

Ref: UN-HABITAT/VA-I/2021/001

Issued on: 15 September 2021

TERMS OF REFERENCE

Job Title	Climate Change Communication Strategy Consultant
Project	Myanmar Climate Change Alliance II
Location	Myanmar
Duration	40 working days over 2.5 months
Starting Date	As soon as possible
Type of Contract	IICA-Lumpsum (International)
No. of Position	1

UNITED NATIONS CORE VALUES: INTEGRITY, PROFESSIONALISM, RESPECT FOR DIVERSITY

BACKGROUND

UN-Habitat, the United Nations Human Settlements Programme, is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities. It is the focal point for all urbanization and human settlement matters within the UN system.

UN-Habitat has had a presence in Myanmar since the early 1990s and re-established a country office in 2008 and is supporting the Government of Myanmar (in Yangon) in Humanitarian, Development and Peace Building through its programme of support in the areas of Urban Planning and Management, Community Driven Development and Recovery, Environment, DRR and Climate Change, Solid Waste Management and Pro-poor Housing & land use. It works in collaboration with the Government Entities, UN agencies, NGOs, private sector, professional & academic institutions, media and civil society organizations.

MCCA2 is the continuation of the first phase of Myanmar Climate Change Alliance Programme that resulted into development of policy instruments related to climate change and enhanced climate awareness in the country along with piloting local adaptation planning at township level. Under MCCA2, it is expected to support implementation of the Myanmar Climate Change Policy, Strategy and Master Plan thus also contributing to achieve the targets of Paris Agreement and Sustainable Development Goal 13 (SDG13). In addition, the country will also keep addressing vulnerability and risk due to climate change and strengthening local actions, as well as engaging in mainstreaming climate change into local development planning process.

Despite an increasing awareness and the importance of climate change at the political and development agenda of Myanmar, there are yet critical barriers such as limited capacity at all levels (national, state and region, and local levels) to mainstream climate change in sectoral planning and in

responding to climate risks. Therefore, the MCCA2 programme will support to achieve following 3 result areas:

- 1) Enhanced institutional capacities to create and maximize low-carbon and climate-resilient development actions aligned with the climate change policy, strategy and master plan;
- 2) Support, at the local level, of resilience-building, taking into account the specific needs and demands of women and youth; and
- 3) Improved climate sector dialogue through knowledge generation, awareness raising and communication.

Under the first phase of the MCCA programme, few efforts were made to increase the awareness on climate change of selected stakeholders such as policy makers, journalist etc. but still a large gap remains in the country to effectively communicate on climate change issues by reaching wide range of stakeholders through customized messages and use of appropriate communication tools. There is a continued need to develop enhanced knowledge and disseminate it to various targeted users to establish the climate change dialogue at different levels in Myanmar. Under result area 3 of MCCA2, it is expected to improve climate sector dialogue within Myanmar, and one of the supporting activities is to develop “Climate Change Communication Strategy” supported by the implementation plan. Climate Change communication strategy will analyze the communication need, challenges and gaps and map all the stakeholders/beneficiaries, communication tools etc. which may be useful to reach wide set of stakeholders including last mile users from various socio-economic background.

A consultant is therefore being hired to systemically analyze the communication issues and draft the climate change communication strategy to strengthen the awareness and knowledge on climate change impacts and solutions. This will also support implementing climate change adaptations and mitigation actions by actively engaging communities in such interventions. Implementation plan of climate change strategy will pave the path for developing customized messages, design awareness raising activities and apply appropriate communication tools.

A knowledge hub will be established to provide open, tailored and improved access to all Myanmar citizens and stakeholders to climate change data, information, and knowledge. Allowing Myanmar citizens, stakeholders, and policymakers to access and share quality knowledge and to exchange regional and national knowledge, will feed into an improved climate sector dialogue in Myanmar.

OBJECTIVES

A national-level climate change communications strategy ensures that all actors are informed and can play a role in generating and facilitating access to information on climate change and ways to cope with climate change. Main objectives of this consultancy are

- To capture existing local wisdom, knowledge, attitudes and behavior regarding climate change at all levels in Myanmar.
- To identify need, barriers and enabling factors for changes in knowledge, attitudes, and behavior.

- To produce a Myanmar Climate Change Communication study that provides strategic approaches for promoting of climate change related awareness and feasible practices.
- To produce a climate change communication strategy with clear objectives, targets, target audience(s), gender mainstreaming, key messages, preferred communication channels/tools and strategic activities to be executed to promote awareness, behavior change and knowledge on to climate change.

