

**Individual Consultant**

**TERMS OF REFERENCES and PROCUREMENT NOTICE**

Date: 24.07.2022

**Country:** Republic of Azerbaijan

**Project name:** Energy & Environment Portfolio - National Adaptation Plan (NAP) Support Project & EU4Climate Azerbaijan, Energy Efficiency Project

**Description of the assignment:** Communications and Event Management Expert for Energy & Environment Portfolio

**Period of the assignment/services**: 170 working days (August 2022- August 2023)

Proposal should be submitted by email to [procurement.aze@undp.org](mailto:procurement.aze@undp.org) no later than August 01, 2022, 18:00 by local time, Azerbaijan

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. UNDP in Azerbaijan will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all shortlisted consultants.

1. **BACKGROUND**

**National Adaptation Plan (NAP) Support Project for adaptation planning and implementation in Azerbaijan**

Financed by Green Climate Fund (GCF) this project will support the Government of Azerbaijan to facilitate the development of the National Adaptation Plan (NAP) and improve climate change adaptation (CCA) actions in three priority sectors identified by the Ministry of Ecology and Natural Resources (MENR) of the Republic of Azerbaijan through stakeholder consultations: water resources, agriculture, and coastal areas.

The NAP readiness support objective is to increase capacity on climate resilience and adaptation in these three sectors through the implementation of actions and activities that will reduce or eliminate barriers for an effective adaptation process at both the national and local levels.

The focus of this assignment is to support to implement communications projects and strategies.

**“EU4Climate” Azerbaijan**

EU4Climate Project helps governments in the six EU Eastern Partner countries - Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine - to take action against climate change. It supports countries in implementing the Paris Climate Agreement and improving climate policies and legislation. Its ambition is to limit climate change impact on citizens lives and make them more resilient to it. EU4Climate is funded by the European Union (EU) and implemented by the United Nations Development Programme (UNDP).

The objective of the project is to support the development and implementation of climate-related policies by the Eastern Partnership countries that contribute to their low emission and climate resilient development and their commitments to the Paris Agreement on Climate Change. It identifies key actions and results in line with the Paris Agreement, the "20 Deliverables for 2020”, and the key global policy goals set by the UN 2030 Agenda for Sustainable Development. The project will also translate into action priorities outlined in the Eastern Partnership Ministerial Declaration on Environment and Climate Change of October 2016. The project will be implemented in the period 2019-2022.

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

In the scope of the projects, the UNDP Country Office in Azerbaijan will contract the services of a national expert to provide consultancy servcies for achieving its communications projects’ objectives.

S/he will be responsible for providing support to both projects in achieving its communications objectives in co-operation with stakeholder ministries on Energy and Environment. S/he will work closely with the both projects national consultants, under overall supervision of the National Project Manager.

**Duties and Responsibilities**

Specifically his/her responsibilities will include but are not limited to the following:

* Undertake a comprehensive review of the Project documents and action plans and elaborate a visibility and communication strategy and work plan, in collaboration with the UNDP Energy and Environment Portfolio.
* Write, edit, and distribute content, including publications, press releases, news, blog posts, success stories, photo essays, social media posts, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, products and/or services.
* Design and implement raising-awareness campaigns to communicate how climate change affect people’s lives and CC Mititgation and Adaptation measures
* Design for project materials (e.g. reports, posters, leaflets, infographics, social media posts, images.) using a variety of softwares
* Support external communications as needed with press releases, factsheets, videos, virtual events and social media
* Respond to requests for inputs from UNDP, EU, GCF, GEF and the Government’s relevant institution with respect to communication and visiblity aspects of the projects
* Respond to media inquiries, arrange interviews, and to develop speeches.
* Prepare recommendations for the development Communication Strategy for NAP Roadmap according to the outcome 3.1
* Support Project team for the development of web content of Climate Change online portal and multimedia management
* Establish and maintain effective relationships with journalists and maintain a media database.
* Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
* Maintain records of media coverage and collate analytics and metrics.
* Ensure consistency in terms of voice, branding, messaging, and frequency of posting via digital channels.
* Monitoring mass media and put-up reports.
* Prepare agendas and other communication related material for the meetings, events, and functions.
* Perform administrative duties such as answering calls, preparing presentations, scheduling meetings, making travel arrangements, and so on.
* Preparation and diffusion of the programmed, list of participants, and all other event-related documents.
* liaison with staff at the venue concerning catering, technical requirements, registration of participants, etc.
* Assist project team with organizing events according to the workplan
* Design and produce layouts for project materials (e.g. reports, posters, infographics, social media assets, images, dynamic presentations etc.) using a variety of software
* Assist with preparing materials for printing in line with UNDP, EU Delegation/European Commission, and the Government’s editorial and visual guidelines

Undertake any other events related tasks required on ad hoc basis for the successful implementation of his/her assignmentThe potential candidate should take into account that though, the relevant expenses will be covered by the EU4Climate and NAP Projects, the activities of Communication Event Organizing Officer will cover the entire E&E portfolio of UNDP CO In Azerbaijan.

