



REQUEST FOR TENDERS

File: AP_4/12/18
Date: 12 June, 2020
To: Interested suppliers
From: Paul Anderson – Inform Project Manager

Subject: Request for tenders: Communications Specialist (Inform Project)

1. Background

- 1.1. The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organisation charged with promoting cooperation among Pacific islands countries and territories to protect and improve their environment and ensure sustainable development.
- 1.2. SPREP approaches the environmental challenges faced by the Pacific guided by four simple Values. These values guide all aspects of our work:
 - We value the Environment
 - We value our People
 - We value high quality and targeted Service Delivery
 - We value Integrity
- 1.3. For more information, see: www.sprep.org.

2. Specifications: statement of requirement

- 2.1. SPREP is seeking to recruit a Communications Specialist on a consultancy contractual basis, to work for a period of 18 months to develop and deliver the following for the Inform project:
 - i. updated communication plan
 - ii. communication outputs to raise awareness on the projects and to initiate a behavioral change related to using and sharing environmental data
- 2.2. The consultant must have the following competencies:
 - i. Outstanding communication, networking and negotiation skills
 - ii. Excellent writing skills in English
 - iii. Excellent computer skills and experience in preparing and maintaining communication materials
 - iv. Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative
 - v. Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
 - vi. Builds strong relationships with internal and external actors
 - vii. Demonstrates openness to change and ability to manage complexities



- 2.3. The Terms of Reference that detail the requirements and outputs of the consultancy are attached.

3. Conditions: information for applicants

- 3.1. To be considered for this tender, interested consultants must meet the following conditions:
- Must be currently residing in Samoa.
 - Must provide copy of a valid business license.
 - Submit a CV to demonstrate that they have the requisite skills and experience to carry out this contract successfully.
 - Provide three references as part of the tender submission, including the most recent work relevant to this position.
 - Provide examples of related past work outputs.
 - Complete the tender application form provided (*please note you are required to complete in full all areas requested in the Form, particularly the Statements to demonstrate you meet the selection criteria – DO NOT refer us to your CV or your Technical Proposal. Failure to do this will mean your application will **not** be considered*).
- 3.2 Note - all project travel and related costs will be covered by SPREP

4. Submission guidelines

- 4.1. Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and is capable of meeting the specifications and timeframes. Documentation must also include supporting examples to address the evaluation criteria.
- 4.2. Tender documentation should outline the interested supplier's complete proposal: methods, timeframes and costs.
- 4.3 Subcontracting of tasks under the contract is permitted but the consultant will retain full liability towards SPREP for performance tasks of the contract as a whole.
- 4.4 Tenderers/Bidders must insist on an acknowledgement of receipt of tenders/proposals/bids.

5. Tender Clarification

- 5.1. Any clarification questions from applicants must be submitted by email to Maraea Pogi on maraeap@sprep.org and copy Paul Anderson, paula@sprep.org before 22 June 2020. A summary of all questions received with an associated response will be posted on the SPREP website www.sprep.org/tender by 24 June 2020.

6. Evaluation criteria

- 6.1. SPREP will select a preferred consultant on the basis of SPREP's evaluation of the extent to which the documentation demonstrates that the tenderer offers the best value for money, and that the tenderer satisfies the following criteria:

Criteria 1 – Expertise (40%)



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- 1.1 Degree in communications, journalism, marketing or other relevant field (10%)
- 1.2 5+ years of work experience in the field of communication (10%)
- 1.3 Computer proficiency and experience with media software, applications and communication tools, including graphic design, and the ability to create designs for digital media purposes (10%)
- 1.4 Experience and strong knowledge of key environmental issues and context in small island nations, preferably in the Pacific (10%)

Criteria 2 – Quality of services (40%)

- 2.1 Proven track record in developing communication plans and strategies (20%) – assessed based on a) Understanding of the terms of reference and b) Description of the general approach. See more details in attached TOR.
- 2.2 Proven track record in developing communication content, media operations and advocacy material via various media channels (20%) - assessed based on presented communication outputs from previous assignments.

Criteria 3 – Cost (20%) – assessed based on daily rate – in US dollars – all taxes included.

- 6.2 Assessment of the proposal will be based on the evaluation of the Technical Proposal (80%) and Financial Proposal (20%).

