

## Terms of Reference

### National Communications Firm

#### Lebanon's Green Climate Fund Readiness Project

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#### **Background:**

The Green Climate Fund (GCF) is the world's largest dedicated multilateral fund helping developing countries to act on climate change. It was established by the United Nations Framework Convention on Climate Change (UNFCCC) in 2010. By channeling climate finance to developing countries, the GCF plays a crucial role in serving the goals of the Paris Agreement on climate change, adopted in 2015, and supporting such countries in meeting their climate change targets.

Lebanon has ratified the Paris Agreement on climate change in 2019. Like all 197 signatory countries, Lebanon has committed to national climate change targets in a policy called the Nationally Determined Contribution (NDC). This policy contains national climate change targets; as Lebanon vowed to reduce its greenhouse gas (GHG) emissions by 15% by 2030 without any additional support from the international community in areas including energy, transport, forestry and waste (i.e. unconditional target). This target is raised to 30% reduction in GHG emissions by 2030, provided international support is secured (i.e. conditional target).

In light of these targets, Lebanon has been seeking support from the GCF to carry climate change projects. However, developing countries requesting such financial support must meet the GCF's requirements. They may only access the Fund through a national entity or focal point (the Nationally Determined Authority-NDA), and through a nationally set mechanism called the No-Objection Procedure (NOP), whereby any project submitted to the GCF for funding must prove that it meets a set of criteria, including environmental, social and gender requirements, sustainable development goals, the ability to have a transformational impact, and more.

To prepare Lebanon to meet these requirements and carry projects funded by the GCF, the Ministry of Environment as the national focal point (or NDA) launched the GCF Readiness Project in 2020. This project is delivered in partnership with the South Centre, an intergovernmental policy research institution based in Geneva - Switzerland. The Readiness Project aims at:

1. preparing Lebanon's national stakeholders and policy-makers to abide by GCF's requirements through strengthening the country's institutional capacity and establishing the NOP;
2. establishing a national climate change investment plan (i.e. Country Programme) with sectoral priority projects through the participation of public, private and non-governmental actors.

#### **Objectives of the consultancy:**

1. Design and implement a public communication strategy to enhance and disseminate awareness, knowledge and understanding on GCF and climate finance among relevant stakeholders and mainstream GCF across the wider audience.

2. Increase the Readiness Project's exposure and its efficiency in engaging national and international stakeholders.

### **General Terms:**

- The Communication Firm will be engaged in a fixed- price consultancy contract for a one year duration, with the possibility for continuation for the second year depending on agreement and progress with deliverables.
- The selected candidate will work under the direct supervision of the National Technical Coordinator at the Ministry of Environment and the Coordinator of the Sustainable Development, Climate Change and Gender Programme at the South Centre.
- Given the volatility of the political, social and economic situation in Lebanon resulting from the successive crisis (social unrest, inflation, COVID related measures, Beirut explosion, mobilization of stakeholders to disaster relief etc.), the scope and tasks of the present ToR could be adjusted during the contract period in mutual agreement between the incumbent and the Project Management Unit. These adjustments could include replacement of tasks by others, and/or concentrating some tasks on specific sectors/geographic areas, and/or shuffling of priorities and milestones. The adjustments will be made in accordance to financial contract and equivalent work days.

### **Qualifications, Experience and Skills:**

#### Experience:

- A minimum of 7 years of relevant experience in communications, public relations, advocacy and/or media. Experience working with the Lebanese public sector and international organizations is an asset.
- Strong track record of producing communication strategies, as well as content development and design/production.
- Strong record of leading successful outreach campaigns or activities for various target audiences.
- Experience leveraging social media and Lebanese media channels to disseminate awareness.
- Advanced knowledge and hands-on experience with social media platforms; demonstrated ability to apply creative ideas for how to engage/interact on them.
- Experience producing communication material in both English and Arabic
- Ability to draft/tailor content for various digital platforms.
- Experience in organizing events
- Experience raising public awareness and increasing public interest, including the private sector, in topics like climate change that may not be considered a priority

#### Competencies:

##### *Professionalism:*

- Working and liaising with public administration, delivery partners, United Nations system, NGOs, the private sector
- Conscientious and efficient in meeting commitments, observing deadlines and achieving results.

*Functional skills and abilities:*

- Demonstrated knowledge of basic environmental and public sector challenges in Lebanon, or willingness to get acquainted with such topics and the GCF
- Experience in measuring key performance indicators and monitoring progress for each channel (websites/social media)
- Ability to develop ideas for brand management in the context of Lebanon’s GCF initiatives
- Ability to translate communication products from English to Arabic
- Strong creativity and ability to think outside the box
- Excellent IT skills to prepare and maintain communication materials
- Excellent communication and organizational skills
- Ability to identify opportunities to work with other organizations and influencers in support of our agenda and communication/outreach priorities.
- Ability to navigate the current political and socio-economic challenges Lebanon is facing, and perform tasks at a high standard
- Proactive, motivated and meticulous with an ability to be flexible and adaptive

