



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 2 August 2022

Country: Japan

Description of the assignment: Communication and Partnership Specialist

Project name: JSB Climate Promise Global

Period of assignment/services (if applicable): 29 August 2022 to 28 August 2023 (TBC)

Proposal should be submitted by email to undptokyo.hr@undp.org no later than 23:59 p.m., 16 August 2022 (Tuesday, Japan Time).

Any request for clarification must be sent by standard electronic communication to keiko.egusa@undp.org & hideichiro.nakamura@undp.org. UNDP will respond by standard electronic mail and will send copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

Working in 170 countries and territories to eradicate poverty, reduce inequalities and exclusion, UNDP plays a critical role in helping countries/territories achieve the Sustainable Development Goals (SDGs). UNDP's 2022-2025 Strategic Plan emphasizes the critical links between environmental sustainability, climate change mitigation and adaptation, and broader efforts to achieve the goals of the 2030 Agenda and Paris Agreement. Climate change could drive an additional 100 million people into poverty by 2030. One of its key priorities for the next 10 years is to support countries/territories accelerate ambitious action on climate change.

Climate change is the single greatest challenge humanity has ever faced, threatening water and food security, health, livelihoods, and the safety of billions of people together with drastic negative impact on global ecosystem balance. UNDP's ambitious "Climate Promise" supports over 120 countries/territories to enhance their climate ambitions under the Paris Agreement, with focus on greater emissions reduction and resilience building. The next phase of the Climate Promise will focus on implementation of their national climate pledges, or Nationally Determined Contribution (NDC), while advancing advocacy on climate change, and long-term planning to ensure inclusive climate action at the speed and scale required to keep global temperature below 1.5°C. Achieving carbon neutrality in the second half of the century by all countries/territories is

a crucial requirement set by the Paris Agreement to avoid the irreversible global climate change. UNDP is well positioned to enable such work through cooperation on HQ, Regional and Country Office (CO) levels, forming an interconnected system of knowledge exchange and expertise delivery enabling the cutting-edge climate policy advocacy, development, and implementation.

The Climate Promise provides direct financial and technical support to countries on NDC implementation in the context of national development priorities. As part of this portfolio initiative, a contribution from the Japan Supplementary Budget (JSB) of \$42M to COs and global team is expected. This contribution will provide financial and technical assistance to 23 countries/territories around the world and serve as the catalyst to showcase NDC implementation as part of the UNDP flagship initiative. The JSB component seeks to respond to the status and context of the country's NDC process and advance the implementation of the country's NDC measures and realisation of its targets under two key pillars: clean energy and net-zero pathways; and helping vulnerable and fragile settings to be more resilient to climate impacts. There is a strong demand for engagement of Japanese counterparts in this process, and improved visibility.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The Specialist will be expected to lead the visibility efforts of Climate Promise JSB, create and curate content for Japan (which can also be used for global communication efforts), translate the global climate change and Climate Promise communications to the Japanese market, and strengthen media relations to expand reach and broaden engagement within Japan. The Specialist will also contribute to various aspects of a global communication campaign that amplifies Programme results to contribute to and enhance the objectives of the Climate Promise and the larger UNDP climate portfolio. The Specialist will also contribute to various aspects of a global communication campaign that amplifies Programme results to contribute to and enhance the objectives of the Climate Promise and the larger UNDP climate portfolio.

This consultant works under the direct supervision of the Tokyo Representation Office Deputy Director, in close collaboration with the JSB Global Coordinator and JSB Portfolio Coordination Specialist (JPO), Communications Specialist and Communications sub-team for global Climate Promise, as well as the other communications team members of Tokyo Representation Office. This includes supporting the Climate Promise JSB infrastructure (COs, regional, and global teams) as well as Climate Promise colleagues to deliver maximum visibility of the programme towards the Japanese market including through media, other social/multimedia outlets and public events cognisant of and balancing Japan visibility guidelines and Climate Promise visibility guidelines.

Please refer to ANNEX1 TOR for details.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Education

- Master's degree or equivalent in communications, journalism or other closely related field.
- Bachelor's degree with 2 years of relevant work experience will be given due consideration in lieu of Master's degree.