7. Deadline

- 8.1. **The due date for submission of the tender is: 10 July 2020, midnight (Apia, Samoa local time).**
- 8.2. Late submissions will be returned unopened to the sender.
- 8.3 Please send all tenders clearly marked ‘TENDER: Communications Specialist – Inform Project’ to one of the following methods:

Mail: SPREP

Attention: Procurement Officer
PO Box 240
Apia, SAMOA

Email: tenders@sprep.org (MOST PREFERRED OPTION)

Fax: 685 20231

Person: Submit by hand in the tenders box at SPREP reception, Vailima, Samoa.

SPREP reserves the right to reject any or all tenders and the lowest or any tender will not necessarily be accepted.

For any complaints regarding the Secretariat’s tenders please refer to the Complaints section on the SPREP website <http://www.sprep.org/accountability/complaints>



ATTACHMENT

TERMS OF REFERENCE

Communications Specialist

1. Background

The Secretariat of the Pacific Regional Environment Programme or SPREP has received funding assistance from the Global Environment Facility to undertake a regional project that assists 14 Pacific Island Countries to strengthen their national capacity to implement their obligations under the Rio Convention. In addition, the project will help countries to report effectively on how they are progressing with meeting their obligations to the individual secretariats of the UN Convention on Biological Diversity, UN Framework on Climate Change and the UN Convention to Combat Desertification. For the purpose of this project, MEA refers specifically to the 3 Rio Conventions on biodiversity, climate change and land degradation.

The regional project is titled “Building National and Regional Capacity to Implement Multi-lateral Environment Agreements (MEA) by Strengthening Planning and State of Environment Assessment and Reporting in the Pacific”, referred to as the “Inform project”. It will establish a Pacific Island Country (PIC) network of national and regional databases for monitoring, evaluating, and analysing environmental information to support environmental planning, forecasting, and reporting requirements at all levels.

Specifically, the goals related to this project are:

1. Strengthen the legal, policy, and planning frameworks to support collection and sharing of environmental data
2. Establish a network of national and regional databases for monitoring the state of the Pacific’s environment
3. Strengthen Convention reporting, policy development, and monitoring and evaluation requirements on the state of the global, regional, and national environment
4. Facilitate the use of environmental data for national planning and sustainable development
5. Generate data through the planning and impact assessment processes
6. Assist PICs with meeting legislated national reporting requirements including State of Environment (SoE) reporting
7. Establish capacity at the national and regional levels to manage a network of national and regional databases
8. Build institutional capacities of governments to share data, information and knowledge to enable streamlines reporting and informed decision-making

For more information on the Inform project, please refer to: <https://www.sprep.org/inform>



2. Main objectives

Under the overall supervision and guidance of the Director of the Environmental Monitoring and Governance Programme, and the Inform Project Manager, the consultant will liaise and consult extensively with the Inform project team to **develop an updated communication plan** (including strategy and implementation) for the Inform Project.

Once the updated communication plan is approved, the consultant will take the lead in **executing the communication plan**, including the development of the necessary communication outputs.

The main goals of the communication plan for the Inform project are:

- Advocacy - informing and motivating project stakeholders to create a supportive environment to achieve project objectives
- Social mobilization - to engage and support participation of stakeholders, organisations and networks, to raise demand for and sustain the use of environmental data for decision making
- Behavioural change – this involves a dialogue with stakeholders to inform, motivate, problem-solve or plan, with the objective to promote and sustain behaviour change, on using and sharing environmental data for reporting and decision making.

The consultant will also provide support to Pacific Island Countries on the development of their **national communication plans** – related to the Inform project.

A lot of communication outputs have been developed during the course of the project (since November 2017), and some of these are expected to continue. This being said, the Inform project seeks an updated and more elaborate communication approach to reach project goals, with a special focus on behavioural change on using and sharing environmental data.

3. Key Deliverables

3.1 Key deliverable 1 – Updated communication plan for the Inform project

Taking into account the existing communication strategy, materials and channels, the updated communication plan should include the following:

- Communication analysis, including:
 - situational analysis of the project (the narrative and objectives of the project and current status)
 - stakeholder analysis - key audiences (national counterparts, decision makers, donors, partners, general public etc.)
 - behaviour analysis (including needs/expectations and related challenges) and behaviour objectives
 - communication channels, product types and activities
- Communication strategy (for different types of audiences)
 - communication objectives on regional and national level
 - participation in communication (effective methods to fully engage primary stakeholders)
 - Implementation plan (activities to be done including timeline and cost estimates of identified activities, taking into account what has already been done)
 - Monitoring & evaluation of the communication plan



The Inform project serves 14 Pacific Island Countries, by offering tools (e.g. online environmental data portals and an indicator reporting tool) and capacity building to make better use of environmental data for reporting. When developing the updated communication plan, the communication strategy for this national level should be taken into account.