**Scope:**

Under the supervision of the National Technical Coordinator at the Ministry of Environment and the South Centre, the firm shall carry out the below tasks. The Project Management Unit (PMU) will provide backstopping support with necessary information and data. The following tasks will be performed:

**Task 1: Design and implement a communication strategy for GCF and climate finance knowledge-sharing in collaboration with the PMU at the Ministry of Environment**

- Review and get acquainted with (1) the Green Climate Fund, its work, its objectives, (2) the work of the Lebanese Ministry of Environment in relation to climate change and the Green Climate Fund, (3) the existing communication platform/material at the Ministry of Environment in general, the climate change office in particular, and the South Centre. This entails desk research but also a series of meetings with relevant services at the Ministry of Environment and the South Centre (please refer to the list in the Annex for an initial glance at some relevant material).
- Identify relevant stakeholders based on the PMU’s stakeholder mapping exercise and the objectives of this ToR to inform the choice of **target audience** for the different GCF activities (public, private, academia, civil society, etc.), and to guide the networking and partnership processes of the GCF activities.

- Identify specific **outputs** related to the above-mentioned objectives, taking into consideration the evolving national socio-economic context in Lebanon. Outputs should be listed in 2 categories:
  - o short term outputs to be implemented by the communication firm under the present consultancy
  - o long term outputs (if relevant) to be implemented by the Ministry of Environment after the end of the project.
  
- Identify the most suitable **communication channels and dissemination methods** for the following GCF activities: the Country Programme, GCF requirements and guidelines, No Objection Procedure (NOP). Depending on stakeholders, communication channels may take the form of factsheets, posters, media releases, press conferences, social media outreach, video format, participation in special events, campaigns, messaging, products, newsletter, other. Communication channels and dissemination methods should be listed in 2 categories:
  - o short term: to be implemented by the communication firm under the present consultancy
  - o long term (if relevant): to be implemented by the Ministry of Environment after the end of the project.
  
- Identify the appropriate Lebanese **media network** for efficient dissemination of GCF-related knowledge and updates and define a media approach strategy for the period of the project and beyond. This includes developing a contact list/database of journalists and media outlets, initiating contact and maintaining liaison.
  
- Define the presence/relevance of **social media** and GCF in Lebanon (provide advice on hashtags, related platforms, etc.), and leverage social media to develop creative public awareness material. Develop guidelines for use of social media for GCF related matters.
  
- Develop a **style guide identity** for all communications on GCF and climate change issues to ensure consistent formats for publications and communication products, taking into consideration the communication guidelines of the South Centre and the Ministry of Environment
  
- Suggest ways to **raise the private sector's awareness and enhance its engagement** on the relevance of GCF to the private sector, including the GCF's Private Sector Facility (PSF), GCF concepts of country ownership, paradigm shifting and investment and strategic planning;
  
- Based on the above, draft a public communication strategy.
  
- Create a **work plan** and related timeline based on the communication strategy. The work plan will comprise 2 phases:
  - o short term phase: coincides with the timeline of this consultancy and therefore should be implemented by the communication firm.
  - o Long term phase (if relevant): should plan for beyond the timeframe of the current project and will therefore be implemented by the Ministry of Environment.

- Provide a detailed **budget** estimation for all components of the communication strategy. Budget should cover both short term and long term outputs of the communication strategy.
- Develop **monitoring and evaluation** indicators against which the achievement of objectives and outputs of the communication strategy are regularly evaluated. Analysis should be undertaken to continuously improve the effectiveness of the communication strategy and activities; results and brief reports should be prepared and shared with the PMU.

## **Task 2: Content development and dissemination**

- Draft and disseminate **media releases** in arabic and english and advise on, arrange for and manage **appearances/press conferences** when necessary or relevant during/after key milestones of the project (around 5 key milestones are estimated).
- Advise on and support in developing the **content and messaging** of around 12 GCF-related factsheets/other brief knowledge material compiled by the PMU, including the Country Programme, No-Objection Procedure, GCF guidance (general GCF Readiness knowledge, Environmental & Social Safeguards, gender, investment framework, Results Management Framework, private sector facility) and potentially other related climate change topics (Nationally Determined Contributions (NDCs), NDC Partnership Plan, etc.). These factsheets and knowledge material are estimated to be between 2-15 pages each.
- Advise on and conceptualize the content and messaging of **other communication material** and methods identified in the communication strategy. At minimum, the communication material should include but not be limited to:
  - o 2 short animation and/or videos to be disseminated on social media and at the beginning of meetings/workshops
  - o Content to be included in parts of the climate change newsletter (10 issues)
  - o Posters to be distributed in ministries and other public, private and non-governmental institutions relevant to the GCF
  - o At least 15 social media posts/stories
  - o Other material as identified in the communication strategy
- Support in approaching and engaging the private sector in GCF-related activities, particularly:
  - o Advise on **messaging, format and approach of 4 private sector related events** in a way that enhances private sector interest and participation in the project implementation and yields greater environmental and social benefits. This includes but is not limited to formulating invitations, advising on shape and content of presentations, prepping moderators and speakers
  - o Support and advise in some aspects of **events organization**: seating, hostessing, registration, media relations, networking, following up on confirmations etc. Noting that the PMU will be in charge of booking and covering expenses of venues, caterers, etc.

