

CITYADAPT

BUILDING CLIMATE RESILIENCE OF URBAN SYSTEMS THROUGH ECOSYSTEM-BASED ADAPTATION (EBA) IN LATIN AMERICA AND THE CARIBBEAN PROJECT

Terms of Reference: Communications Consultancy

**Prepared:
April 11, 2022**

TERMS OF REFERENCE FOR COMMUNICATIONS CONSULTANCY

1.0 Introduction

The Latin America and Caribbean (LAC) region is the second most urbanised region in the world, with ~80% of the population living in cities. Within the next two decades, this proportion is projected to reach ~85%, thereby ranking the cities of the LAC region among the fastest-growing in the developing world. The rate of urban expansion is faster in small and medium-sized cities relative to mega cities. In the medium-sized city of Kingston in Jamaica, rapid urbanization is coupled with limited urban planning. This rapid urbanisation and the associated expansion of cities is degrading urban and periurban ecosystems – including wetlands, green spaces and forests – that provide a wide range of ecosystem services for urban communities.

The degradation of these ecosystems coupled with the impacts of climate change threaten the lives and well-being of urban communities in the LAC region and increase the risk of urban communities vulnerable to natural disasters. It is on this premise that the Global Environment Facility (GEF) through its Special Climate Change Fund is financing a project called the Building Climate Resilience of Urban Systems through Ecosystem-Based Adaptation (EbA) In Latin America and the Caribbean (CityAdapt), implemented by UNEP in 3 medium-sized cities in LAC, one of them being Kingston. The overarching goal of the CityAdapt project is to build the climate resilience of urban and peri-urban communities in cities in the LAC region through the implementation of Ecosystem-based Adaptation (EbA) approaches. The objective of the project is therefore to increase the capacity of government and local communities living in three medium-sized LAC cities to adapt to the effects of climate change through the integration of EbA into urban planning in the medium- to long-term.

The objective of the project will be achieved through the implementation of activities under three main components:

Component 1 - will include activities to strengthen the technical and institutional capacity of stakeholders involved in urban planning and environmental management to integrate EbA into development planning within cities. This will support improved decision-making on climate change adaptation in urban areas in the LAC region, thereby promoting climate-resilient urban development.

Component 2 - on-the-ground, urban EbA interventions will be demonstrated in Kingston (Jamaica) to increase the capacity of urban communities living in vulnerable areas within the city to adapt to the effects of climate change.

Component 3 - will promote the generation, dissemination and management of knowledge on urban EbA in each city and across the broader LAC region, thereby supporting upscaling of the urban EbA approach.

To support the accomplishment of project objectives the UNEP has signed agreements with three local partners: The Forestry Department, The Nature Conservancy and the Jamaica 4-H Clubs. Each partner is responsible for the implementation of activities under each component with the Jamaica 4-H having responsibility for activities under Components 2 and 3. Through their agreement the Jamaica 4-H Clubs will employ additional personnel, and will provide supervision to same in conjunction with the existing National Coordination Team for the project established by UNEP. The National coordinating team includes a National coordinator and a Technical Advisor.

2.0 OBJECTIVE OF CONSULTANCY

The objective of this consultancy is to carry out all communication and public awareness initiatives for the CityAdapt Project in Jamaica. To execute all needed actions, the consultant will work closely with all project implementing partners, the national coordinating team with reference to the regional communication strategy. This includes developing and disseminating public awareness materials, updating the Climate Change division's communications strategy to include Urban EBA considerations, updating all local and regional virtual platforms with lessons learned, and providing all other communications support for the national project.

