



TERMS OF REFERENCE

Job title:	Team of 2 Team of 2 National Communication and Outreach Consultants (Team Leader and Communications Consultant)
Type of Contract:	Individual Contract (IC)
Duty station:	Chisinau
Section/Unit:	Environment, Energy and Climate Change Cluster
Language's requirement:	Romanian, English
Contract Duration:	January 2022 - December 2024 (180 working days for the Team Leader and 240 working days for the Communications Consultant)
Payment arrangements:	Lump sum contract (payments linked to satisfactory performance and delivery of outputs)
Evaluation method:	Interview of shortlisted candidates

I. BACKGROUND

Climate change is already profoundly impacting the conditions for resource availability and agricultural activities. Over the last decade, the country has experienced a number of extreme events, such as droughts and major floods, along with the incremental effects caused by increased mean temperature, and the uneven distribution of precipitation through the year, which have had negative consequences on the country's economy, and its population wellbeing and health. Severe droughts are recurring more frequently causing significant economic losses. The increasing scope and intensity of extreme events has also resulted in increased frequencies of high-risk situations. By 2050, an increase of 2–3°C in the average temperature, an additional 32 days that exceed the current maximum temperature by 10%, and an additional 12 days with zero precipitation are projected.

The Government sees the National Adaptation Planning (NAP) process as key to achieving the adaptation objectives outlined in its 2014 Climate Change Adaptation Strategy of the Republic of Moldova, and its 2020 Nationally Determined Contributions (NDC), as well as the continued mainstreaming of climate change considerations into its policies and budgeting processes. The proposed project supports the Government of the Republic of Moldova in advancing the second cycle of its National Adaptation Planning process (known as NAP-2). The outcomes of the NAP-2 national adaptation planning processes, are:

- **Outcome 1:** To strengthen and operationalize the national steering mechanism for climate change adaptation (CCA);

- **Outcome 2:** To improve the long-term capacity on planning and implementation of adaptation actions through CCA technologies;
- **Outcome 3:** To improve the mainstreaming of climate change adaptation through the increased alignment of national development priorities, in the priority sectors (forestry, health, energy and transport).

The project will contribute to UNDAF, 2018-2022 outcome #3 (The people of Moldova, especially the most vulnerable, benefit from enhanced environmental governance, energy security, sustainable management of natural resources, and climate and disaster resilient development). Additionally, the project will contribute to the UNDP Country Programme Output 3.3 (National and sub-national governments have improved capacities to integrate resilience to climate change and disasters into development plans and practices to reduce population's vulnerability). Other than that, the project will contribute to the National Development Strategy "Moldova 2030" through ensuring resilience to climate change by reducing risks related to climate change and by facilitating adaptation in six sectors priority - agriculture, water resources, health, forestry, energy, and transport.

The preliminary work under the first cycle of the NAP (known as NAP-1) supported the development of a NAP as a process, conceptualizing and developing its elements, including the national steering mechanism, and laid down the groundwork towards long-term adaptation planning. Albeit the progress, significant gaps remain in the integration of climate change considerations into many of the development policies of the national priority sectors and their associated budget priorities. National appropriations for CCA remain limited.

The NAP-2 goals will be achieved within two parallel implementation tracks. The first track implemented by UNDP expands and deepens the national approach developed under the NAP-1 and strengthens synergies both vertically, at different levels of the governance, and horizontally, between the sectors affected by climate change to reduce duplication of efforts, pool scarce resources for effective use, and ensure a coherent and comprehensive approach to the integration of CCA responses into development planning, while the second track will focus on adaptation in the agriculture sector and will be concurrently implemented under the auspices of FAO.

The National Designated Authority has coordinated with the UNDP and the FAO country offices to ensure the complementarity and congruency of the activities and exchange, as appropriate. By its very nature, the NAP-2 will facilitate integration of CCA into existing strategies, policies and programmes and establish a strong foundation for the integration of methods, tools, and information systems in day-to-day planning activities to effectively inform decision-makers on the climate risks, and to enable the informed formulation of resilient projects and financing strategies.