The consultant should allow for sufficient time for the review process by the Inform Project Manager and the Inform team members.

The review process/participation by national counterparts is not part of the consultant's responsibilities, and time should not be allocated when doing a proposal. However, this process may add additional time to the total length of the assignment.

When proposing a technical offer for Key Deliverable 1, please provide:

- a) **Understanding of the terms of reference:** the consultant demonstrates the degree of understanding of the key deliverable, by providing comments and conditions for the successful execution of the activities. The consultant should state previous examples and lessons learnt during similar services in the past, and opinions on the key issues or risks to achieve the objectives.
- b) **Description of the general approach:** a description of the proposed methodology and management/quality arrangements.

3.2 Key deliverable 2 – Development of communication outputs

Depending on the outcomes of the updated communication plan, a series of *new* communication outputs will need to be developed. The Inform project is currently executing a Capacity Building Plan, including training and communication materials tailored to different stakeholder groups. The communication consultant will also play a role in the further development and branding of these products.

However, there is a series of existing types of communication outputs that will require further development. These are:

1. Videos

There is a high demand by stakeholders for more video content, including:

- General explanatory videos on the Inform project and partnerships (e.g. partnership with SPC on Pacific Data Ecosystem).
- Tutorial videos on data management and sharing (e.g. uploading data to online portals)
- Interviews with participants during meetings and trainings.
- Video reports on meetings, trainings and missions.
- Awareness on the project objectives in country, based on in country footage.

Please refer to the [Inform YouTube playlist](#) for examples.

2. News releases

This concerns news releases on major project outcomes (e.g. country missions, training workshops, regional meetings, community of practice, approved State of Environment reports, data stories,...) for the SPREP website and other local and international press channels.



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3. Email blasts

The Inform project sends regular (monthly) email blasts to the Inform community, on project updates, major outputs and planned events.

4. Infographics

Infographics are simplified visualizations of complex processes for a broad audience. For an example, please refer to: [Data for decision making workflow](#).

5. Social Media

There are a few social media channels in place (e.g. Inform Facebook Group, SPREP Facebook Page), including the hashtag *#informpacific*, but not used to its full potential to create an active following and online interaction on the Inform project outputs.

6. Data stories

A data story is based on datasets uploaded to the online data portal and linked to MEA's and SDG's (e.g. a story on protected areas, waste, etc.). For examples please refer to <https://pacific-data.sprep.org/stories>.

7. Briefs or Brochures

Information briefs (A3 Bifolds) or brochures are non-technical summaries on project related outputs, for example:

- Inform brochure – updated regularly
- State of Environment (SoE) Reports.
- National Environment Management Strategies (NEMS).
- Environmental indicators and links to SDG's/MEA's.
- Guideline on the data portal describing basic purpose, use and key steps.
- Guideline on the indicator reporting tool describing basic purpose, use and key steps.

8. Website

The general Inform webpage on the SPREP website is regularly updated: <https://www.sprep.org/inform>

9. Banners

Banners are developed for national events, e.g. the launch of a national environment data portal, in-country awareness campaigns,...

10. Posters

Development of posters on the key objectives of the Inform project, to raise awareness and behavioural change on the use and sharing of environmental data.

11. Photos

Occasionally, the consultant will be responsible for taking photos during meetings / trainings / missions etc., including photo editing to achieve a professional result and storing / archiving of photos in appropriate files.

12. Giveaways (Project Merchandise)

Giveaways (usb-sticks, bags, t-shirts,...) for the project are regularly reviewed. The consultant will be expected to support new designs.



13. Key event related output

Occasionally, the consultant will be expected to provide technical advice, develop a concept, coordinate and be present during key events (in Samoa or another PIC) that promote the project and its results, with a specific communication output as a result.

14. Stakeholder surveys related to communication objectives

Design surveys with Survey Monkey, follow-up and analysis of results.

