



## FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

### Terms of Reference for 1 years for a category B

<b>Job Title:</b>	National Consultant- Communication Specialist in Climate Change		
<b>Division/Department:</b>	FLJAM		
<b>Programme/Project Number:</b>	GCP/BZE/002/GCR - Enhancing adaptation planning and increasing climate resilience in the coastal zone and fisheries sector of Belize.		
<b>Duty Station:</b>	Belize		
<b>Expected Start Date of Assignment:</b>	December 1, 2022	<b>Duration:</b>	75 days (WAE) @ 390 USD/day From December 1, 2022 to March 31, 2023.
<b>Reports to:</b>	<b>Name:</b> Crispim Moreira	<b>Title:</b>	FAO Representative for Jamaica, Bahamas, and Belize

\* Please note: If this TOR is for Consultant / PSA.SBS contract, the minimum relevant experience required **for the assignment** is as follows:  
1 year for a category C; 5 years for a category B; 12 years for COF category A; 15 years PSA or COF category A (World Class Expert);

#### BACKGROUND, OBJECTIVE TO BE ACHIEVED AND GENERAL DESCRIPTION OF TASK(S)

Belize, a small island developing state is particularly vulnerable to the impacts of climate change owing to its low coastal region (below high tide mark), the rapid economic development in the coastal region and population increase. The fisheries and coastal zones sectors of Belize, which contribute significantly to the national economy, in regard to food security and in providing valuable tourism opportunities, are threatened especially to sea level rise and storm surge as well as rising sea surface temperatures.

The Government of Belize, in its NDC, identified coastal and marine resources and fisheries and aquaculture as priority sectors requiring increased resilience and reduced vulnerability; however, the following barriers were identified:

- Need for increased capacity building, education, and awareness around adaptation planning and at various levels including community level
- Insufficient technological capacity to undertake effective research on climate modelling and risks
- Research and monitoring for high-quality scientific information including climate data
- Need for enhanced coordination in implementation of legislation and policy
- Lack of Finance to implement adaptation activities

The Government of Belize is undertaking a Green Climate Fund (GCF) readiness project entitled, "Enhancing adaptation planning and increasing climate resilience in the coastal zone and fisheries sector of Belize". This project aims to set the stage for a more large-scale action to be taken to address climate change adaptation in the fisheries and coastal zone sectors of Belize. This readiness project seeks to increase the resilience of the coastal zone and fisheries sector through improved climate data and information gathering, monitoring and dissemination, assessments of impacts of climate change on select communities, mainstreaming of climate change considerations into the relevant plans and policies and strengthening of coastal and fisheries communities and organizations communication network for appropriate climate response.

The activities under this readiness will provide important baseline information to build coastal resilience and improve adaptive capacity for fishing communities.

Data gathered through the readiness project will be vital to develop the climate rationale for fisheries and coastal zone projects for the GCF and overall climate change projects. The data gathered will illustrate the high vulnerability of fisheries sector and coastal areas of Belize and the need to increase resilience to ensure the viability of the fishing industry and the livelihoods, well-being, and safety of the stakeholders.

#### Objectives:

- To design and implement a user-friendly climate data and information knowledge management and communication strategy and action plan for the Coastal Zone and Fisheries Sector of Belize.
- Develop and disseminate knowledge management and communication products as recommended in the knowledge management and communication plan.

#### General Description of Task:

**1.) Prepare an inception report which includes a summary of the context and work plan, the scope of the analysis and detailed methodology and tools to be used. Taking into consideration gender, youths, and indigenous groups.**

- Prepare an inception report summarizing the objectives, scope and outputs of the assignment, illustrate the relevant organization and methodology for achievement of the outputs, including the workplan.
- Review relevant documentation at the start of the assignment and all previously implemented and planned knowledge management and communication activities including previous and current climate change strategies, plans and actions.
- Prepare a power point presentation in English language, which shall be presented to the project steering committee and the multi-stakeholder engagement committee of the coastal zone areas and fisheries sector of Belize.

**2.) Design a user-friendly climate data and information knowledge management and communications strategy and action plan in collaboration with the Ministry of Blue Economy and Civil Aviation, Coastal Zone Management Authority and Institute (CZMAI), The Fisheries Department and the National Meteorological Service of Belize (NMSB).**