II. OBJECTIVES AND EXPECTED DELIVERABLES OF THE ASSIGNMENT

The objective of the current assignment is to contribute to the development of Climate Change Information and Knowledge Management Portal (CCIKMP) as well as to provide communication and event visualization support during the implementation of the NAP2 activities. Further the selected consultants will support the NAP-2 team in achievement of results through various communication-related tools, and will lead production of content for both traditional and social

media and coordination of communication and event activities as specified in the project's communication & outreach strategy for 2021-2024. The specific tasks are listed below:

- Develop press releases, news, blog posts, success stories, photo essays, social media posts, and other communication materials about the project's most important achievements to be disseminated through the national media, as well as local and/or regional websites; Design and implement awareness-raising campaigns to communicate how climate change affect people's lives, vulnerabilities, and risks, and how to adapt and build resilience to climate change;
- Coordinate layouts and graphic design for project material, liaising with professional companies, and produce simple graphic designs (e.g., reports, posters, infographics, illustrations, dynamic presentations, etc.) using a variety of software including Canva, InDesign, Photoshop, Illustrator, Word, and PowerPoint for internal and external audiences, and for presentation, print and online use;
- Ensure compliance with all corporate rules and regulations of UNDP, Green Climate Fund, and the Government of the Republic of Moldova, in the field of communication and outreach promotion and reporting;
- Prepare materials for printing in line with UNDP, GCF and the Government of the Republic of Moldova's editorial and visual guidelines, advising on print solutions, coordinating with printing houses, and ensuring delivery of high-quality end products;
- Maintain the project's event calendar and insert regularly updates into the UNDP and UN event calendars;
- Respond to requests for inputs from UNDP, GCF and the beneficiary institutions with respect to communication and outreach aspects of the project;
- Actively participate in the events, interviews, thematic discussions;
- Develop the content for the CCIKMP in close cooperation with the project implementation team, State Hydrometeorological Service and other partners;
- Prepare periodical reports on communication/media activities and contribute to the UNDP Project's reporting on communication and outreach aspects;

Specific tasks for the Team Leader

- Develop detailed annual communication and outreach work plans, in collaboration with the UNDP Project team;
- Regular review and update the project's Communication and Outreach Strategy and Action Plan and advise the implementation team in a timely manner on the resources to be allocated for achieving the communication objectives;
- Liaise with the communication officers of donor and national partners to ensure the visibility and outreach of the project activities;
- Prepare periodical reports on communication/media activities and contribute to the UNDP Project's reporting on communication and outreach aspects;
- Ensure the communication with media, including the organization of relevant events with media in accordance with UNDP and GEF visibility guidelines;

- Identify timely the risks related to communication and outreach activities and propose mitigation measures;
- Proactively create editorial content (stories, events, campaigns, etc.) in cooperation with the Project Team;
- Maintain relevant social media channels (Facebook, etc.);
- Support the development of the visibility materials;
- Supervise development and update of the content of information on CCIKMP and guide the Communications Consultant in approaches to increase the project visibility;
- Track web analytics to ensure the certain content engagement level and deliver the reports on the communication/media activities;
- Undertake any other communication related tasks required on an ad hoc basis for the successful implementation of the assignment.

Specific Tasks for the Communication Consultant

- Develop the content and regularly update information on the CCIKMP;
- Monitor implementation of knowledge management road map and ensure active involvement in its implementation;
- Ensure integration of all relevant products, services, communication, and outreach activities into the CCIKMP;
- Organize the process of data collection and further visualization on the CCIKMP of the knowledge products for the adaptation process;
- Liaise with the national and international stakeholders, collect the relevant data, information, and publications, and initiate the formulation of the agreements to ensure the information sharing if requested;
- Liaise with the sector-specific experts to ensure that the information presented on the CCIKMP is correct and up to date;
- Identify and maintain close cooperation and communication with print, electronic and online media outlets;
- Present the CCIKMP on the public events to increase the media outreach and visibility;
- Support the Team Leader and Project Team in other communication and outreach related tasks as required.

Key deliverable for the Team Leader

No.	Deliverables	Indicative timeframe
1	Annual detailed communication and outreach work plan approved by the Project Manager	by January 2022 - 6 w.d.
2	Six Progress Reports approved by the Project Manager on: 1. Contribution to the project’s public events provided: issuance of press releases, briefs, scripts, event scenarios,	by December 2024 - 105 w.d.

	<p>promotion on social media networks, taking and editing photos;</p> <ol style="list-style-type: none"> 2. Support for preparation of project related analytical briefs, talking points, success stories, blog posts and public appearance of UNDP or beneficiary representatives; 3. Communication events/products delivered to partners and donors 	
3	<p>Five Progress Reports approved by the Project Manager on:</p> <ol style="list-style-type: none"> 1. Communication and media products delivered (including but not limited to booklets, brochures, newsletters, blog posts, success stories, photo reportages); 2. UNDP social media networks fed with information on project's results: posts, illustration, infographics, photo albums, etc; 	by October 2024 – 39 w.d.
4	<p>Annual detailed Progress reports on update of relevant products, services, communication, and outreach activities into the CCIKMP including description of support and guidance provided to the Communication consultant</p>	December 2024 - 30 w.d.