3.0 SCOPE OF WORK FOR CONSULTANCY

The Communication Consultant will perform the following specific activities under the overall supervision and direction of the Jamaica 4H clubs and the CityAdapt Project's National Coordinating team:

- a) In collaboration with the Communications Specialist of the Climate Change Division, update the national climate change communications strategy to include urban EbA.
- b) Prepare and implement project communication strategy to include protocol on project referencing by partners
- c) Prepare regular communication reports and updates while maintaining a log of all communication activities

- d) Liaise with UNEP's climate change regional communication team for planning purposes and content production
- e) Develop programmes to foster behavioural changes in targeted areas in collaboration with Project partners.
- f) Update the stakeholder map as needed to ensure that the stakeholder communication strategy supports effective communication.
- g) Work closely with essential stakeholders and project partners to ensure that they are involved in the development, testing, and implementation of communication strategies throughout the project's life cycle.
- h) Develop innovative communication tools and approaches to deliver the highest quality results including social media channels where necessary.
- i) Develop appropriate messages for all education and awareness campaigns.
- j) Assist project partners with the implementation of activities as needed (eg. Toolkits for schools, project signage).
- k) Ensure the development of material such as posters, brochures and fact sheets in support of public education and awareness activities being undertaken by the Project.
- l) Conduct awareness-raising campaigns using a variety of media, including print ads, videos, radio public service announcements (PSAs), and television broadcasts, among others.
- m) Conduct pre- and post-evaluation for large communication initiatives. Conduct assessment of communications activities to include in each report to aid in the implementation of adaptive management techniques.
- n) Ensure timely dissemination of accurate information to different media, project partners, and local and regional stakeholders.
- o) Prepare articles and picture stories on project activities, major milestones and outputs for distribution to stakeholders, publication in print media, and posting on the project website.
- p) Plan and carry out all project activities and logistics, such as community meetings, environmental expositions, workshops and symposiums, among others. This involves the management and coordination of project photography and videography.
- q) Maintain record of the project's visual material for further use
- r) Plan events to honour important international and national environmental days.
- s) Collaborate with project partners to ensure that electronic and print media outlets cover project activities.
- t) Perform any other related duties applicable to such portfolio or assigned by 4H or the national coordination team.

4.0 COMMUNICATIONS CONSULTANCY OUTPUTS/DELIVERABLES

No.	Deliverables
1.	Revised climate change Communication Strategy prepared in conjunction with the communications specialist of the climate change division.

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2.	Communication Plan/strategy including media Campaigns and associated communication tools and communications roadmap
3.	Updated stakeholder map
4.	Targeted awareness campaign to increase project visibility
5.	Regular posts and updates on project website and social media platform
6.	Materials developed to support project activities including signage, toolkits, Electronic magazine on project achievements, etc
7.	Community driven communication programme
8.	Urban EbA advocacy programme geared towards teachers, students and other stakeholders
9.	Project presence in print, radio and other media
10.	Press releases and advisories in accordance with communications needs of the project.
11.	Periodic reports and monthly updates on implementation of Communications Strategy using agreed templates.
12.	Respond to requests for public relation engagements (requests for information, interviews etc.) from external stakeholders for the project.

SCOPE OF WORK FOR CONSULTANCY

Education and Training

- a) First degree in Communications, Journalism, Marketing, Public Relations or related field from a recognised university

Work Experience

- a) At least 3 years demonstrated experience in a similar position;
- b) Experience in consultations, community participation and outreach;
- c) Experience working in the area of environmental conservation;
- d) Experience managing and curating social media accounts;
- e) Experience developing and implementing communications plans;
- f) Experience developing communication strategies;
- g) Projects Experience would be an asset.

Key Competencies

- a) Excellent writing and oral communication skills in English;
- b) Ability to work independently and as a member of a team;
- c) Ability to meet deadlines, prioritize multiple tasks and have a drive for delivering results by applying technical expertise;
- d) Ability to persuade and influence target audiences;

- e) The candidate should be highly motivated and capable of relating and networking with a wide variety of persons from government agencies, NGOs, and community-based organizations;
- f) Integrity in execution of and commitment to completion of assigned responsibilities; and
- g) Ability to convey complex concepts and to develop and deliver presentations to audience with various backgrounds in a clear and concise manner;
- h) Working understanding of environmental issues in Jamaica with a good grasp on challenges and opportunities

5.0 CHARACTERISTICS OF ENGAGEMENT

Language of Delivery:	English (<i>British Standard</i>)
Type of Contract:	Independent Consultant – Individual <i>(Consultant will be responsible for the provision of office and accommodation facilities)</i>
Duration of Engagement:	Project duration
Date of Engagement:	June 2022
Location:	Present in Jamaica for the duration of the project