- Identify relevant stakeholders based on your stakeholder mapping exercise and the objectives of this terms of reference to inform the choice of target audience for the different GCF activities (public, private, academia, civil society, etc.), and to guide the networking and partnership processes of the GCF activities.
- Conduct meetings with key stakeholders to identify national priorities relating to Climate Change.
- Identify specific outputs related to the consultancy objectives, taking into consideration the evolving national socio-economic context in Belize. Outputs should be listed in 2 categories:
  - a) short term outputs to be implemented by the consultant under the present consultancy.
  - b) long term outputs to be implemented by a specific relevant entity (Ministry of Blue Economy - Blue Economy Unit, CZMAI, Fisheries Department or the National Meteorological Service of Belize).
- Develop a user-friendly climate data and information knowledge management and communication strategy and action plan for review. This 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.
- Ensure that voices of marginalize groups in general and women in particular are included in the design consultations and meeting.
- The strategies should engage and disseminate information to stakeholders and target audiences at the right time by providing the right information through effective media.
- Establishing a Standard Operating Procedures for internal organization and planning of communication activities, including managing information flows between the Blue Economy Unit, CZMAI, Fisheries Department, NMSB and the multi-stakeholder committee; and establishing tools for the evaluation of the communication strategy.
- Develop a style guide identity for all communications on GCF and climate change issues to ensure consistent formats for publications and communication products, taking into consideration the communication guidelines of the Government of Belize, Green Climate Fund and other relevant stakeholders.
- Identify Key messages for the Fund's external communications (including recommendations for preferred communication channels).
- Document and share lessons learnt during the consultancy.
- Recommend events, forums, trainings and exchanges where relevant.

**3.) Design and disseminate knowledge management and communication products via radio, social media or physical distribution and other recommended medium.**

- Advise on and conceptualize the content and messaging of all communication material and methods identified in the communication strategy.
- At minimum, the user-friendly climate data and information knowledge management and communication products should include but not be limited to:
  1. Design a new logo for the Ministry of Blue Economy and Civil Aviation.
  2. 1 short animation, motion graphics and/or videos to be disseminated on social media platform and the National Meteorological Service of Belize and CZMAI website. Explanatory content/script must be provided.
  3. Design 3 factsheets or other brief knowledge material in English and Spanish version with detailed specifications for printing.
  4. Posters and flyers to be distributed in ministries and other public, private and non-governmental institutions relevant to the GCF. Fisherfolks material should be in both English and Spanish.
  5. Promotional items and other material as identified in the communication strategy in line with the allocated budget.

**Qualifications and Experience:**

- A Master's degree in or equivalent to the field of public relations, journalism, or marketing
- A minimum of 5 years of relevant experience in communications, public relations, advocacy and/or media.
- Experience working with the Government of Belize, the Coastal Zone, the Fisheries Sector and international organizations is an asset.
- Strong track record of producing communication strategies, as well as content development and design/production.
- Strong record of leading successful outreach campaigns or activities for various target audiences.
- Advanced knowledge and hands-on experience with social media platforms; demonstrated ability to apply creative ideas for how to engage/interact on them.
- Experience producing communication material in both English and Spanish.
- Ability to draft/tailor content for various digital platforms.
- Experience raising public awareness and increasing public interest, including the private sector, in topics like climate change.
- Capability and proven experience in crafting messages in various formats (radio ads, tv advertisements, informational guides, press kits etc.) g
- Excellent written, oral, and interpersonal skills.

#### KEY PERFORMANCE INDICATORS

Expected Outputs:	Required Completion Date:
1. Prepare an inception report which includes a summary of the context and work plan, the scope of the analysis and detailed methodology and tools to be used. Taking into consideration gender, youths, and indigenous groups.	No later than 25 after signing contract
2. Design a user-friendly climate data and information knowledge management and communications strategy and action plan in collaboration with the Ministry of Blue Economy and Civil Aviation, Coastal Zone Management Authority and Institute, The Fisheries Department and the National Meteorological Service of Belize (Deliverable 3.1.5a). Should include: a.) Procedure for internal organization and planning of communication activities, including managing information flows between the Blue Economy Unit, CZMAI, Fisheries Department, NMSB and the multi-stakeholder committee; and Establishing tools for the evaluation of the communication strategy b.) Style guide identity for all communications on GCF and climate change issues to ensure consistent formats for publications and communication products, taking into consideration the communication guidelines of the Government of Belize, Green Climate Fund and other relevant stakeholders.	50 days after signing contract
3. Design and disseminate knowledge management and communication products via radio, social media or physical distribution (Deliverable 3.15b).	75 days after signing contract
4. Final consultancy report which should include list of all stakeholders consulted, product designs and mock-ups.	5 days before the end of the consultancy

- Below is link to project document:

<https://www.greenclimate.fund/sites/default/files/document/enhancing-adaptation-planning-and-increasing-climate-resilience-coastal-zone-and-fisheries-sector.pdf>

- Interested candidates meeting the required qualifications are invited to send their application to [Jeffy.Gomez@fao.org](mailto:Jeffy.Gomez@fao.org) before November 15, 2022.