

REQUEST FOR TENDERS

File: AP_4/12/18
Date: 5 June 2019
To: Interested consultants
From: Paul Anderson – Inform Project Manager

Subject: Request for tenders: Communications Consultant (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. 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 on a full time basis for a period of 12 months to develop and deliver communication content, products, media materials and training to support outcomes of the Inform project in the following key result areas:
 1. Develop and deliver communication content and knowledge products
 2. Promote and raise awareness on key outcomes and results produced and achieved by the Inform Project.
- 2.2. 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:
list any 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).

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. Describe any additional minimum content and format requirements.
- 4.2. Tender documentation should outline the interested supplier's complete proposal: methods, personnel (and their skill sets/curricula vitae), timeframes and costs.
- 4.3. 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 paula@sprep.org before 17 June 2019. A summary of all questions received with an associated response will be posted on the SPREP website www.sprep.org/tender by 19 June 2019.

6. Evaluation criteria

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:

- 6.1. SPREP will select a preferred supplier 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.
 - a) Experience with strong knowledge of environmental issues and context in the Pacific (25%)
 - b) Proven track record in developing communication content and knowledge products and delivery of effective communication and outreach activities (25%)
 - c) Quality of works (20%)
 - d) Proven track record in completion of works within timeframe (10%)
 - e) Detailed financial proposal in US dollars (20%)Note - All project travel and related costs will be covered by SPREP.
- 6.2. Assessment of the proposal will be based on the evaluation of the Technical Proposal (80%) and Financial (20%)

7. Deadline

- 7.1. **The due date for submission of the tender is: 28 June 2019, midnight (Apia, Samoa local time).**
- 7.2. Late submissions will be returned unopened to the sender.
- 7.3. Please send all tenders clearly marked 'TENDER: Communications Consultant – 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>

TERMS OF REFERENCE

Communications Consultant

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”. 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; and
8. Build institutional capacities of governments to share data, information and knowledge to enable streamlines reporting and informed decision-making.

Main objective

This consultancy assignment targets the need for communications materials that describe the background and purpose of the Inform Project and its work in the 14 Pacific Island Countries for a period of 12 months.

In meeting this objective, this consultancy will create different types of communication materials that are clear and accessible to a variety of audiences (i.e. donors, technical experts, the general public, etc.). The specific communication materials/tasks are outlined in the table below. The communications materials 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 following work will be conducted with support and guidance from the Inform Project Manager, EMG Director and the Communications and Outreach Unit.

Main activities

The final outcome and deliverables of this consultancy assignment are listed in the table below:

Specific tasks	Output
1. Update Inform communications plan including social media.	Communication plan developed including key audiences (national counterparts, decision makers, donor, and the public), communication channels and product types.
2. Draft national communications plans developed	The national communication plans will communicate and promote the national data portal; to support planning and decision making; raise awareness of the SoE and NEMS processes and use; this will be a tool to engage key stakeholders and build ownership of the products that are produced as a result of the Inform Project
3. Videos – there is a high demand by stakeholders for more video content, including: <ul style="list-style-type: none">• General promo videos on the project and partnerships (example: Inform project, SPC Data Ecosystem,...).• Instruction videos on data management and sharing (uploading data, analysing data,...).• Video on the new Reporting Tool.• Interviews with participants during meetings / trainings.• Video reports on meetings / trainings / missions.• Promo for the impact in country, based on in country footage.	<ul style="list-style-type: none">• High quality videos (storyline / framing / sound / editing) on Inform related project activities.• Videos can be based on live recordings, screen recordings, or on animations (for example video content creation with Vyond).• Refer to the Inform YouTube playlist for examples.• The consultant is responsible for the development of the video concept, content, storyline, message, look and feel, etc., all based on input by the Inform team. For the final product, the consultant liaises with an external video producer until a final product is agreed upon (this also involves the SPREP approval process (EMG Director, Inform Project, Manager, SPREP Communications team etc.).• 2+ per month.

