

TERMS OF REFERENCE

Individual Contractor

1. Assignment Information

Assignment Title	Consultant to develop Cambodia REDD+ Communication Strategy and assess media products
Post Level	Senior Specialist
Contract Type	Individual Contractor
Duty Station	Home-based, and non-home-based (Phnom Penh)
Expected Place of Travel	Up to two selected Provinces in Cambodia
Contract Duration	40 days. From 01 May 2016 to 30 June 2016

2. Assignment Description

The Royal Government of Cambodia (RGC) is a signatory to the United Nations Framework Convention on Climate Change (UNFCCC) and is a REDD+ partner country. The objective of REDD+ is to reduce emissions from deforestation and forest degradation and the conservation, sustainable management of forests and enhancement of forest carbon stocks. REDD+ participant countries shall be eligible for results based payments for verifiable emissions and/or enhanced carbon stocks.

Prior to seeking such results based payments Cambodia REDD+ has to establish an implementation framework. The key elements of this framework include a national REDD+ strategy, national forest reference emission level, national forest monitoring system, and a safeguards information system.

The REDD+ readiness phase also requires countries to engage meaningfully with a broad set of stakeholders to ensure the process is transparent, inclusive, and participatory. As part of this commitment the Cambodia REDD+ programme developed a Communications Strategy; a Consultation and Participation Plan; established a Consultation Group with nine stakeholders, and a Gender Group; and produced a diversity of multimedia products.

During the period 2011-2015 significant activities have been undertaken to create awareness about REDD+ and to enhance capacity through a diversity of workshops, capacity building programmes, and consultations. Cambodia REDD+ has produced print material that includes a newsletter, brochures and leaflets; radio programmes; television programmes; and videos. In addition an English language website is operational and social media such as Facebook is used to disseminate information.

Cambodia REDD+ is now in an advanced stage of readiness and is making the transition to implementation. A National REDD+ Strategy 2016-2025 is under preparation. This is an opportune time to develop a Communications Strategy so that it can meet the needs of the National REDD+ Strategy; and to assess the quality of media products so that these can be improved for enhanced impact.

3. Scope of Work

The objective of the assignment is to develop a Communications Strategy, assess media products and to propose improvements and recommendations that will contribute to meeting overall goals and objectives of the Cambodia REDD+ programme.

3.1 Responsibilities of the Consultant

- Develop a good understanding of Cambodia REDD+
- Design a methodology and approach to the assignment
- Agree on a list of persons to be met and interviewed including field visits
- Lead and participate in all individual and group discussions
- Ensure comments, views and inputs of key stakeholders such as the poor, vulnerable, indigenous peoples, women, youth, and elderly are provided adequate opportunity and means to contribute to the outcomes of the assignment

3.2 Tasks

The Consultant will perform the following Tasks:

Produce a Work Plan

- Produce a work plan that outlines methodology and approach; timeline and deliverables

Organize individual interviews and focus group workshops

- Organize individual interviews with key informants and stakeholder representatives; organize focus group workshops with women, vulnerable communities, indigenous peoples and other stakeholders; prepare presentations to introduce objectives of the assignment; document outcomes of interviews and workshops

Produce an approach and outline of the Communications Strategy

- Produce an outline of the Communications Strategy for discussion and incorporate comments received

Produce a Communications Strategy

- Undertake research, interviews, and focus group discussions and produce a Communications Strategy. The objective of the Communications Strategy is to apply innovative and appropriate communication tools, methods and approaches that will contribute to achievement of overall project goals and objectives of Cambodia REDD+
- The Communications Strategy will be developed against an analytical background that is based on evidence based metrics related to mass media and provides a rationale for use and application of media that improves targeting of stakeholders
- The Communications Strategy will be expected to suggest an approach that will rebrand and package the principles of REDD+ in Khmer language and be strongly embedded in the narrative on forests, livelihoods, and natural resources management in Cambodia. Options on rebranding and related text will be provided in Khmer with an accompanying transliteration in English as appropriate
- The choice of media tools and approaches will ensure individuals and communities who are challenged by Khmer and English language understanding are provided creative mechanisms for their voices to be heard and integrated; in addition, appropriate options would be expected to reach out to individuals who are challenged by functional literacy skills;
- The Communications Strategy will provide practical recommendations on innovative approaches and increased use of emerging communications platforms and opportunities.

