



UNITED NATIONS HUMAN SETTLEMENTS PROGRAMME
No. 8C, Saw Mahar Street, Bahan Township, Yangon, Myanmar
desk@unhabitat.org.mm | www.unhabitat.org.mm

FOR A BETTER URBAN FUTURE

TERMS OF REFERENCE

Ref: UN-HABITAT/VA-I/2024/001

Issued on: 12 February 2024

ORGANISATIONAL LOCATION:	UN-Habitat
DUTY STATION:	Home-based
FUNCTIONAL TITLE:	Climate Communication Expert
PROJECT:	Myanmar Climate Change Alliance 2 (MCCA 2)
DURATION:	25 working days over the period of 3 months
STARTING DATE:	As soon as possible
CONTRACT TYPE:	IICA (International)
NO. OF POSITIONS:	01

UNITED NATIONS CORE VALUES: INTEGRITY, PROFESSIONALISM, RESPECT FOR DIVERSITY

BACKGROUND

The United Nations Human Settlements Programme, UN-Habitat, is the United Nations agency for human settlements and is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all. UN-Habitat's mandate is further derived from other internationally agreed upon development goals, including the Sustainable Development Goals (SDGs) approved by UN Member States in 2015. The New Urban Agenda approved at Quito in 2016 sets the standards for achieving SDG 11 which calls to "make cities and human settlements inclusive, safe, resilient and sustainable."

UN-Habitat has had a presence in Myanmar since the early 1990s and re-established a country office in 2008. UN-Habitat has been supporting Myanmar in Humanitarian, Development and Peace Building through its programme of support in the areas of Urban Planning and Management, Community Driven Development and Recovery, Environment, DRR/DRM and Climate Change, Solid Waste Management and Pro-poor Housing & land use etc. UN-Habitat has worked in collaboration with the Government Entities, UN agencies, NGOs, private sector, professional & academic institutions, media and civil society organizations etc.

Under the Global Climate Change Alliance initiative of European Union (EU), the Myanmar Climate Change Alliance (MCCA) programme was launched in 2013 and the first phase of the programme was jointly implemented by the United Nations Human Settlements Programme (UN-Habitat) and the United Nations Environment Programme (UNEP).

MCCA has supported the development of policy instruments in climate change and raised the voices and efforts to mainstream climate change into the Myanmar's development and reform agenda. Under the first phase (2013-2019), MCCA supported Myanmar to formulate the Myanmar Climate Change Policy, Myanmar



Climate Change Strategy and Master Plan (2018-2030) prioritizing six sectors most impacted by climate change in Myanmar.

Under the 2nd phase of Myanmar Climate Change Alliance (MCCA2) programme funded by EU, UN-Habitat is engaging key stakeholders to build climate resilience at community level and improve climate sector dialogue in the country through knowledge generation, awareness raising and communication. While initial efforts under MCCA1 were made to raise awareness among selected stakeholders, like policymakers and journalists, significant gaps remain in the country to effectively communicate on climate change issues. Therefore, under MCCA2, the “Climate Change Communication Strategy” (CCCS) will aim to improve awareness and understanding of climate change issues and potential solutions among various stakeholders, in consideration for the ongoing multi-layered protracted crisis affecting the country. The CCCS identifies the communication needs, challenges, and gaps in the country and thus form the basis for comprehensive picture of stakeholders, beneficiaries, and tools need to improvise climate communication in a conflict-affected context. This may include but not be limited to empowering specific groups such as young people, women, different ethnic groups, displaced persons, among others to communicate their needs and raise climate ambition among diverse groups.

To review and finalize the climate change communication strategy, in consultation with Myanmar Climate Action Network (M-CAN) members and to design a targeted communication campaign (along with communication /knowledge products), UN-Habitat is looking for suitable candidate for a short time consultancy assignment as “Climate Communication Expert”. The finalized CCCS will be disseminated widely among relevant stakeholders, including the M-CAN, the United Nations Communication Group (UNCG), civil society organizations, institutions, and development partners.