All developed communication outputs should be clear and accessible to the related audience (i.e. donors, technical experts, partner organizations, the general public, etc.). The communication outputs need to be concise and have a common style and theme, using the Inform logo/style. All communications work must be in line with the SPREP Communications policies, procedures and standards.

The consultant is responsible for the steering of all communication products through the SPREP approval process i.e the EMG Director and Inform Project Manager. The internal approval process with the SPREP Communications and Outreach department will be handled by the Inform Project Manager.

3.3 Key deliverable 3 – Other services

The consultant is expected to:

- Develop outputs for any other channel not mentioned under deliverable 1 and 2
- Contribute to identifying new and creative ways to advocate, socially mobilize and initiate behavioural change for the Inform project and its objectives.
- Create content that can add to the public conversation and awareness of the Pacific Data Ecosystem, a partnership between Pacific Island Countries, SPREP and SPC.
- For specific communication outputs, the consultant is expected to be a sounding board and ‘external reviewer’ to evaluate if the communication output is appealing and understandable to external audiences and different stakeholder categories.
- Further develop a recognizable “Inform” branding for all communication outputs and related training materials of the project.

4. Contract Management

This is a framework contract. The development of all deliverables will be on an “on call” basis for the duration of the consultancy, with the agreement that this work will be of priority.

The quantities/frequency mentioned in this TOR are an estimation for information purposes only. There is no minimum quantity.

Exact quantities shall be determined in order forms - Request for Services - asking for an estimated time and workload to carry out tasks indicated in the request.

An order form will be signed for each deliverable in compliance with the provisions of the contract. The duration of the tasks shall not exceed 18 months.



5. Working arrangements

5.1 Quality control

The Inform Project Manager and the consultant will provide constant quality monitoring to ensure that:

- there are no errors in ordered communication product's format, structure, and /or layout style and aesthetic quality of the delivered product meets requirements related to the target audience and technical specifications
- final product is compliant with the current SPREP guidelines or additional donor requirements and/or other guidelines provided by SPREP
- SPREP reserves the right to reject the product and apply contractual measures in case of repeated mistakes, omissions or poor quality on the consultant's side.

5.2 Advice and guidance

The consultant is expected to continuously provide SPREP with technical and creative advice as well as guidance to ensure SPREP's communication products are executed to the highest possible standard. Likewise, the Inform Project Manager will continue to provide guidance to the consultant to ensure the work of the consultant is in line with the expected deliverables and outputs.

5.3 Product management

The execution of this contract requires the capacity to manage several orders simultaneously and to ensure coordination between all parties involved. The consultant shall ensure the necessary management systems to ensure the quality control in the relevant production phases of the process and the quality check of the final product as well as the proper follow up and coordination at the pre-production, production and post-production stages. The consultant shall also ensure that the final clearance from the Inform Project Manager and relevant SPREP entities are obtained at every stage of the process in compliance with SPREP internal processes.

5.4 Office location

Arrangements on office location are flexible and can be discussed, as long as a close collaboration with the Inform team is guaranteed. The consultant is allowed to work from home but will be expected to come to SPREP's office on a regular basis for in-person meetings. A designated office space within the EMG Programme at SPREP is also a possibility.

6. Additional Notes on Terms and Conditions of the Project

6.1 Copyright

The successful bidder will be required to note and acknowledge the following:

- SPREP owns the copyright to all work produced under any contract that may result from this Invitation to Tender.
- Any artwork, photographs, film, electronic files or other physical or electronic media (including preparatory, intermediate and final work) produced under any contract that may result from this Invitation to Tender shall be the property of SPREP and must be surrendered to SPREP upon request. This includes the original design files.
- In case that it is necessary or requested to use third party-materials (e.g. footage or stock photos) the consultant should have or obtain the necessary licenses to use them for SPREP's needs.

6.2 Successful bidder shall agree to be bound and sign the Consultancy Agreement with all requirements under the terms and conditions provided therein.

6.3 As an intergovernmental organization, SPREP shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in relation to any amount payable by SPREP.



6.4 The successful consultant must supply the services to the extent applicable, in compliance with SPREP's Values and Code of Conduct

https://www.sprep.org/attachments/Publications/Corporate_Documents/sprep-organisational-values-code-of-conduct.pdf