**3. EXPECTED DELIVERABLES AND TIMETABLE**

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| **Deliverable** | **% of overall contract value** | **Timetable** |
| Advance payment | **10%** | **August 2022** |
| Deliverable 1: Draft Communications Plans for “NAP” and “E4Climate” Projects | **15%** | **September/November2022** |
| Deliverable 2: 1st Quarter (upon contracting) Communications Report  Quarterly report on communication-related results, including insights and recommendations for the Project team to improve the visibility of the project | **15** | **January 2023** |
| Deliverable 3: 2nd Quarter Communications Report | **15** | **March 2023** |
| Deliverable 4: 3rd Quarter Communications Report | **15** | **May 2023** |
| Deliverable 5: 4th Quarter Communications Report | **15** | **June 2023** |
| Preparation of Success story and Final report | **15** | **July 2023** |

**Location:** The assignment will be based in Baku, Azerbaijan.

**Travels**: No international and local travels are envisaged at this point. However, if required, it will be covered seperately.

**Reporting**: S/he will be reporting to the the Project Managers of the EUClimate and NAP Projects under overall supervision of the Programme Analyst for the E& Portfolio. The consultant must ensure timely fulfillment of his/her assisting and support actions, including reporting, thus making timely and sufficient contribution to the timely preparation and submission of the project implementation. The local consultant should closely collaborate with the National Project Managers in order to complete the above-mentioned deliverables with high quality. The language of the reports should be discussed each time with the Project Managers, and if necessary with the Programme Analyst/Senior Programme Advisor prior to the reporting.

**4. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

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| * University degree in communications, international/public relations, journalism or other social sciences - 10 * At least 5 years of relevant experience at the national or international level in public relations, communications – 15 * Substantive experience in drafting high quality communications products – 10 * Prior experience in developing the visibility materials for printing and developing press releases, news, blog posts, success stories, photo essays, social media posts, and other communication materials about the project’s most important achievements 10 * At least 2-year previous experience with UNDP projects or another international organizations- 10 * Approach to work - 15 |

**5. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.**

Interested individual consultants must submit the following documents/information to demonstrate eligibility of their qualifications:

* Offeror’s letter to UNDP conforming interest and availability for the Individual Contractor (IC) Assignment
* CV or duly filled out and signed P11 Form
* Description of Approach to Work
* Breakdown of Costs Supporting the Final All-Inclusive Price as per Template

If any of the above-mentioned documents is missing UNDP holds the right to reject the respective proposal altogether.

**6. FINANCIAL PROPOSAL**

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| **Contract Payment:**  Given the duration and continuous nature of the assignment, the national consultant will be paid in accordance with the Deliverables table. |

**7. EVALUATION**

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| Experts will be evaluated based on the following methodologies:  Cumulative evaluation that takes into account both financial offer and the technical expertise of the potential candidatesbeing reviewed and compared. The Price Component will be reviewed only for those individuals whose Technical Component meets the requirements for the assignment. The total number of points which individual may obtain for both components is 100. A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical component being completed prior to any price componentThe technical component, which has a total possible value of 70 points, will be evaluated using the following criteria: **Local consultant will be hired if he or she meets the following requirements:**   * University degree in communications, international/public relations, journalism or other social sciences - 10 * At least 5 years of relevant experience at the national or international level in public relations, communications – 15 * Substantive experience in drafting high quality communications products – 10 * Prior experience in developing the visibility materials for printing and developing press releases, news, blog posts, success stories, photo essays, social media posts, and other communication materials about the project’s most important achievements 10 * At least 2 years prior experience with UNDP projects or another international organizations- 10 * Approach to work - 15   If the substantive presentation of a technical proposal achieves the minimum of 49 points, the competitiveness of the offered consultancy expenses will be taken into account in the following manner:  The total amount of points for the fees component is 30. The maximum number of points shall be allotted to the lowest fees proposed that is compared among those invited individuals which obtain the threshold points in the evaluation of the technical proposal. All other proposals shall receive points in inverse proportion to the lowest fees; e.g;  [30 Points] x [US$ lowest]/[US$ other] = points for other proposer’s fees  ***The minimum threshold for technical component is 70% of the points in total. (49 points)*** |

**8. MONITORING**

The monitoring of fulfillment of the assignment by the consultant will be conducted by the Project Managers for EU4Climate and NAP Projects under over supervision of the Programme Analyst/Senior Programme Advisor

**9. ATTACHMENTS:**

* Two Project Documents
* UNDP General Conditions of Contracts for the services of individual contractors
* Template for confirmation of interest