Produce a report and recommendations on assessment of media products

- Review media products and produce a report with recommendations on REDD+ media products that complements the Communications Strategy. The recommendations would take into account objectives, audience, reach, media, impact and efficiency. A specific focus would be to establish strong linkages with programme objectives and outputs and recommend products that can be produced for constructive policy advocacy on selected

issues such as monitoring of forest cover change; improved tenure and property rights; and social and environmental safeguards.

Organize presentation on key findings

- Organize and make a presentation on key findings of the assignment
- Finalize the deliverables incorporating comments received.

4. Expected Outputs and Deliverables

- Work Plan of the assignment
- Individual meetings, focus group discussions; field visits to two selected provinces
- Approach and outline and contents of Communications Strategy
- First draft of Communications Strategy
- First draft of report on assessment of media products
- Presentation on key findings
- Final draft of Communications Strategy incorporating comments received
- Final draft of report on assessment of media products incorporating comments received.

N	Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates
1	Work plan of the assignment	5 days	05 May 2016
2	Report on interviews, focus groups and field visits	15 days	31 May 2016
3	First draft of Communications Strategy	12 days	10 June 2016
4	First draft of report on assessment of media products		
5	Power point presentation and notes	3 days	15 June 2016
6	Final draft of Communications Strategy	5 days	30 June 2016
7	Final draft of report on assessment of media products		
Total number of days:		40 days	

5. Institutional Arrangements

- 5.1 Overall Supervision: The Consultant will report to and be supervised by the Head REDD+ Taskforce Secretariat
- 5.2 Technical Support: The Consultant will be provided technical support by UNDP Technical Specialist/UNDP National Project Advisor

6. Duration of the Assignment

The duration of the assignment will be from 01 May 2016 to 30 June 2016 for a total of 40 working days.

7. Duty Station

The duty stations for this assignment are Phnom Penh, Cambodia and home country. During the assignment the consultant is required to be in Phnom Penh, Cambodia for a minimum of 75% of the contracted days.

8. Minimum Qualifications of the Individual Contractor

Education:	<ul style="list-style-type: none"> • Master's degree or equivalent in journalism, communications, knowledge management, liberal arts, social anthropology, or related subject
Experience:	<ul style="list-style-type: none"> • A minimum of 7-10 years of experience related to writing, editing, and design of media products, branding, creative design, print, website and social media. Specific expertise related to development of communications strategy for international development organizations • Experience of applying communication and media skills to social and development issues in Cambodia including natural resources preferable
Competencies:	<ul style="list-style-type: none"> • Outstanding analytical and communication skills • Knowledge of Khmer and/or experience in Cambodia.

9. Criteria for Evaluation of the Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Education	10
A minimum of 7-10 years of relevant experience	30
Analytical and communication skills	30
Language and prior working experience in Cambodia	30
Total Obtainable Score:	100

Notes: a). This assignment may require multi-dimensional skills, and the Individual Contractor may establish a team with requisite skills and mention this in the covering letter. The Contract will only be made with the Individual Contractor who will be responsible for managing the team and delivery of quality outputs. b). If no Individual Contractor meets the Technical Evaluation Criteria, the assignment may be offered to two different contractors based on skills and experience.

10. Payment Milestones

The consultant will be paid on a lump sum basis as per the payment milestones:

No	Outputs/Deliveries	Payment Schedule	Payment Amount %
1	Upon approval of Work Plan	12 May 2016	20
2	Upon submission of first drafts of Communications Strategy and report on assessment of media products	30 June 2016	40
3	Upon satisfactory completion of final drafts of Communications Strategy and report on assessment of media products	31 July 2016	40

11. Resources

11.1 Please see website www.cambodia-redd.org

11.2 Attached

11.2.2 Communications Strategy 2013

11.2.3 Consultation and Participation Plan