Terms of Reference

Short-Term Consultancy
Information, Education, and Communications (IEC) Campaigns Coordinator
Support the Training of Sangguniang Kabataan Officials of Pasig City

I. Background

The Ambitious City Promises (ACP) is a 3.5-year international project which aims to support selected large cities in Indonesia, the Philippines and Vietnam to establish strong greenhouse gas (GHG) reduction commitments, local climate action plans directed by concrete targets, enhanced multi-stakeholder engagement and integrated strategies. The ACP project has the overall objective of contributing to ambitious GHG mitigation targets at the national level through their own ambitious mitigation plans and activities (called the “City Promise”).

The ACP project is implemented by ICLEI – Local Governments for Sustainability in close cooperation with the Seoul Metropolitan Government (SMG). In 2015, SMG launched the “Promise of Seoul,” a comprehensive strategy and climate action plan which also includes a strong citizen engagement component. Under this plan, SMG committed to reduce 20 million tCO2e by 2030. Through the ACP, selected cities in Southeast Asia will adapt this model of inclusive, ambitious climate action, mainstreaming low emission development strategies (LEDS) and creating new climate leaders. The project is funded by the Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU) through the International Climate Initiative (IKI) Program.

Project activities in Pasig City including but not limited to review of local plans and programs vis-à-vis climate change mitigation synergies; updating of community-level GHG inventory; and consultations with the LGU and relevant local stakeholders. These activities all led to the development of a City Promise - a comprehensive climate action plan that was formulated with the people’s interests and priorities at its core.

One of the key activities of the project is a behavioral intervention project geared towards officials of the Sangguniang Kabataan in the 30 barangays of Pasig City. This soft pilot project aims to develop and enhance the capacities of the SK Officials as they become active and knowledgeable advocates of sustainable and low emission development.

II. Objectives

This consultancy’s overall objective is to support the ACP Team, in coordination with Pasig City, in developing and implementing an IEC campaigns and program to support the...
implementation of the capacity building project for the youth groups in Pasig City as well as the infrastructure pilot project. Specifically, the IEC Coordinator will:

- Craft an IEC plan based on the objectives stipulated on the soft pilot project proposal and work plan that effectively promotes both the soft pilot and infrastructure pilot projects, documents the highlights emanating from it, and captures knowledge generated from key points of the activity;
- Develop a set of IEC materials to support the goals of the capacity building program and the infrastructure pilot project, generate reach and clout for the activities, and package highlights and learning points in different media and platforms; and
- Support the IEC plan with a monitoring and evaluation framework to carefully assess whether the IEC activities have been effective in achieving desired goals.

III. Duration and Location

The project must be completed within a period of six months, from July to December 2020.

IV. Expected Output and Tasks

At the end of the consultancy period, the consultant should have been able to deliver the following:

- A needs assessment activity design that will be implemented with key youth representatives, city officials, and project partners to surface guidelines and preferences in developing the IEC plan;
- A set of IEC materials designed to support the promotion of the capacity building activities and the infrastructure pilot project, capture highlights and learning points, and package these into different media and platforms that will appeal to the target audience segments; and
- A prescribed monitoring and evaluation plan to support the team in assessing if the IEC materials have been effective in achieving the goals set above.

VI. Deliverables and Timeframe

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<thead>
<tr>
<th>Item</th>
<th>Indicative Number of Working Days</th>
<th>Inclusive Dates</th>
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<tbody>
<tr>
<td>Development and Conduct of the Needs Assessment Activity</td>
<td>10</td>
<td>July 2020</td>
</tr>
<tr>
<td>Development of the IEC Plan Based on the Results of the Needs Assessment Activity</td>
<td>5</td>
<td>August 2020</td>
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### VII. Confidentiality

All data, documents, reports, and other materials prepared as part of this assignment shall be the property of Pasig City and ICLEI, and shall be turned over upon completion of the assignment. The consultant shall not pass on to any third party any data, documents, reports, or other materials prepared or obtained during the assignment and 3 years thereafter.

### VIII. Qualifications

- A local individual consultant with an advanced degree in development communication, mass communication, social marketing, environmental science/management, education, and related fields;
- At least 5 years of experience in developing and implementing IEC plans as support to development-related projects and activities;
- Experience working with the youth sector;
- Experience with international and/or bilateral/multilateral development institutions would be an advantage, as well as prior work in advisory/consulting with local government;
- Experience working with high level public and private sector counterparts is highly desirable;
- Excellent presentation as well as oral and written communication skills;
- Proficiency in visual design software programs (Adobe Photoshop, InDesign, Illustrator, Premiere, etc) is a must; and
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, etc) and G Suite (Gmail, Docs, Sheets, Slides, Forms) applications.
IX. Reporting

The consultant will report directly to the Country Liaison Officer and Communications Officer of the Ambitious City Promises (ACP) project in the Philippines. S/he will also be coordinating with the City Environment and Natural Resources Office (CENRO) and/or Office of the City Mayor of Pasig City.

X. General Terms

The consultancy will be paid upon the completion of the following milestones:

<table>
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<tr>
<th>Item</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1. Mobilization Fund</td>
<td>10%</td>
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<tr>
<td>2. Development of IEC Plan</td>
<td>20%</td>
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<td>2. Pretesting of IEC Materials</td>
<td>30%</td>
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<td>3. Rollout of IEC Materials and Implementation of IEC Plan</td>
<td>20%</td>
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<td>4. Presentation of the Results of the Evaluation Activity and Highlights of the IEC Plan Implementation</td>
<td>10%</td>
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<tr>
<td>3. Submission of final technical report</td>
<td>10%</td>
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XI. Application

Interested individuals are requested to apply before 17 July 2020 by sending the following documents to Mr. Cheng Pagulayan via e-mail cheng.pagulayan@iclei.org:

- Expression of Interest and confirmation of availability for the consultancy’s duration;
- Latest CV;
- Professional portfolio; and
- Professional fees requested including details of the budget and time frame per task corresponding with the required deliverables.

For any queries regarding this Terms of Reference, please contact ICLEI Southeast Asia via email address above or at +63 917 301 2229.

We regret that because of the volume of applications we receive, we are not able to give status updates on individual applications, but if you are shortlisted, you will be contacted directly for an interview schedule. However, if we think that your skills and qualifications may be suitable for other similar positions, we may hold your details on our database and contact you in the future.