



TERMS OF REFERENCE

Ministry of Transport, Energy and Tourism (MTET)

Department of Energy

Facilitation of the Achievement of Sustainable National Energy Targets of Tuvalu (FASNETT)

Reference No.	PN/FJI/136/22
Location	Funafuti, Tuvalu
Application deadline	11th October 2022
Type of Contract	Individual International Consultant for Tuvalu
Post Level	Communication and Visibility Consultant
Languages required:	English
Duration of Initial Contract:	<ul style="list-style-type: none">• 60 working days, spread over 3.5 months,• Commencement date (Tentative): 17th October 2022• Completion date: 3rd February 2023

BACKGROUND

The Facilitation of the Achievement of Sustainable National Energy Targets of Tuvalu (FASNETT) Project is aimed at facilitating the development and utilization of feasible renewable energy resources and application of energy efficiency technologies for achieving the Government of Tuvalu's updated target of reducing emissions of greenhouse gases from the electricity generation (power) sector by 100% by 2025 based on the country's INDC in November 2015. According to the NDC Registry, Tuvalu is listed as having submitted a first NDC (which was its iNDC) effective when the Government of Tuvalu became a Party to the Paris Agreement based on Decision 1/CP.21. Currently, Tuvalu plans to enhance its NDC including updating the timeframe for achieving the target from 2025 to 2030. For this TOR, this communication comes under Outcome 1 and Output 1.5. It entails the documentation and the visibility of the FASNETT Project activities and its impact on the ground. design and implementation of a suitable capacity development program for DOE, TEC and key stakeholder groups on energy services performance contracting to meet the 100% GHG reduction target, energy integrated energy planning, application of EE/RE technologies operation and maintenance, and techniques and practices for sustainable development, based on the conclusions and recommendations of the updated needs assessment. The facilitation or enabling objective is meant to address, i.e., eliminate the identified RE/EE awareness and capacity barriers to the cost-effective application of RE technologies using the country's indigenous RE resources, as well in the effective and extensive application of EE measures and techniques. The Project Management Unit (PMU) in its Annual Work Plan 2022 has priority areas for implementation to achieve yearly targets. The main focus is on implementations of technical and economically viable demonstrations of Renewable Energy Systems and Energy Efficiency.

Other related activities are also of priority to promote capacity building and awareness, gender assessment, enforcement of standards, policies, and regulations of RE and EE systems.

With the completed demonstration technology activities, the PMU requires the support of a communications and visibility consultant to develop communications knowledge and materials to promote success stories of these project demonstrations. In particular show casing the beneficiaries and the impact RE and EE technologies have had contributed towards their daily livelihood. Furthermore, communications materials will support the funding donor Global Environment Facility (GEF) and United Nation Development Programme (UNDP) and the implementing partner Ministry of Transport, Energy and Tourism knowledge of the efforts done to achieve the project objectives and targets.

Outcome 1 will be achieved through the implementation of Component 1: Awareness Raising on Renewable Energy and Energy Efficiency Applications of the Project. The other components are: Components 2 (Energy Policy Improvement and Institutional Capacity Building); 3 (Applications of Renewable Energy & Energy Efficiency Technologies & Techniques) and 4 (Financing of Renewable Energy and Energy Efficiency Initiatives). The Project is financially supported through the GEF (USD 2,639,725) and co-financed by the UNDP (USD 250,000), the Government of Tuvalu (USD 8,250,000) and Tuvalu Electricity Corporation (USD 7,400,000). Other related activities are also of priority to promote capacity building and awareness, gender assessment, enforcement of standards, policies, and regulations of RE and EE systems and collaborations between productive sectors for sustainable management of the energy systems in the rural areas.

Objective:

The main objective of this assignment is to develop communications knowledge and materials to promote success stories of these project demonstrations. Specific objectives are:

To produce short video of the project demo sites and its impact

To produce success stories booklet, brochure and flyer of different interventions of the project

To update the DOE website with FASNETT information and results

DUTIES AND RESPONSIBILITIES

Scope of Work

The consultant is required to produce communications and knowledge content of the FASNETT project. Moreso, to produce promotional materials to be published for public knowledge on all platforms of communications strategy including social media and TV broadcast. The main activities demonstrated by the project are implementation of Renewable Energy (RE) PV solar, CDI, DMRS and Floating Solar PV. The specifications of audio and content productions are provided in the following manner.

