

United Nations Development Programme

Papua New Guinea Country Office



Terms of Reference

Consultancy for National Consultant to support implementation of the Communication and Visibility Plan of the project “Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea” – IC/PNG/035-2021

Project Title: “Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea”

Type of Contract: Individual Contract

Duration: 80 days over a period of August – February 2023

Location: Wabag, Enga Province of PNG

Please note that UNDP is not in the position to accept incomplete applications - please make sure that your application contains all details as specified below in this notice.

1. PROJECT DESCRIPTION

The project “Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea” will assist in strengthening sustainable and inclusive economic development of the Enga Province of Papua New Guinea by three components: i) improving climate change mitigation and adaption; ii) strengthening food and nutrition strategy and iii) improving biodiversity and land/forest conservation. It will be achieved through the development and delivery of an innovative approach to rural development that brings together government systems, private sector and community action to present a model for climate compatible green growth.

Integrated sustainable land use and development planning within provincial and district development planning will provide a framework and supporting environment for effective climate compatible development including both mitigation and adaptation actions. This framework will be used as a base to help catalyse community action on sustainable projects and the development of community conservation areas as well as private sector investment in the development and production of high quality ‘conservation commodities’ that have improved international market access and prices and support the delivery of multiple objectives at the community level. This integrated approach is fully in line with a number of government and private sector initiatives with the current project acting as a catalyst to bring



these elements together as well as helping to bridge the investment gap presents in fully operationalizing these integrated approaches.

Through these actions the project will provide significant support to achieving both PNG's Medium-Term Development Goals, including targets for increasing agricultural productivity, increasing areas under conservation and reducing levels of forest loss. It will also support action under the SDGs in particular action on SDG15 Life on Land, SDG 13, Climate Action and Goal 2, Zero Hunger.

In order to successfully implement the project, a Comm Communication and Visibility Plan (C&V Plan) was developed to raise awareness on the achievements and impacts of the Action and the positive results of the EU-UNDP partnership. It also aims to raise awareness of the external policies and actions of the Union in its role as a global player and provide accountability and transparency on the use of EU funds to taxpayers and the citizens of partner countries. More specifically, this C&V plan aims also at raising the awareness of stakeholder groups and general audience on:

- The importance of the inclusive rural development in Enga Province of PNG;
- The EU GCCA Plus Initiative Landscape Approach to address climate change.

The C&V Plan supports the achievement of the specific objective of the project - diversification of local economic activities, fostering investment and empowering competitive agricultural and environmental practices in Enga province via bottom-up strategic planning of inclusive sustainable rural development.

2. OBJECTIVE

The purpose of the national consultancy is to support the implementation of the communications and visibility plan of the project "Strengthening Integrated Sustainable Landscape Management in Enga Province Papua New Guinea – SISLMEP-PNG"; to provide high quality and technical assistance in communications and advocacy to support the overall objectives of the programme; to develop and coordinate programme communications and advocacy materials to advocate for gender equality and ending violence against women in the public domain; and to support the implementation of the programme advocacy, prevention and behavioural change related activities.

The National Consultant will be working under overall supervision of the International Communications Advisor (ICA) in close collaboration and support of the Enga Project Management Unit and UNDP Country Office Communications Team.

3. SCOPE OF WORK

Support the implementation of the activities plan of the communications and visibility plan of the SISLMEP-PNG project, but not limit to:

- Provide communications support in the coordination and delivery of public awareness activities. This task will also involve identifying key media participants, facilitators and logistics needed to implement the communications and visibility plan.
- Collect and compile media contact database, prepare materials required for the public awareness events such as power point presentations, banners, explainer videos, and organization of certificates for participants.
- Work with CCDA and Enga Provincial Administration to organize field visits and public awareness events.

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- Develop and provide content for relevant communications platforms (website, social media mediums, and other materials and products) and onsite organizational support.
- Prepare, package and distribute all developed and printed materials and products to all key identified stakeholders with instructions to ensure those materials are effectively and efficiently used and displayed at suitable locations where they are more visible and informative.
- Assist the Project Management Unit (PMU) in holding national, regional and local level conferences, events, and workshops to assist in the delivery of sustainable integrated landscape management – related communications and visibility actions.
- In close collaboration with the UNDP Country Office Communication Team and advice of ICA, take active role in organizing media outreach at national and provincial levels.
- Arrange media persons, press briefings, and interviews; and provide talking points and other materials as needed; coordinate/facilitate response to media inquiries in consultation with PMU, UNDP, and the ICA quickly and effectively.
- Develop close collaboration with the regional media through the provision of stories and news releases, using both web-based and traditional media, when appropriate, to generate and maintain public interest in integration of sustainable landscape management initiatives.
- Support project's implementing partners to address communications needs and implement communications and advocacy related activities.

