**Climate Adaptation and Mitigation Program for Aral Sea Basin (CAMP4ASB)**

*Terms of Reference for*

**Regional Consultant for communication and outreach support**

1. **Background**

On November 3, 2015, the World Bank Board of Executive Directors approved an allocation of US$38 million from the International Development Association (IDA) to finance the Climate Adaptation and Mitigation Program for Aral Sea Basin (CAMP4ASB).

The CAMP4ASB aims to enhance regionally coordinated access to improved climate change knowledge services for key stakeholders (e.g., policy makers, communities, and civil society) in participating Central Asian countries as well as to increased investments and capacity building that, combined, will address climatic challenges common to the countries. CAMP4ASB[[1]](#footnote-1) comprises three components:

***Component 1:*** The Regional Climate Knowledge Services aims at strengthening the knowledge and capacity base for climate action and facilitate the regional dialogue and multi-stakeholder engagement for an effective climate response at scale;

***Component 2:*** The Regional Climate Investment Facility aims at providing financing and technical assistance to rural communities for climate-smart investments that will generate lessons and experience for scaled-up climate action in priority areas common to all Central Asian countries;

***Component 3:*** The Regional and National Coordination component covers oversight, coordination, and implementation support at regional and national levels

To support the CAMP4ASB implementation, a comprehensive 5-year Communication and Stakeholder Engagement Strategy was developed through a participatory process involving government representatives, policy makers, NGOs, academia, media and other key stakeholders.

The 5-year Communication and Stakeholder Engagement Strategy aims to:

1. Promote the work of CAMP4ASB, its goals and objectives and results
2. Improve the understanding of a wide audience and main stakeholders on climate change issues in the region

This assignment is to be carried under the Component 1 of the CAMP4ASB project, Regional Climate Knowledge Services, and refers to the sub-activity 1.7 of the project.

1. **Objectives of the assignment**

Under the supervision of the Regional Coordination Unit, the Consultant will provide communication support in line with the WB guidelines and requirements, for the implementation of CAM4ASB Communication and Stakeholder Engagement Strategy with a specific focus on the following activities:

Produce and disseminate information to promote the work of CAMP4ASB, its goals and objectives and results

1. Communication support to the Central Asia Climate Change Conferences 2020 and 2021;
2. Manage the content and regularly update the CAMP4ASB website (ca-climate.org) with country-specific project results, climate-related information and other relevant knowledge for CAMP4ASB.
3. **Scope of work and tasks**

The Consultant is expected to undertake the following tasks:

1. **Produce and disseminate information to promote the work of CAMP4ASB, its goals, and objectives, and results:**
* Provide advice, guidance, and support on planning and implementing internal and external communication efforts to strengthen awareness about CAMP4ASB project, its goals, objectives and results at the national, regional and international level (continuously );
* Work collaboratively with key stakeholders (incl. media) to share information about CAMP4ASB and its progress in a timely manner to ensure that the counterparts and the wider audience is aware of the project’s activities (continuously);
* Provide communication support in the framework of regional and national events, including media-monitoring to assess media and audience outreach (at least 25 events, according to the project plan);
* Produce and disseminate (using local media, websites, social media (FB, Instagram, etc.) communication materials in English and Russian, including success stories, news, interviews, outreach materials, briefings, articles about project activities and events in the region, blog posts, (at least 8 publications per month);
* Organize the participation of media (including TV, radio etc.) at the project events, prepare press releases, press/media kits (at least 3 representatives at each event).
* Support in the organization of regional and national media trainings including field-trips (at least 4 events, according to the project plan);
* Provide inputs to finalization of the Third Episode and full version of the project video film, and support marketing and promotion of the documentary through public channels in CA. (The [first](https://www.youtube.com/watch?v=R52BmfSfwPg) and the [second](https://www.youtube.com/watch?v=eOA7rL-V2tk&list=PL3uSPF-JLq4-y1urx7LprGz4FxqyAY1Zf&index=2&t=0s) episodes).
* Support the organization of the regional contests, prepare scripts and hold an Award Ceremonies for winners (at least 3 contests, according to the project plan).
1. **Communication support to the Central Asia Climate Change Conferences in 2020 & 2021**
* Compile a list of media representatives of Central Asian countries to participate to the CACCC, provide an invitation and media accreditation (5 media representatives from each CA country).
* Design and support the implementation of the CACCC-2020/2021 Communication Plans.
* Organize a pre-conference ½ day trainings for invited media representatives (at least 2 trainings).
* Provide guidance and organize the press conference/press-briefing (including support for interviewers and presenters in preparation for the press conference) (at least 2 conferences/press-briefings).
* Support in the organization of thematic exhibitions (at least 4 exhibitions).
* Update on a regular basis, relevant information on the CACCC MobApp.
* Contribution into development of CACCC reports in terms of engagement of mass-media and coverage.
1. **Manage the content and regularly update the CAMP4ASB web site with country-specific project results and climate-related information**
* Preparation of materials (news, articles, etc.) and regularly update the project website (at least 2 publications per week).
* Provide reports and analytics on the coverage of site users by CA countries (quarterly).

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| **#** | **Tasks** | **Deadline/Period**  |
| 1 | Development of the detailed working plan | 15 February 2020 |
| 2 | Produce and disseminate information to promote the work of CAMP4ASB, its goals and objectives and results |  Continuous (February 2020 - April, 2021) |
| 3 | Communication support to the Central Asia Climate Change Conferences in 2020 & 2021 | June 2020February 2021 (tbd) |
| 4 | **Manage** the content and regularly update the CAMP4ASB web site with country-specific project results and climate-related information | Continuous (February 2020 - April, 2021)  |

1. **Qualification and experience requirement**
* University degree in journalism, public relations, social sciences, or related fields.
* At least 5 years of relevant experience in public relations or communication and outreach activities targeting a range of stakeholders (e.g., government agencies, development partners, academia, civil society) on climate change and environment management issues.
* Experience working on communication and outreach in Central Asian countries.
* Presence of a pool of media / journalists from Central Asia countries.
* Fluency in written and spoken English and Russian.
1. **Location**

The Regional Consultant will work distantly with a few missions to the region. Location in Almaty is more preferable.

**Timeline and Reporting**

The estimated duration of the consultancy will be February 2020 – April 2021 and estimated number of working days is 85.

The Regional Consultant shall report to the CAMP4ASB RCU Coordinator.

1. For more details about the project and description of all components and subcomponents, please refer to the CAMP4ASB Project Appraisal Document ([PAD](http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2015/10/20/090224b083157ebd/2_0/Rendered/PDF/Central0Asia000l0Sea0Basin0Project0.pdf)) [↑](#footnote-ref-1)