

TERMS OF REFERENCE

Media content manager for CCWG media campaign to promote the Pre-Cop workshop and cross-cutting themes in the Paris agreement.

Name of project	CCWG_ Pre-COP Workshop: Paris Agreement in the new global context – the importance and success factors for Vietnam's climate commitments at COP26
Place of work	Hanoi
Duration (maximum number of working days)	5 th Oct, 2021 to 31 st Oct, 2021
Activity Number	40060018

I. BACKGROUND

The ongoing COVID-19 crisis affects people in over 200 countries worldwide. Particularly poor and vulnerable people are feeling the negative impacts. At the same time, climate change impacts are increasingly affecting people globally and both are exacerbating each other's impact. On another hand, the pandemic presents an enormous opportunity to switch from the current paradigm of a fossil fuel reliant and resource intensive economic system to one where environmental protection, social equity, health and food security are placed at the core of economic development. Viet Nam's economy would benefit from strengthening its resilience and building up local enterprises that develop modern, low-carbon technologies (such as in the renewable energy sector), in line with the Paris Agreement and the COP 26 conference. It is crucial in these trying times that CSOs and overarching networks are visible in the discussion on a green transition and an inclusive implementation of the Paris Agreement in Viet Nam and continue to raise awareness of the public as well as deliver their main messages to policy and decision makers.

Acknowledging the fact that the pandemic will continue to impact planned activities and events for the rest of the year, the Climate Change Working Group plans to further boost communication and embed it into an overall communication strategy in 2021. The communication strategy covers online activities and includes both content generated by the network as well as by the public, especially youth, school children and students. In this context the CCWG secretariat aims to directly involve selected members and their networks in order to raise awareness and mobilize participation from the broader publics, in particular to increase the visibility of CCWG's support for a successful and inclusive implementation of the Paris Agreement in Vietnam and and respond to the topics that will be on the agenda of the COP 26 to mobilize young people to become a prominent part of the discourse.

Against this background FES is looking for a qualified service provider to develop and implement outreach strategies together with the CCWG and promote the upcoming Pre-COP workshop of the network.

II. SCOPE OF WORK

The consultant will work independently in consultation with CCWG and FES to develop content for the CCWG social media campaign. The consultant will produce online posts for 4 topics related to the main goals of COP 26 and increase interaction on social networks for the media campaign of CCWG in 2021.

Expected output:

- Concept note including communication tatics for a social media campaign to engage public and climate change interested audience to promote and raise awareness about COP26;
- Plan to execute social media plan for a successful implementation of the campaign and conduct and evaluation of the campaign;
- Daily social media materials including posters, pictures and post content addressing the main topics of the COP 26 and promote the Pre-COP workshop of CCWG;
- A short video around 1-2 min to kick-off the media campaign and promote Pre-COP workshop;
- 4 short videos around 1-2 min on the consequences of climate change and the CCWG's operational goals to contribute to the Paris agreement and main goals of COP 26.

III. TIMELINE – NUMBER OF WORKING DAYS

Task	Deadline
Consult with CCWG coordination team to develop concept, communication tatics for a social media campaign to engage public and climate change interested audience to promote and raise awareness about COP26.	05 Oct
Develop plan to execute social media plan for a successful implementation of the campaign and conduct and evaluation of the campaign with the support from CCWG coordination team.	06 Oct
Produce and post daily social media materials including posters, pictures and post content addressing the main topics of the COP 26 and promote the Pre-COP workshop of CCWG. Manage and track the interaction with audience to revise the content, communication tatics accordingly.	31 Oct

Collect and produce materials with copyrights to produce a short video around 1-2 min to kick-off the media campaign and promote Pre-COP workshop, including interview recording if nessecary.	31 Oct
Collect and produce materials with copyrights to produce 04 short videos around 1-2 min to kick-off the media campaign and promote Pre-COP workshop, including interview recording if nessecary.	31 Oct

IV. HONORARIUM FEE, CONTRACT MODALITIES AND DURATION OF CONTRACT

Starting date of the contract is 05 October 2021. It shall end no later than Oct 31st 2021. An honorarium fee will be paid to the consultant. FES Vietnam is responsible for tax payments in accordance with Vietnamese law.

The contractor will work on a freelance basis. Therefore, it is his/her responsibility to take care of necessary social insurances (health insurance, pension funds, etc.).

Evaluation:

Technical proposal:

- Workplan (45 points);
- Professional capacities: the strength of CVs, reference list of experience in similar or related projects (20 points);
- Other added value to the training (5 points).

Financial proposal: 30 points.

Applications submitted as one file with subject line “Consultation for CCWG Pre-COP communication campaign” no later than 04th Oct 2021 to ccwg.assistant1@gmail.com

Application package includes:

- CVs and proof of relevant experience
- Proposed working plan with number of working days and rate