



Terms of Reference

Consultancy Title: International Communications Consultant

Project Name: Supporting Mainstreamed Achievement of Roadmap Targets on Energy in Nauru (SMARTEN)

Duty Station: Homebased and Nauru

Duration of the Contract:

- **Contract period: May – August 2021**
- **Number of working days: 37 working days**
- **Commencement and ends dates of assignment: May 30th 2021**

Objectives:

Statement(s) outlining clearly the anticipated results of the consultancy.

The International Communication consultant is expected to formulate a SMARTEN Communication Strategy, a detailed communication Workplan, and prepare required content, promotional material and designs in close coordination with the SMARTEN Project Management Unit (PMU). The implementation of this strategy should influence behavioral changes and improve the capacity of the government of Nauru, the private sector, and communities about the cost-effective application of Renewable Energy and Energy Efficiency technologies and practices.

Background

The Republic of Nauru is a Micronesian country island lying less than 60 km south of the equator. With a total land area of 21 km² and a population standing at approximately 12,700 in 2018. Similar to most Small Island Developing States (SIDS) in the Pacific region, Nauru has scarce local energy resources, limited to solar energy and biomass, and therefore imports from abroad most of the energy consumed in the country.

The Government of Nauru (GoN) has set three targets for the energy sector in its Nauru Energy Road Map (NERM) 2014-2020, which has been reviewed and updated in 2018 - 2020, namely:

- a. 24/7 grid electricity supply with minimal interruptions
- b. 50% of grid electricity supplied from Renewable Energy (RE) sources
- c. 30% improvement in Energy Efficiency (EE) in the residential, commercial, and government sectors

The NERM builds upon the energy development agenda laid out in the National Sustainable Development Strategy (NSDS) 2005-2025, which was updated in 2019-2030, and the 2009 National Energy Policy Framework (NEPF).

SMARTEN is a 4-year project funded by GEF to enable the increased applications of feasible renewable energy and energy efficiency technologies for supporting socio-economic development in Nauru in accord with the country's energy roadmap targets. This project is expected to reduce 1.049 Mil Metric Tons of CO₂ over its lifetime. For more information on the project, follow the below link to the Project Documents:

<https://www.thegef.org/project/supporting-mainstreamed-achievement-roadmap-targets-energy-nauru-smarten>

Scope of work/Expected Output

Under the direct supervision of the SMARTEN PMU and the Director of Energy, the International Communications Consultant will be responsible for providing high quality services in the following areas, especially on improving the energy sector capacity in Nauru based on an in-depth understanding of local and national context while incorporating lessons learnt from global practices:

- Identify the knowledge management outputs in Component 4 (Output: 4.1) of the SMARTEN project, develop a SMARTEN Communications Strategy and assist in its implementation during the contract period. Before the development of the strategy, the consultant must ensure that a situation analysis, audience analysis, and project analysis has been conducted.
- The strategy should not be limited to, but should contain the below sections:
 - Assessment of capacity gaps and project needs by analyzing all the project components, through stakeholder consultations, community surveys, etc.
 - Design Community outreach activities and awareness improvement programs – within the Government, community and the private sector.
 - Design awareness improvement programs for schools, including competitions, visits, promotions, etc.
 - Design awareness activities through TV, radio, and other social media platforms
 - Plan and co-ordinate capacity building initiatives and training programs relevant to communications/awareness for all project related components.
- From the strategy, develop a more focused communication Workplan for the duration of the project. The plan should also have a monitoring and evaluation checklist to be able to measure the effectiveness of the actions when they are implemented. The checklist should also be linked to the targets and indicators identified in the project results-based log frame.
- Based on the Strategy and Workplan, design and prepare the Communications and Outreach Materials for each activity.
 - Designing info graphic content for both online and printed materials
 - Designing promotional pamphlets, posters, banners, etc.
 - Develop multimedia materials and presentations to disseminate the intended messages on the project
- Web/Media content:
 - Preparing content for radio talk shows, media interviews, and other related activities
 - Writing web content to improve the Project's online presence
 - Create a SMARTEN newsletter template, articles, press releases, and other social media packs.
- Draft and develop key messages, speeches and PowerPoint presentations for different project activities.
- Conduct training to the PMU and other relevant stakeholders on the development and implementation of the Communication Strategy and Workplan.
- Provide mentoring support over the implementation of the key action activities.

Timelines & Due dates:

Deliverables	Timeline
1. Development of a final Nauru SMARTEN Communication Strategy	10 Working days
2. Development of a final Nauru SMARTEN Communication Workplan with Monitoring and Evaluation Checklist	5 Working days
3. Preparation of Communication and Outreach materials, Web\media content, and other required content creation.	15-30 Working days
4. Conduct a Training workshop and lead the implementation of prioritized communication actions/activities. Provide additional mentoring support	3 Working days

Resources Provided

- All in-country transport cost associated with achieving project activities
- Office space in-county
- All meeting costs related to the project
- All technical training, field surveys, workshop etc. costs associated with achieving project activities
- Required logistical support

Supervision/Reporting

- To Department of Climate Change and National Resilience (DCCNR) - all achieved deliverables must be endorsed by DCCNR and UNDP, with the support of SMARTEN PMU & TWG;
- Progress reporting on all achieved outcomes when needed.

