

TERMS OF REFERENCE

Job title:	Knowledge Management & Communication Specialist for Climate Change Adaptation
Project reference:	Supporting Moldova's National Climate Change Adaptation Planning Process
Contract type:	Individual Contract
Duration of Employment:	11 working days during December, 2015 - March, 2016 (with the possibility to have one in-country mission to Chisinau, Moldova)

I. Background

The Republic of Moldova's economy, population, and environment are highly vulnerable to climate variability and change. According to a range of studies, including the Republic of Moldova's Second National Communication (2nd NC) and Third National Communication (3th NC) under the United Nations Framework Convention on Climate Change (UNFCCC) and the National Human Development Report (2009/2010 NHDR), the impacts of climate change are expected to intensify as changes in temperature and precipitation affect economic activity.

Responding to the risks posed by climate change requires a coordinated and concerted effort from the side of the Government of Moldova. In this context, UNDP Moldova with support of Austrian Development Cooperation (ADC) with funding from the Federal Ministry of Agriculture, Forestry, Environment and Water Management of the Republic of Austria has developed a three year project "Supporting Moldova's National Climate Change Adaptation Planning Process" (NAP project).

The overall goal of the project is to ensure that Moldova has a system and capacities in place for medium- to long term adaptation planning and budgeting with the overall aim to reduce vulnerability of the population and key sectors to the impacts of climate change.

The main project objective is to support Moldova to put in place its National Adaptation Plan (NAP) process contributing to and building upon existing development planning strategies and processes and to implement priority adaptation actions.

The National Adaptation Plan (NAP) will be based on the National Adaptation Strategy and will be developed through a country-driven, gender-sensitive and participatory process, taking into consideration vulnerable sectors, groups, communities and ecosystems.

In order to achieve the project objective, the project interventions are designed to achieve the following outputs:

Output 1. Institutional and policy frameworks for medium- to long-term gender-sensitive adaptation planning and budgeting are in place.

Output 2. Institutional and technical capacities for iterative development of comprehensive NAP strengthened.

Output 3. Adaptation interventions in priority sectors implemented including demonstration projects at a local level to catalyze replication and upscaling.

ADA/UNDP Project promotes cooperation among NAP partners and enhances understanding about initiatives that address adaptation to climate change, including the gender dimensions of adaptation.

In the context of the above, an international consultant will be commissioned to develop knowledge management framework on climate change adaptation consistent with the mandate of Climate Change Office and NAP Project requirements. This activity will contribute to the attainment of all project outputs, in particular the Output 1, Activity 1.5, which aims at the implementation of the Communication and Outreach Strategy (COS), including promotion of the importance of climate resilient development, improved communication between different levels of the local public administrations and the government on this issue and facilitation of the multi-stakeholders engagement in producing expected project outputs, among donors, science and policy communities.

NAP Project in Moldova is in an advanced phase of implementation, already producing tangible results and making progress in adaptation at the country and local levels therefore, the need to develop a comprehensive component on documenting and sharing experiences and lessons learned from the implemented activities for the project partners, NAP partners, national stakeholders and international community was identified. During the assessment of sectors' capacities with regard to the implementation of CCA it was identified the necessity for generating and managing climate change adaptation knowledge, such as localized science-based climate trends and projections, climate change vulnerability, adaptation technologies, and climate change adaptation practices of communities, and transforming the knowledge to products that are accessible to decision-makers, stakeholders, local planners and communities.

II. Scope of work and responsibilities:

The objective of the assignment is the development of a comprehensive **climate change adaptation knowledge management system (CCA KMSm)** based on the **knowledge management Strategy (KMSy)** and **climate change knowledge management plan (KMP)** in line with the strategy that will leverage existing knowledge resources on climate change adaptation, enhance the project visibility for both domestic and international audience.