## **Task 3: Design**

- Create and design the **style guide identity** for the GCF Readiness project, based on the style guide developed in the communication strategy including but not limited to cover pages, PowerPoint presentations, factsheets templates/formats, social media posting formats, media release formats, e-mail signatures, etc.
- **Design** 12 factsheets/ other brief knowledge material with an English and Arabic version for most of them and provide detailed specifications for printing.
- **Design** 5 other planned publications, estimated between 15-20 pages each, and provide detailed specifications for printing.
- Design and Produce other communication material identified in the communication strategy and conceptualized in task 2 (videos, posters, etc.). This includes production of text, voice over, animation, acquisition of photos and copyrights etc.

**Task 4: Translate written communication material from English to Arabic**

- Translate the project’s factsheets and guidelines to Arabic (estimated at around 100 pages) while maintaining the integrity of the material.

**Deliverables:**

<b>Task</b>	<b>Deliverables</b>	<b>Timeline</b>	<b>Remuneration</b>
Task 1	Formulation of communication strategy	1 month from contract signature	40%
Tasks 3 and 4	Design and translation	2 to 9 months from contract signature	30%
Task 2	Content development and dissemination	2 to 12 months from contract signature	30%

**Mode of Work:**

- Work implies frequent interaction with the Project Management Unit (PMU).
- Work also entails engagement with officials at the Ministry of Environment, the private sector and other stakeholders within Lebanon, other consultants under the project, and the staff of the South Centre
- The PMU at the Ministry of Environment will be heavily involved in guiding progress and communication with stakeholders
- The PMU, including the Project Research Assistant at the NDA and the Programme Officer at the South Centre, will support with background research and material.

**Contract Type and Remuneration:**

The Communication firm will be engaged in a fixed-price consultancy contract for a one-year duration, with the possibility of continuation for the second year depending on agreement. Once selected, a Special Services Agreement (SSA) will be signed with the awarded consultant in accordance with the regulations in force for the South Centre for such Special Services Agreements.

### **Selection Process:**

Applications should be sent in English at [applications@southcentre.int](mailto:applications@southcentre.int) stating “Communication - Lebanon GCF Readiness” in the subject, no later than CET 24.00 hrs on **16 September 2020**.

Application should include:

- Credentials describing previously accomplished work similar to the tasks required in the present ToR;
- Motivation letter or brief presentation on company’s vision and proposal for the assignment, intended mode of work and basic/general ideas related to the proposed tasks in the present ToR;
- CVs of team members expected to work on the present assignment
- Detailed and disaggregated financial proposal. Note that the financial proposal should cover only the 4 tasks mentioned in the present ToR and applicants’ ideas for short term outputs within the guidelines of the ToR. Implementation of long term outputs to be handled by the Ministry of Environment after the end of the project are not to be accounted for in applicants’ financial proposals.

Only short-listed candidates would appear for an interview. Only successful candidates shall be contacted and thus candidates are kindly requested to refrain from enquiring about progress of their application.

The selected candidate is expected to take up the assignment by 05 October 2020.

Gender balance in applying teams is very much encouraged.

### **About the South Centre:**

The South Centre is the inter-governmental policy research institution of developing countries, with currently 54 developing country member States from Africa, Asia and the Pacific, and Latin America and the Caribbean. The South Centre promotes more effective South-South cooperation and coordination, supports developing countries in participating in and voicing their development interests and priorities more effectively in various multilateral and regional development policy-related issues and fora, and provides policy advice and technical assistance to governments on their national development-related policies.

The main activities of the Centre are policy research and analysis, convening of meetings and conferences for developing countries to share views and experiences, and technical assistance and capacity building activities. The issues taken up by the Centre include international and regional trade policy, global macroeconomic and finance issues, global public health, innovation and intellectual property policy, climate change, environment and sustainable development, international economic issues including tax policy, external debt and international investment policy, human rights policy, global governance for and North-South relations, South-South cooperation, and global governance for development. The South Centre has three major institutional pillars: The Council of Representatives in which the Member States are represented; the Board comprising a Chairperson and members who act in their individual capacities and provide guidance to the Secretariat; and the Secretariat headed by the Executive Director which

implements the activities of the South Centre. The Secretariat is accountable to and works under the guidance of the Board and the Council.



## Annex: Links to relevant websites and existing communication materials

- [Ministry of Environment](#) website
- [Climate change page](#) under the Ministry of Environment's website
- [South Centre](#) website
- [Climate change newsletters](#)
- Climate change infographics and factsheets
  - [Nationally Appropriate Mitigation Action](#) (NAMA)
  - Biennial Update Report (BUR)
    - [Greenhouse gas inventory](#)
    - [Climate change and agriculture](#)
    - [Climate change and energy](#)
  - [Gender](#)
  - De-risking investments
    - [De-risking wind energy investments](#)
    - [De-risking solar energy investments](#)
  - [Nationally Determined Contribution](#) (NDC)
  - [Others](#)
- Climate change animation videos
  - [#Save the Parsley](#)