individual personnel.
- 3) Curriculum vitae of key team members; and
- 4) Service provider's portfolio

The financial proposal shall contain the information on budget management and detail budget allocation for those tasks that are needed for the assignment. Possible budget heading may include costs for the personnel, communications, logistics, Fellowship Grants to journalists, administrative overheads, etc.

Organizations are requested to provide registration certificates/ documents and firms'/organizations' detailed bank information with the proposals.

J. CRITERIA FOR SELECTION OF THE BEST OFFER

Combined scoring method – where the qualifications and technical proposal will be weighted 70% and combined with the price offer, which will be weighted 30%.

The technical proposals will be evaluated as per the following criteria:

- Expertise of organizations: 10%
- Proposed Work Plan and Approach: 20%
- Personnel: 40%

No.		Description	Score
1		Expertise of Organization	10
	1.1	Working experience in media training and environmental journalism	5
	1.2	Working experience in Media Fellowship Programme	5
2		Proposed Work plan and Approach	20
	2.1	Understanding the task	5
	2.2	Appropriate approach	5
	2.3	Work plan with detailed time allocations	10
3		Qualifications of key personnel	40
	3.1	Working relationships with journalist communities and media institutions	10

	3.2	Professionals' qualifications and competence for the assignment	30
		Total	70

Only those organizations obtaining a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

Financial Evaluation of Proposals:

The financial proposals of all the applicants who pass the technical evaluation will be scored.

The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g. $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points for other proposer's fees}$.

The contract shall be awarded to the applicant who receives the highest cumulative score.