OBJECTIVES

The Climate change communication strategy and Climate Action campaign aims to ensure the effective and inclusive engagement of climate actors in generating and facilitating access to information on climate change and should incentivize climate action among different groups. Through informed policy advice and appropriate communication tools, M-CAN members and in particular local CSOs working on climate change issues and with in-depth experiences with environmental protection and familiarity with indigenous ecological systems, can better position themselves to engage in international climate-related forums such as the UN’s Conference of the Parties (COP) on climate change, and integrate discussions and negotiations on climate-related programming in conflict affected areas. The campaign should be able to identify specific opportunities that may arise from climate action and development of programmatic interventions that may address climate priorities in Myanmar, in a competing context faced by multi-layered humanitarian and development pressing challenges.

The specific objectives of this assignment are:

- To conduct a comprehensive review of the Climate Change Communication Strategy (CCCS) together with diverse stakeholders such as M-CAN and finalize the strategy with Climate action campaign, call to action, and monitoring plan.
- To ensure the wide dissemination of the finalized CCCS, Climate action Campaign and call to action to be launched during Myanmar Climate Action Week, among relevant stakeholders, including M-CAN, UNCG, civil society organizations, professional institutions, private sector and other development partners.

- To design targeted communication campaign tools for four specific vulnerable groups (such as youth, children, schools, women, ethnic minorities, indigenous people etc.) and develop relevant customized communication/knowledge products to reach a wider audience thus build trust and encourage them to take climate action.
- To support the organisation of a M-CAN meeting during the Myanmar Climate Action week for dissemination of the climate action campaign and the preparation of a networking event to be proposed to the World Urban Forum 12, highlighting locally-led climate action in conflict affected countries. This includes in specific the design of targeted communication messaging and materials in support to the networking event.

DUTIES AND RESPONSIBILITIES

Under the overall guidance and supervision of the Country Programme Manager, and working in close collaboration with MCCA2 Programme Specialist and with the Communication, Information Management and GIS Officer, the consultant shall:

1. Review and Finalise the Climate Change Communication Strategy (CCCS):

- Conduct a comprehensive review of the CCCS: Analyse strengths, weaknesses, gaps, and alignment with stakeholder needs.
- Develop the Climate Action Campaign: Develop climate communication action plan in line with CCCS, using various tools and innovative approaches. The campaign should be developed in collaboration with M-CAN and other groups and can include activities to be led by UN-Habitat as well as other partner organisations, aiming to increase outreach.
- Lead the organization of stakeholder consultations, with support from UN-Habitat Myanmar team: Lead the preparation of the stakeholder meetings and engage diverse stakeholders (M-CAN, UNCG, NGOs, community leaders, media) through workshops/ interviews/ online surveys to get their inputs on draft strategy.
- Finalise the CCCS: Analyse and incorporate stakeholder feedback to finalize the strategy.

2. Climate Action Campaign Development, including targeted materials for four vulnerable groups:

- Discuss with MCCA2 team to define the four targeted vulnerable groups (such as youth, children/schools, women, indigenous groups, etc.) to design targeted climate communication tools.
- Lead the campaign conceptualization: Collaborate with relevant stakeholders and MCCA2 teams to determine goals, target audiences, key messages, and desired impacts for each campaign type (community-based, traditional, or digital).
- Conduct audience research: Analyze target demographics, needs, communication preferences, and cultural nuances for all campaign types.
- Select communication channels: Recommend and justify the most suitable traditional (e.g., radio, printed IEC materials, community events) and digital channels (e.g., social media, websites, mobile app) based on audience reach and engagement potential.
- Design communication materials: In discussion with MCCA2 team, create engaging content (knowledge product or information/communication materials) for each of 04 targeted groups such as including brochures, posters, web story, social media posts, etc.