- The production of videos will include script writing, interviews, videography, editing, audio balancing, subtitling, format exporting, archiving raw and edited work etc. All videos produced must be of the highest quality to adequately represent the organization. The optimal standards are: 1080 25p/1080 29.97p or 30p. All material should be shot in 16:9, HD 1080 4K or any recent video format use by the professional.
- To conduct interviews of Communities from the Project demonstration sites the consultant shall use their own HD quality video camera and professional editing software.
- Record and edit narration/ voice over where needed in according with guidance from relevant key.
- Develop digital content for social media in collaboration with the communication team
- Embed sub-titles in the video as per need.
- Audio balance the final product and convert it in formats for use on TV, radio, web, social media.
- Clearly identify name, title and organization of interviewees, quotes and any relevant details.
- Include appropriate partners branding and crediting Global Environment Facility (GEF) and United Nations Development Programme (UNDP) and Ministry of Climate Change, Department of Energy ownership for the produced videos.
- Archive the edited output in an external hard disk.
- Photo documentation that will successfully capture and emotionally express the core elements of the situation assigned for coverage.
- The coverage will include different visual perspectives (close-up, medium range, long distance), with a preference for portrait framing, as noted.
- Photos will be technically good (properly exposed, framed, focused, and edits well optimized).
- Complete caption information and other metadata will be embedded in the files, as described.
- Use photos that will be technically good (properly exposed, framed, focused, and edits well optimized)
- Design and edit a photo album in 10 copies.
- Ensure branding and donor visibility on events and related materials
- Coordinate with regional project team on national campaigns
- Assist in generation of knowledge products and promotional materials from consultations and major events
- Assist in knowledge management and documentation of the project results
- Update and systematization of the project publications database including communication materials, knowledge products, photos and videos
- Support to existing Department of Energy - Ministry of Public Utilities and Infrastructure local website to update and add FASNETT page and information.

Expected outputs and Deliverables

The specific deliverables of the Communications and visibility Consultant are to:

Deliverable 1

Inception Report covering Overall Strategy to prepare and produce all the communication and visibility materials/products -

Deliverable 2

1. Prepare one promotional video for each of the RE and EE technology demonstrated by the project;
 - a. Standalone Solar Home Systems in Funaota
 - b. Capacitive deionization system in Funafuti
 - c. Roof Top Solarization and electric vehicle
 - d. The full work of the Floating Solar Photovoltaic system on the Tafua Pond in Funafuti

Deliverable 3

2. Develop communications content in the form of booklet, brochures, flyers and posters of all demonstration sites. The communications content will contain detail information of each demonstration sites. Such information about location name, RE technology type, capacity, population data and impact of energy access and energy use on their lives. The communications content to be review and edited by parties involve, UNDP Suva office, PMU and DOE for a final output.

Produce electronic copy of 1 booklet, 1 Brochure, 1 Flyer and 1 poster for each of the RE/EE demos.

- a. Standalone Solar Home Systems in Funaota
- b. Capacitive deionization system in Funafuti
- c. Roof Top Solarization and electric vehicle
- d. The full work of the Floating Solar Photovoltaic system on the Tafua Pond in Funafuti

Note: The printing cost will be supported by the Tuvalu FASNETT project

Deliverable 4

1. Publish materials online on Department of Energy website and on social media. Publish information online for public reading. Conduct national awareness through roadshow and talk-back shows on national TV and radio.

Institutional Arrangements

The Communications and Visibility Consultant will work closely with the PMU team and DOE. The consultant will directly report to Director, DOE in overall and to the FASNETT Project

Manager in day to day matters. The PMU and DoE will provide support to ensure deliverables are achieved.

The consultant may hire a local consultant to assist him/her from the ground. The cost must be inbuilt in the bidding amount and UNDP will not be responsible for such hiring.