DUTIES AND RESPONSIBILITIES

Under the overall guidance and supervision of the Country Programme Manager and MCCA2 Programme Specialist, the consultant shall:

- i. Prepare an Inception Report summarizing the objectives, scope and outputs of the assignment, methodology for achievement of the outputs, including the schedule.
- ii. Review relevant documentation as provided by the MCCA2 unit at the start of the assignment and also all previously implemented and planned communication activities in relation to CC including previous and current CC strategies, plans and actions.
- iii. Develop necessary survey Instruments such as Knowledge, Attitude and Perception (KAP) etc. to support formulation of communication strategy and conduct assessment.
- iv. Interviews and consultations/meeting minutes with relevant stakeholders and target groups.
- v. Establish communication strategies that will engage and disseminate information to stakeholders and target audiences at the right time by providing the right information through effective media.
- vi. Develop draft National Climate Change Communication Strategy and associated Implementation Plan for review. The Strategy and Implementation Plan shall include but not be limited to: objectives, stakeholder assessment, target audiences, media mix, resources required, specific activities and products, implementation schedule, monitoring and evaluation framework.
- vii. Conduct stakeholders' consultation for review and feedback on the draft National Communications Strategy.
- viii. Revise National Climate Change Communication Strategy and associated Implementation Plan incorporating comments and feedback received from stakeholders.
- ix. Submit a finalized National Climate Change Communication Strategy and Implementation Plan of the project for approval.
- x. Present and participate in public launch event of report, if situation permits.
- xi. Work with UN-Habitat MCCA programme team, to implement specific communication activity, events or programs within a time frame of consultancy.

EXPECTED DELIVERABLES

1. An Inception Report within a week after signing of the contract and it will include objective, scope, methodology, expected outputs and consultant's work schedule etc.
2. Draft of Climate Change Communication Strategy Report (Table of Content to be discussed with MCCA2 unit and approved).

3. Final draft of Climate Change Communication Report along with implementation plan. By working constantly in consultation and guidance of the UN-Habitat and UNEP and EU focal point, during the assignment period the consultant will produce the final draft of the “**Climate Change Communication Strategy**” clearly outlining target audience, activities, targets, methodology, implementation plan and timelines for the duration of the project. The strategy document shall be founded on the assessments and analysis of the consultant on the current level of knowledge and awareness of various stakeholders in Myanmar.

ESTIMATED NUMBER OF DAYS FOR CONSULTANCY

Deliverables/Outputs	Est: Day (s)
1. Desk Review of relevant documents	05 Days
2. Preparation and presentation of the Inception Report	02 Days
3. Consultation with relevant stakeholders /Survey / Interviews/ FGD etc.	07 Days
4. Data cleaning, synthesis, and analysis	05 Days
5. First Draft of the Climate Change Communication Strategy Document	12 Days
6. Presentation of Draft Report and Incorporation of Comments	03 Days
6. Final submission of report	06 Days
Total	40 Days

QUALIFICATIONS AND EXPERIENCE

The selected person will have the following experiences, competencies, and skills:

Education

- A Master’s degree in Environmental Science, Climate Change, Social Anthropology, Mass Communications, Public Relation, International Development or related fields.

Experience

- Recognized credentials in experience working and experience of Climate Change in developing countries.
- Minimum five years’ experience working with national and development agencies in research, communication, education and awareness
- Proven experience in report writing and drafting strategic documents.
- Minimum three years of specific experience with government agency or development partner, in writing communications strategies with an implementation plan.
- Working experience with the UN system in general will be an added advantage.

Language

- Has an excellent command of English, knowledge of Myanmar language is an added advantage.

PAYMENT SECHDULE

The payment shall be all Exclusive (of transport, field allowance,) and the contract price is fixed for the above set of deliverables. In case if the assignment required travel- transport and allowances will be provided at UN-Habitat standard rates.

1. Upon signature of contract by both parties and presentation of an approved inception report: 20% after signing of the contract,
2. Submission and approval of first draft report (Climate Change Communication Strategy Report): 50% after getting the approval of draft report,
3. Submission and acceptance of final draft report (Climate Change Communication Report along with implementation plan): 20% after getting the approval of final report.

Submission of Applications

The application comprises a one-page cover letter explaining the applicant's interest and suitability for the post and a CV with a Passport Photograph, updated United Nations Personal History Form (P 11) and copy of certificates and eventually letters of recommendation.

Interested candidates (**International**) should submit their application in writing, clearly indicating on the sealed envelope the Post Title and Duty Station, to UN-Habitat Office No. 8C, Saw Mahar Street (off Bogyoke Museum Rd, Bahan Township, Yangon or by email with Subject: "Post Title and Duty Station" to: Email: recruitment@unhabitat.org.mm

Please note that applications received after the closing date **27 September 2021** will not be given consideration for this cycle but will be kept in the roster. Only shortlisted candidate whose application responds to the above criteria will be contacted for interview.

UN-Habitat regrets its inability to reply individually or attend to telephone queries on the advertised posts.

Please download P11 Form from:

http://www.fukuoka.unhabitat.org/vacancy/pdf/Personal_History_P11.doc