The users of the proposed KMSm, KMSy and KMP will be the staff of Climate Change Office, Ministry of Environment, climate change experts, policy makers, a wide range of CCA technology practitioners, stakeholders involved in climate change adaptation, NGOs.

The assignment is also to assist ADA/UNDP Project to improve its communications and advocacy work on results achieved through **a portfolio of image and video materials focused on adaptation to climate change**. The assignment is geared to broaden and deepen awareness of national stakeholders on adaptation, engage with key audience (donors, media, as well as internal stakeholders), create brand recognition and lift the related ADA/UNDP Project media profile.

The international consultant will have the main responsibility to reach the multi-stakeholders engagement for participatory NAP development, as well as sensitization of national, sectoral and sub-national policy makers on the importance of medium to long-term planning and budgeting for adaptation as part of the overall project's Communication and Outreach Strategy, including public and media outreach and community mobilization, this was identified as an immediate need of the NAP Project.

The **Knowledge Management Strategy (KMS)** will be specific on:

- **Knowledge management strategic framework** which will include the design, development and testing of an integrated system with a web content management model and its modules for the timely capture, storage, sharing and reuse of the climate change knowledge, adopting open access and networking;
- **Knowledge resources platform/framework** for understanding the phenomenon of climate change and adaptation in particular that will have a content component of data/metadata on documents, databases and other knowledge products. Adopt a data standard that supports a broad range of purposes. The adoption of auto-capture strategy and climate change knowledge harvesting from the world wide webs related to CCA.

CCO planned to become the physical repository /center of available knowledge products on climate change adaptation. CCO may also assume the form of an “interpretation center” on climate change adaptation to enhance the knowledge of CCA, to communicate the significance and meaning of climate change adaptation, to educate and raise awareness. Thus, under this thrust, the approaches to be employed are: documents management, learning/teaching management, search engine, links to social media, CCA interpretation, others.

For the web management content the following websites shall be used: www.adapt.clima.md and www.clima.md.

The consultant will improve the web presence and impacts of ADA/ UNDP Project climate change adaptation work, **initiate a more visible campaign** that will showcase results achieved to date, as well as systematize the way that knowledge is harvested and materials are created and presented.

The communication work will raise awareness of target groups in ADA/UNDP project’s work on supporting Republic of Moldova to adapt to climate change. The consultancy will aim to introduce intervention instruments, highlight the results of the individual activities to different audiences and mobilize partners, stakeholders, and the general public to advocate on results achieved through the portfolio.

The KMA should be developed based on a consultation with the key project stakeholders (such as the project manager, project board members, and UNDP Programme Manager and Regional Technical Advisor), and should be simple and achievable, based on the capacity of the project team.

Assignment Tasks:

1. Development of Knowledge management Strategy:

- Review the results of the undertaken survey on CCA knowledge, Institutional Capacity Assessment (ICA), Capacity Development Plan of NAP Project, along with similar assessments under other projects (TNA, NatCom3);
- Define vision, mission, goals and measures, leadership role, responsibilities of Climate Knowledge Management Strategy;
- Assisting the Climate Change Office, Ministry of Environment in establishing a knowledge management framework with an overall KM Strategic Plan;
- Propose the structure of knowledge resources platform/framework;
- Come up with M&E guidelines for knowledge management linked to other related processes (e.g. NAP M&E system);
- The IC will provide initial trainings for project staff, CCO staff in implementing the KMS.

2. Active Dissemination of Products:

- Undertake activities to promote the Project's media coverage and its promotion on UNDP platform. Work with Project National Consultants (NC) to enhance the project visibility for both domestic and international audience;
- Increase media exposure of the project. Coordinate with NC on communication to establish media contacts and outreach channels at the country and international levels;
- Feeding into various Websites: UNDP Country-level promotion, UNDP Regional and ADA websites, additional online dissemination;
- Provide updates for various Facebook accounts: www.facebook.com/UNDP, ADA's Facebook.