Work Experience and required skills

- Proven expertise strategized and implementing communication efforts in Japan, preferably with a global or regional scope,
- Demonstrated experience translating complex ideas in a concise and digestible manner,
- Demonstrated experience in maintaining good contacts with Japanese stakeholders including media to ensure further media coverage and visibility,
- Experience in working with a video production team (camera crew, video/web editors, etc.),
- Skills for drafting/translating text-based press releases and stories,

Desired skills in addition to work experience and required skills

- Demonstrated experience in dealing with relevant graphic design and publishing programmes, drafting, editing and layout of publications and content management for websites and social media is an advantage;
- Experience in working on social and environmental issues, especially climate change, is an advantage,
- Previous work experience with the United Nations or related organizations and familiarity with their brand identity requirements is an advantage;
- Experience in organizing and managing public events is an advantage;

Language

- Fluency in English and Japanese, with excellent oral and written communication skills. Fluency in any other UN language is an asset.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

The application must contain the following:

- Cover letter explaining the key assets that makes the candidate a perfect match for this assignment (in English and Japanese, A4 size 1 page each)
- Personal CV indicating all experience from similar projects, as well as the contact details (email and telephone number).
- The consultant must send a financial proposal based on Lump Sum Amount with detailed breakdown.

5. FINANCIAL PROPOSAL

- The consultant must send a financial proposal based on Lump Sum Amount with detailed breakdown. The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR. The contract amount will be fixed regardless of extension of the herein specified duration. Payments will be done four times upon completion of the deliverables 1), 2), 3) and 4).

Milestone	Payment
1) Deliverables as specified below by 30 September, 2022 <ul style="list-style-type: none">• Submission of the annual communication and advocacy strategy for Climate Promise JSB• Submission of a brief report on the meetings with various stakeholders• Successful organization of the events related to UNDP's high-level missions	25% of the contract amount upon satisfactory completion of the deliverable

<p>Share products and visibility efforts related to the project.</p> <ul style="list-style-type: none"> • Deliverables as specified below by 15 November, 2022 • Conduct media outreach activities of the project especially to key ministries officials and other public stakeholders in Japan • Successful organization of the events connected with high-level missions from/to HQ • Submission of a brief report on the meetings with various stakeholders • Share products and visibility efforts, especially in relation to COP27, 	<p>25% of the contract amount upon satisfactory completion of the deliverable</p>
<ul style="list-style-type: none"> • Deliverables as specified below by 28 February, 2023 • Conduct outreach activities of the project especially to key ministries officials and other public stakeholders in Japan, share products and visibility efforts related to the project. • Successful organization of the events related to UNDP’s high-level missions • Submission of a brief report on the meetings with various stakeholders 	<p>25% of the contract amount upon satisfactory completion of the deliverable</p>
<ul style="list-style-type: none"> • Deliverables as specified below by 14 June, 2023 • Conduct media outreach activities of the project especially to key ministries officials and other public stakeholders in Japan, share products and visibility efforts related to the project. • Successful organization of the events related to UNDP’s high-level missions • . • Submission of a brief report on the meetings with various stakeholders 	<p>25% of the contract amount upon satisfactory completion of the deliverable</p>

6. EVALUATION

<p><u>Cumulative analysis</u></p> <p>The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring. The proposal with the highest cumulative scoring will be awarded the contract. Applications will be evaluated technically and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below: When using this weighted scoring method, the award of the contract to be made to the individual consultant whose offer has been evaluated and determined as:</p> <ol style="list-style-type: none"> Responsive/compliant/acceptable, and Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. <p>* Technical Criteria weighting; 70% * Financial Criteria weighting; 30%</p> <p>Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation. Interviews may be conducted as part of technical assessment for shortlisted proposals.</p> <p>The consultant will be evaluated against a combination of technical and financial criteria as follows:</p>
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Criteria	Weight (%)	Max. Points
Technical	70	70
Master's degree or equivalent in communications, journalism or other closely related field.	10	10
Proven track record working in communication roles.	10	20
Published written products such as blogs or articles demonstrating experience in written Japanese and English.	20	20
Fluency in written and spoken English and Japanese	10	10
Experience in working with a video production team	20	20
Financial -Lowest Price	30	30
Total	100	100

ANNEX

ANNEX 1- TERMS OF REFERENCES (TOR)

ANNEX 2- INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS

ANNEX 3- OFFEROR'S LETTER (FINANCIAL PROPOSAL)