This is a part-time consultancy. The timeframe for the work is planned for January 2022–December 2024.

Key deliverable for the Communication Consultant

No.	Deliverables	Indicative timeframe
1	Annual detailed work plan approved by the Project Manager	by January 2024 - 6 w.d.
2	<p>Six Progress Reports approved by Project Manager on:</p> <ol style="list-style-type: none"> 1. Update and integration of relevant products, services, communication, and outreach activities into the CCIKMP; 2. Content developed for CCIKMP, and data collected for the portal 3. Communication-related results; 4. Contribution to the project's public events provided (including logistical and content support); 5. Communication and media products delivered (including but not limited to booklets, brochures, newsletters, blog posts, success stories, photo reportages); 6. Support for preparation of project related analytical briefs, success stories, blog posts and public appearance of UNDP or beneficiary representatives. 	by December 2024 - 234 w.d.

This is a part-time consultancy. The timeframe for the work is planned for January 2022–December 2024.

III. INSTITUTIONAL ARRANGEMENT

Management Arrangements: The consultants will work under the supervision of the Team Leader for the 3rd project component and Project Manager.

Reporting: The consultants will provide Progress Reports in English, according to the agreed timeframe and deliverables table, in electronic copies. The progress reports shall also include a chapter with communication-related results, including insights and recommendations for the Project team related to improvement of visibility and promotional activities. Additionally, to each report shall be attached produced deliverables. All deliverable shall The Project Manager should approve the deliverables.

Duty Station: Home-based. No field trips are envisaged for this assignment.

IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATION

Team Leader

Academic Qualification:

- University degree in public relations, communication, journalism, social science, or related areas. Additional training and certification in communication/news media would be an asset.

Experience:

- At least 5 years of relevant experience in the field of journalism, communications, external relations, public affairs, or corporate communications;
- Experience in elaboration of communication strategies and action plans.
- Experience in organizing communication and outreach events;

Competences:

- Experience and competencies in communication with different categories of people, including public officials, mass media and NGO representatives;
- Good understanding of climate change and development issues;
- Good understanding of providers and end-users of climate change adaptation knowledge at various levels;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues.

Language requirements:

- Knowledge of Romanian and English is required for this assignment, Russian is an asset.

Communication Consultant

Academic Qualification:

- University degree in public relations, communication, social science, data management or related areas. Additional training and certification in communication/news media would be an asset.

Experience:

- At least 2 years of relevant experience in the field of communications, external relations, public affairs, corporate communications, data management;
- Experience with the content management systems, social media management.

Competences

- Experience in communication with different categories of people, including public officials, mass media and NGO representatives;
- Good understanding of climate change and development issues;
- Good understanding of providers and end-users of climate change adaptation knowledge at various levels;
- Ability to think creatively, to develop and implement innovative solutions for traditional issues.

Language requirements:

- Knowledge of Romanian and English is required for this assignment, Russian is an asset.

Personal qualities of both consultants:

- Flexibility and availability during assignment is required (in case you are currently engaged or anticipate further engagements with other entities or UNDP, please mention in your brief description/motivation letter, number of days you can allocate per month for this assignment).
- Proven commitment to the United Nations' core values respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or another status. Please mention in your CV if you belong to the group(s) under-represented in the UN Moldova and/or assignment area.
UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, refugees, and other non-citizens legally entitled to work in the Republic of Moldova are particularly encouraged to apply.

V. PAYMENT MODALITIES

The consultants will organize and facilitate the implementation of all activities as described above; his/her payment will be **lump sum** amount based, disbursed in several instalments, upon submission and approval of deliverables and certification by UNDP Moldova Project Manager that the services have been satisfactorily performed.

VI. APPLICATION PROCESS

Applicants shall submit the following documents:

- Offeror's Letter confirming Interest and Availability, including financial offer, according to Annex 2;
- CV, including information about experience in similar assignments;
- Brief description of why the individual considers him/herself as the most suitable for the assignment, including also availability information (number of days/months allocated for this assignment).

VII. ANNEXES TO THE TOR

Annex 1- Individual Consultant General Terms and Conditions

Annex 2- Offeror's letter confirming interest and availability, including a financial proposal (template).