<p>4. Inform news releases for the SPREP website and other local and international press channels.</p>	<ul style="list-style-type: none"> • Content creation for minimum one press release per country mission and major events (regional meeting, South-south exchange,..). • Ensuring all facts, figures, names and titles are correct before publication. • Steering news release through the SPREP approval process. • 2 to 5 per month
<p>5. Regular (monthly) email blasts on the Inform project, to the Inform community (including the management of the Inform stakeholder email list in LYRIS ListManager)</p>	<ul style="list-style-type: none"> • Content creation for the monthly email blasts, formatting. • Update email list of Inform stakeholders. • Consult with Inform team for events and content. • Steering email blasts through the SPREP approval process.
<p>6. Infographics: create content/concepts/ideas for simplified visualizations of complex processes for a broad audience, and liaise/follow up with graphic designer until product is finalized.</p>	<ul style="list-style-type: none"> • Work with Inform layout specialist. • Example: Data for decision making workflow. • Steering infographics through the SPREP approval process. • 1-3 per month
<p>7. Social Media</p> <ul style="list-style-type: none"> • Create and manage a new Inform Facebook Group, for stakeholders to informally share experiences on environmental data management and sharing. • Create FB content for the SPREP FB page and follow up with SPREP Comm’s team on postings. • For all social media releases, use the hashtag <i>#informpacific</i>. 	<ul style="list-style-type: none"> • Active following and online interaction on the Inform project outputs. • 8+ posts per month per medium
<p>8. Draft data stories on the regional and national data portals. Follow up on country permissions to post stories on national portals.</p>	<ul style="list-style-type: none"> • Minimum 1 story per online data portal (1 regional and 14 national stories). • A story is based on datasets uploaded to the portal, and linked to MEA’s and SDG’s for example, a story on protected areas, waste, etc.
<p>9. Information Briefs – create content for non-technical summaries on project related outputs, for example:</p> <ul style="list-style-type: none"> • State of the Environment (SOE) Reports. • National Environment Management Strategies (NEMS). • Environmental indicators and links to SDG’s/MEA’s: develop and design an Indicator booklet on the core indicators for environmental reporting, based on input by the Inform-team. • A3 Bifold guideline on the data portal describing basic purpose, use and key steps. • A3 Bifold guideline on the reporting tool describing basic purpose, use and key steps. 	<ul style="list-style-type: none"> • Briefs (A3 Bifold) for 4-5 SOE reports and 4-5 NEMS. • 1 Indicator booklet (there are around 30 core national environmental indicators; all content delivered by the Inform team). • 2 guidelines (A3 Bifold): 1 on data portal and 1 on the reporting tool.
<p>10. Update the general Inform webpage on the SPREP website. https://www.sprep.org/inform</p>	<p>Update every 6 months.</p>
<p>11. Inform brochure – create updated content before every reprint.</p>	<p>Update every 6 months.</p>

<p>12. Banners / Posters – create content for banners / posters for events (title and text development, selection of images, draft mock-up, etc). Liaise and follow up with graphic designer for final product. Follow-up with printer. Quality control and fact checking.</p>	<ul style="list-style-type: none"> • 2 banners per launch event of national online portal in country – 1-2 events per year. • 2 posters per year.
<p>13. Photos – the consultant is responsible for:</p> <ul style="list-style-type: none"> • Taking photos during meetings / trainings / missions (if present). • Cataloguing photos in the SPREP photo collection provided from Inform team (after country missions). • Filling/storing these photos on the shared EMG folder and the SPREP photo collection in line with the SPREP photo procedures • Creating a photo slide presentation for management, on the successes and results achieved under the Inform project. 	<ul style="list-style-type: none"> • Updated and organized photo database on the Inform Project. • Updated photo slide presentation, every 3 months.
<p>14. Project promotion:</p> <ul style="list-style-type: none"> • Select/design and follow up on promotional project material (stickers, T-shirts, usb-sticks,...) • Promote Inform project during key events. 	<ul style="list-style-type: none"> • 1-2 times a year, promotional materials are re-evaluated and ordered. • On some occasions (max 1-2 per year), the consultant is present during a key event (in Samoa or another PIC), with a specific communication output as a result. In this case, travel costs will be covered by SPREP.
<p>15. Develop content for the SPREP annual report for the Inform project and EMG department</p>	<p>Inform project content for the annual report.</p>
<p>16. Stakeholder surveys: design surveys with Survey Monkey, follow-up and analysis of results.</p>	<p>2-3 surveys per year</p>
<p>17. Steering of all communication products through the SPREP approval process ie EMG Director, Inform Project Manager, SPREP Communications team etc.</p>	