Requirement for Qualifications & Experience

Minimum educational qualifications

1. Master's degree, or equivalent Advanced Degree, in media relations, journalism, publishing, international relations, communications, marketing or a related field.
2. Sound educational background in the field of sustainable development, and a good understanding of Climate Change, Renewable Energy, Energy Efficiency, SDGs, etc.

Experience & skills

1. At least 5-10 years of relevant work experience at the international or national level in public relations, media and/or communications, social media, knowledge management platforms and advocacy.
2. Strong working experience and subject knowledge in the field of sustainable development, Climate Change, Renewable Energy, Energy Efficiency, SDGs, etc.
3. Strong English communication skills in writing and editing content and designing communication and outreach materials
4. Proven experience in developing and executing communication strategies, content creation, and content editing.
5. Prior experience in designing communication materials including infographics, pamphlets, posters, etc.
6. Experience working in the Pacific regional agencies, and already existing media contacts is a plus.
7. Expertise in the use of social networking tools.
8. Prior experience in the energy sector projects, working with UNDP\UNDP-GEF projects or Pacific regional agency project will be a plus.
9. Extensive experience with training of trainers, building knowledge, and development of the capacity of national and international staff.

10. Flexibility and ability to operate in different cultural settings and with a variety of stakeholders; culturally and gender-sensitive.

Management and Leadership

1. Focuses on impact and result for the client and responds positively to feedback
2. Leads teams effectively and shows conflict resolution skills
3. Consistently approaches work with energy and a positive, constructive attitude
4. Demonstrates strong oral and written communication skills
5. Builds strong relationships with clients and external actors
6. Remains calm, in control, and good humored even under pressure
7. Demonstrates openness to change and ability to manage complexities

Proposal Requirements

Technical Proposal

- CV
- Statement of how the applicant will meet the requirement
- Methodology / Approach
- Names/Contacts of 3 referees

Financial Proposal

- Daily Consultancy Fee (No fee range to be stated)
- Travel Expenses (If required) (Only full economy class fare permitted)
- Financial proposal to be submitted separately from Technical proposal

Payment Schedule (if required):

Delivery of agreed outputs

- Payment due dates
- Consultancy fee to be paid based on satisfactory completion of outputs and certification by DCCNR

Milestone	Due Date
10% of the contract amount to be paid upon submission of a signed contract and approved work plan for the 37 days. The work plan must detail activities and expected deliverables by timeline.	TBD
10% of the contract amount to be paid upon submission and approval of first output/deliverable 1.	TBD
15% of the contract amount to be paid upon submission and approval of the progress on activities and achieved results of second output/deliverable 2	TBD
30% of the contract amount to be paid upon submission and approval of the progress on activities and achieved results of output 3 and any other supported activities.	TBD
15% of the contract amount to be paid upon submission and approval of the fourth output/deliverable 4 detailing activities and expected deliverables	TBD

Evaluation Criteria: 70%

Qualification	10%	
Experience and Skills	50%	
Competency	10%	
Financial	30%	

Proposal Submission

- Submission format (Technical (with workplan) & Financial Proposal)

- Mode of submission (email)
- Closing date/time
- Contact Person

Consultancy Proposals should be addressed to:

SMARTEN Project Manager
Department of Climate Change and National Resilience
Government Office, Yaren District
Republic of Nauru

and sent via email to smartenprojectmgr@gmail.com; no later than **14th May 2021 (5pm Nauru time)** clearly stating the title of consultancy applied for. Any proposals received after this date/time will not be accepted. Any request for clarification must be sent in by standard electronic communication to the address or e-mail indicated above. DCCNR will respond in writing or 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 consultants. Incomplete, late and joint proposals will not be considered and only offers for which there is further interest will be contacted. **Failure to submit your application as stated above will be considered 'incomplete and therefore the application will not be considered.**

Useful Links:

Project information of the UNDP-GEF SMARTEN Project:

<https://www.thegef.org/project/supporting-mainstreamed-achievement-roadmap-targets-energy-nauru-smarten>

SMARTEN Job Application Form:

<https://drive.google.com/file/d/13YfA2m1Q42k-xOujFhKa1ijH7RyyhFKi/view?usp=sharing>

**BREAKDOWN OF COSTS
SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL**

A. Breakdown of Cost by Components:

Cost Components	Unit Cost	Quantity	Total Rate for the Contract Duration
.Personnel Costs			
Professional Fees			
Life Insurance			
Medical Insurance			
Communications			
Land Transportation			
Others (pls. specify)			
Travel Expenses to Join duty station			
Round Trip Airfares to and from duty station			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			
Duty Travel			
Round Trip Airfares			
Living Allowance			
Travel Insurance			
Terminal Expenses			
Others (pls. specify)			

B. Breakdown of Cost by Deliverables*

Deliverables <i>[list them as referred to in the TOR]</i>	Percentage of Total Price (Weight for payment)	Amount
Deliverable 1		
Deliverable 2		
....		
Total	100%	AUD

**Basis for payment tranches*