3. Disseminate the Climate Change Communication Strategy (CCCS) and Climate Action Campaign:

- Develop a dissemination strategy: Define target audiences, communication channels, and messaging for sharing the finalized CCCS.
- Disseminate the Climate Action Campaign and call to action: Organize launch event at the Myanmar Climate Action Week, support in sharing with relevant websites and social media channels.

ESTIMATED NUMBER OF DAYS FOR CONSULTANCY

Deliverables/Outputs	Est: Day (s)
1. Review of draft climate change communication strategy	2 Days
2. Inception report	1 days
3. First draft of Climate Change Communication Strategy along with Climate Action Campaign and monitoring plan	5 days
4. Consultation with M-CAN and other relevant stakeholders and incorporation of comments	2 days
5. Design of 04 targeted climate action communication tools or relevant knowledge product	10 Days
6. Final design of Climate Action Campaign	3 Days
7. Design of targeted communication messaging and materials in support to the networking events	2 Days
Total	25 Days

EXPECTED DELIVERABLES

1. Inception report defining workplan and approach for the assignment
2. Submission of the draft CCCS along with an implementation/ action plan (Climate action campaign) and monitoring framework
3. Design of four targeted climate communication materials or relevant knowledge product /communication content, in line with the Climate Action Campaign
4. Final CCCS and Climate Action Campaign, including key messages. The campaign will include a work plan of activities and products that will be produced as per conceptual approach for the communications strategy; Schedule for the development of the activities and indicators to measure impact and implementation progress.

PAYMENT SECHDULE

- 30% after approval of deliverable 1
- 40% after approval of deliverable 2
- 30% after approval of deliverables 3 and 4



QUALIFICATIONS AND EXPERIENCE

The selected person will have the following experiences, competencies, and skills:

Education

- A degree in Communication or related fields, a salient link to Environmental Science, Climate Change, Social sciences, Public Relation, or International Development issues preferred.

Experience

- Minimum five years' experience working with national and development agencies in research, communication, education and awareness
- Proven experience in report writing, drafting strategic documents and designing communication campaign/products in the field of environment/climate change/ disaster risk management/other relevant field
- Demonstrated experience in writing communications strategies for government or development partners.
- Experience in developing and implementing public awareness campaign plans through social media and traditional media channels.
- Proven experience and track record of timely and high-quality completion of assignment.
- Previous experience working in developing countries. Working experience with the UN system will be an added advantage.

Language

- Excellent command of English.

COMPETENCIES

Professionalism: Knowledge and understanding of approaches relevant to communication and environment/climate change.

Teamwork: Works collaboratively and collectively with colleagues to achieve organizational goals.

Communication: Speaks and writes clearly and effectively, listens to others, clearly interprets messages, openness in sharing information and keep people informed.

Planning and Organizing: Develops clear goals that are consistent with agreed strategies, identifies and adjusts priorities, time management, makes contingencies while planning.

Technological Awareness: Knowledge of available technology understands applicability and limitations of technology.



Submission of Applications:

The application should comprise:

- Completed UN [Personal History Form \(P11\)](#) Please download the form (MS-Word) from UN-Habitat/ROAP-vacancy website:
- A Statement of Interest and suitability (a cover letter) for the position
- Copy of certificates

All applications should be submitted to:

UN-Habitat Myanmar Office

To: recruitment@unhabitat.org.mm, **Cc to:** recruitment.unhabitat@gmail.com

Please indicate the Post Title: **“Climate Communication Expert”** in your e-mail subject.

Please note that applications received after the closing date stated below, will not be given consideration. Only short-listed candidates whose applications respond to the above criteria will be contacted for an interview. The fee will be determined according to the selected candidate's qualifications, skills, and relevant experience. In line with UN-Habitat policy on gender equity, applications from female candidates will be particularly welcome. UN-Habitat regrets its inability to reply individually or attend to telephone queries on the advertised posts.

Deadline for applications: 26 February 2024