3. Oversee photos, photo essays, success stories and videos of the NAP Project in Moldova:

- Oversee the production of communications products while coordinating with NC on communication to ensure consistent style and format. Monitor and evaluate the effectiveness of created communications products.
- Guide the liaison with media for press releases and events, establish media connections and aim to get maximum media attention for press releases, special events, press interview either through broadcast or print media;
- Work with the NC on communication to ensure seamless collaboration, creative and successful delivery of high quality communication operations and products: multimedia products (audio, images, video); best practice from projects, success stories, lessons learned from projects;
- The consultant will also create 2 Photo Essays based on photo images provided by the NC for the promotion of the project.
- Oversee the quality of video materials. Materials promoted on [UNDP Adaptation YouTube channel](#), cross-link to the <https://www.youtube.com/user/undp> and link to Moldova project profile online.

III. Expected Deliverables and Timeframe

Nr	Deliverables	Timeframe
1.	<u>Inception report</u> with the description of the methodological approach for the assignment	December 2015
2.	<u>Knowledge Management Strategy</u> based on knowledge management strategic framework, knowledge resources platform/framework with defined vision, mission, goals and measures, leadership role developed	December, 2015-February, 2016

3.	A <u>knowledge management framework</u> with an overall KM Strategic Plan developed	December, 2015
4.	Structure of <u>knowledge resources platform/framework</u> proposed	December, 2015
5.	<u>M&E guidelines</u> for knowledge management linked to other related processes (NAP M&E system, other)	January, 2015
6.	<u>Training</u> for project staff, CCO staff in implementing the KMS	March, 2016
7.	ADA/UNDP <u>project achievements and results</u> on UNDP communication websites and platforms promoted	Decemeber,2015- March,2016
8.	Based on NC photos create <u>2 Photo Essays</u> and post them on the UNDP undp.exposure.com	February, 2016
9.	Creation of <u>5-6 Success Stories</u> based on NAP Project activities results and their promotion on international platforms	December, 2015- March, 2016
10.	Prepare <u>photos' Project portfolio</u> based on NC images for various UNDP publications	December,2015- March, 2016
11.	Collating and uploading photos from all project's activities under the <u>CCA Flickr page</u>	December,2015- March, 2016
12.	<u>Oversee the quality</u> of photos, photo essays, success stories and videos of NAP Project in MD along with communication materials. Materials promoted on UNDP Adaptation YouTube channel , cross-link to the https://www.youtube.com/user/undp and link to the Moldova project profile online	December,2015- March, 2016
13.	Develop <u>NAP project profile online</u>	December, 2015
14.	<u>Final Report</u> on the accomplished work with annexes as needed	31 st March, 2016

IV. Management/organizational arrangements

The assignment is home based with a possible travel for 1 mission to Moldova for 4-5 days.

The consultant will report overall to the NAP Project Manager and UNDP country office. He/she will work in close collaboration with national consultants on communication, photographer, video Company, and all other national consultants under the project.

Financial arrangements:

Payments will be disbursed in several instalments, upon submission and approval of deliverables, and certification by UNDP Moldova Programme Manager that the services have been satisfactorily performed.

V. Requirements for experience and qualification**Qualifications:**

- Master's degree in a relevant field: communication, journalism, human resources, environmental sciences.

Experience:

- At least 5 years of professional experience working in the development sector, preferably working with ADA and UNDP funded projects
- Demonstrable communication products from past assignment that showcase enhanced communications from climate change adaptation and development projects
- Professional experience in Eastern Europe would be a strong asset

Competencies:

- In depth understanding of climate change and development issues
- Ability to capture complex concepts using visual and creative media
- Demonstrated experience in handling of web based management systems and IT tools
- Demonstrated experience with information architecture and information management tasks in a Web
- Demonstrated experience working on web re-design projects
- Excellent understanding of usability principles
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status

UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

Language requirements:

- Language required for this assignment is English.