4. DELIVERABLES

The National Consultant will be responsible for delivering the following outputs:

Deliverables/ Outputs	Estimated Duration to Complete the assignment	Target Due Dates	Payment Percentage	Certifying/ Authorizing officer
Payment upon submission and acceptance of the following deliverable: - Implementation of the activities plan, including substantive inputs in the development and organisation of the public awareness event on Sustainable Integrated Landscape Management in Enga Province. This includes development of brief and concept notes, media products with the support of International Communications Consultant	15 days	10 Sep 2021	10%	Project Manager
Payment upon submission and acceptance of the following deliverable: - Implementation of the activities plan, including substantive inputs in the development of 2 stories published in the project's e-newsletter and on the UNDP's Country Office website and disseminated on social media in close	10 days	31 Sep 2021	20%	Project Manager

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collaboration with the EU Delegation in Papua New Guinea.				
Payment upon submission and acceptance of the following deliverable: - Implementation of the activities plan, including substantive inputs in the development short documentary about Sustainable Integrated Landscape Management in Enga Province. This includes development of the 10-minutes script with the support of International Consultant.	20 days	31 October 2021	20%	Project Manager
Payment upon submission and acceptance of the following deliverable: - Implementation of the activities plan, including substantive inputs in the development of 2 stories published in the project's e-newsletter and on the UNDP's Country Office website and disseminated on social media in close collaboration with the EU Delegation in Papua New Guinea.	10 days	30 October 2021	20%	Project Manager
Payment upon submission and acceptance of the following deliverable: - Implementation of the activities plan, including substantive inputs in the development of 2 stories published in the project's e-newsletter and on the UNDP's Country Office website and disseminated on social media in close collaboration with the EU Delegation in Papua New Guinea.	10 days	30 November 2021	20%	Project Manager
Payment upon submission and acceptance of the following deliverable: - Implementation of the activities plan - Final report of communication-related activities conducted as per the deliverables of the work plan	15 days	30 November 2021	10%	Project Manager

5. INSTITUTIONAL ARRANGEMENTS, DURATION OF WORK, DUTY STATION

The National consultant will be working with International Communications Advisor (ICA) and UNDP Communications Team.

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The UNDP Project management unit (PMU) will provide support to the consultant, including introductions to key stakeholders and organization and financing of the training/workshop.

The duration of the assignment is 90 consultancy days from May to December 2021. In accordance with expected outputs and deliverables, the National Consultant provides progress updates to Project Manager for review outputs, comments, certify approval/acceptance of works afterwards. In case of any delays to achieve the expected outputs, the National Consultant should notify the UNDP Project Manager in advance to take necessary steps.

The duty station of the consultant is Wabag, Enga province of PNG.

6. EDUCATION AND EXPERIENCE**Education**

- ✓ Bachelor's degree or diploma in communications, Arts or relevant fields

Work experience

- ✓ At least 3 years of experience working with UN agencies, EU, national and international governmental and diverse of stakeholder groups, and proven experience in strategically managing communications activities and capturing knowledge and sharing.
- ✓ At least 3 years of experience working on the theme related to forests, climate change, natural resources, and environment related issues.
- ✓ Experience of PNG and the Pacific is an advantage.

Competencies

- ✓ Fluency in written and spoken English.
- ✓ Strong inter-personal skills, in particular, demonstrated team leadership qualities and excellent oral communication skills.
- ✓ Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- ✓ High level planning, organizational and time management skills, including flexibility, attention to detail and the ability to work under pressure to meet challenging deadlines;
- ✓ Ability to quickly adapt to change, and to remain calm under pressure;

7. EVALUATIONCumulative analysis

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 may 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 a pre-determined set of weighted technical and financial criteria specific to the solicitation.
 - * Technical Criteria weighting; 70%
 - * Financial Criteria weighting; 30%

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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.

Criteria	Points	Percentage
Qualification		10%
✓ Bachelor's degree or diploma in communications, Arts or relevant fields	10	
Experience		55%
✓ At least 3 years of experience working with UN agencies, EU, national and international governmental and diverse of stakeholder groups, and proven experience in strategically managing communications activities and capturing knowledge and sharing.	30	
✓ At least 3 years of experience working on the theme related to forests, climate change, natural resources, and environment related issues.	25	
Competencies		5%
✓ Fluency in written and spoken English.	1	
✓ Strong inter-personal skills, in particular, demonstrated team leadership qualities and excellent oral communication skills.	1	
✓ Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.	1	
✓ High level planning, organizational and time management skills, including flexibility, attention to detail and the ability to work under pressure to meet challenging deadlines.	1	
✓ Ability to quickly adapt to change, and to remain calm under pressure.	1	
Technical Criteria		70%
**If necessary interviews shall also be conducted as part of the technical evaluation to ascertain best value for money.		
Financial Criteria – Lowest Price		30%
Total		100%

Documents to be included when submitting Consultancy Proposals

The following documents may be requested:

- Duly executed **Letter of Confirmation of Interest and Availability** using the template provided by UNDP.
- Signed P11**, 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.
- Brief description** of why the individual considers him/herself as the most suitable for the assignment, and a methodology, on how they will approach and complete the assignment. Please paste the letter into the "Resume and Motivation" section of the electronic application.
- Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided. If an Offeror is employed by an

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organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must stipulate that arrangement at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

Lump-sum contracts

The financial proposal shall specify a total lump-sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in instalments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump-sum amount (including travel, living expenses, and number of anticipated working days).

Travel

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket; should the IC wish to travel on a higher class, they should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging, and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

Submission Instructions

Proposals may be submitted on or before the deadline as indicated below. Proposals must be submitted using this generic email procurement.png@undp.org address only.

Incomplete proposals and failure to comply with proposal submission instruction may not be considered or may result in disqualification of proposal.

Completed proposals should be submitted using no later **than 30 August 2021**.

For any clarification regarding this assignment please write to Tirnesh Prasad on procurement.pg@undp.org

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.