If travel required and agreed by UNDP and the Department of Energy, UNDP pay for the travel separately on actual basis.

Duration of the Work

For 3 months from 17th October 2022 to 3rd February 2023.

Duty Station

The consultant will be required to work from home and may mobilize his/her assistant time to time be stationed with the PMU team and visit to the demo places to collect data, pictures and video.

COMPETENCIES

- 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;
- Comprehensiveness knowledge of building energy efficiency;
- Excellent presentation and facilitation skills.
- Demonstrates integrity and ethical standards;
- Positive, constructive attitude to work;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Proficiency in computer packages; good working knowledge of word processing and spreadsheet programs, particularly MS Word, MS Power Point and MS Excel and on-line communication/conference and training platforms such as Zoom, Google meet, WhatsApp, etc.
- Maturity and confidence in dealing with senior members of national institutions.
- Excellent written communication skills, with analytic capacity and ability to synthesize relevant collected data and findings for the preparation of quality policy analysis
- Excellent coordination skills and result oriented collaboration with colleagues

REQUIRED SKILLS AND EXPERIENCE

Required Skills and Experience

The consultant should possess the following expertise and qualifications:

Education and Experience

- Bachelor's degree in communications, media relations, journalism or any other related field.
- 7 years of relevant experience at the national or international level in electronic and print media, production of brochure, success stories, flyer, video and other advocacy and communication materials ;
- Strong writing and editing skills in English;
- Experience in social media (i.e. Facebook, Twitter, LinkedIn, YouTube) management and/or online news, including data analysis;
- Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems;
- Good command of graphic design tools (e.g.: Adobe Creative Suite);
- Experience in developing compelling human-interest stories is desirable, brochure, flyer, stories, and short video

Skills

- Demonstrable effective and creative communications skills;
- Results-driven, initiative-taking, ability to work under pressure and meet tight deadlines;
- Ability to work independently or with very limited guidance;
- Highly motivated with a positive attitude and problem-solving approach;
- Good interpersonal and communication skills.

Language

- Excellent writing skills of English language is required.

Price Proposal and Schedule of Payments

Consultant must send a financial proposal based on **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, hiring a local consultant 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:

Deliverables/Outputs	Estimate Duration to Complete	Target Due Dates	Installment
Inception Report covering Overall Strategy to prepare and produce all the communication and visibility materials/products	5 days	21 st October 2022	10% of the Contract amount
25 % progress on Deliverables 2, 3 and 4	15 Days	18 th November 2022	20 % of the Contract amount

50% progress on Deliverable 2,3 and 4	15 Days	23 rd December 2022	20% of the Contract amount
75% progress on Deliverables 2,3 and 4	15 Days	20 th January 2023	20% of the Contract amount
100% progress on Deliverables 2, 3 and 4 followed by a completion report	10 Days,	03 February 2023	30% of the Contract amount

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

Only candidates which are responsive and compliant will be evaluated. Individual consultants will be evaluated based on the following methodology:

Individual consultants will be evaluated based on the following **Cumulative analysis** methodology.

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)

- **Criteria 1:** Bachelor's degree in communications, media relations, journalism or any other related field – Max 10 points;
- **Criteria 2:** experience at the national or international level in electronic and print media, — Max 10 points
- **Criteria 3:** Strong writing and editing skills in English; -Max 10 points
- **Criteria 4:** Experience in social media (i.e. Facebook, Twitter, LinkedIn, YouTube) management and/or online news, including data analysis– Max 10 points
- **Criteria 5:** Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems-Max 10 points

- **Criteria 6:** Command of graphic design tools (e.g.: Adobe Creative Suite)- Max 10 points
- **Criteria 7:** Experience in developing compelling human-interest stories is desirable, brochure, flyer, stories, and short video-Max 10 points

Only candidates obtaining a minimum of 70 points for technical criteria would be considered for the Interview and Financial Evaluation.

Shortlisted candidates shall be called for an interview which will be used to confirm and/or adjust the technical scores awarded based on documentation submitted.

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.