



TERMS OF REFERENCE

Consultancy: writing content for reports, prospectus for print and online use

Consultancy reference number: CCD/24/C/19

Background

Desertification, along with climate change and the loss of biodiversity were identified as the greatest challenges to sustainable development during the 1992 Rio Earth Summit. Established in 1994, the United Nations Convention to Combat Desertification (UNCCD) is the sole legally binding international agreement linking environment and development to sustainable land management. The Convention seeks to support countries to address Desertification, Land Degradation, and Drought (DLDD). (www.unccd.int)

The Global Mechanism (GM) of the UNCCD is mandated to assist countries in the mobilization of financial resources from the public and private sector for activities that prevent, control or reverse desertification, land degradation and drought. As the operational arm of the convention, the GM supports countries to translate the Convention into action. The GM is currently spearheading several initiatives to implement its resource mobilization mandate by supporting countries in the development of a pipeline of projects and programmes for financing by donors and private sector partners. We are also promoting multi-sector, multi-stakeholder approaches to facilitate the financing and implementation of projects contributing to synergies across the objectives of the three Rio Conventions.

We are seeking a dynamic and experienced writer, with a strong interest in environmental issues, to deliver an annual report and our prospectus for the coming years. Additional supplementary products such as speeches, articles or policy briefs may be requested. The consultant will work in close collaboration with the staff across the GM.

Objective of consultancy

The consultant is expected to produce accessible and engaging publications & deliverables for online and print use.

Duties and responsibilities

Under the overall guidance of the Managing Director of the GM, the consultant's duties will include but are not limited to:

- Collating stories and information about the progress of GM projects & programmes to showcase a coherent rationale and narrative for investment.
- Writing inspiring accounts on the flagship programmes of the GM- including for the Great Green Wall and other multi country programmes and initiatives.
- Documenting innovative finance models and corporate programmes (such as gender/tenure, SDS, drought resilience, peace building, private sector engagement, debt-for-nature swaps, technology transfer, insurance, blended finance and carbon/biodiversity credits).
- Liaison with a data visualization and design agency to develop compelling data visualizations and images/graphics to bring stories to life.
- Preparing speeches and articles as needed.

The main product (deliverable document) shall include:



- A snapshot - not exceeding one page – of key numbers and messages
- An official report to Parties and accompanying public report
- Compilation of some of the current GM projects, programmes and lessons learned.
- A prospectus - including a forward-looking section on the future of these projects and programmes (foresighting and resource mobilization).
- Web articles, speeches for internal and external audience

The products should meet the needs of an informed but non-technical audience, ensuring that insights and findings and their underlying complexities are communicated in accessible and easy to understand language. Content should be concise.

With the support of a data visualization and design agency, the objective is to produce a visually engaging and easily digestible report, for both online and print publication. While the consultant will be responsible for content development, the data visualization and information design agency will be responsible for data visualization, publication design and layout. The consultant is expected to collaborate with the agency on data visualization, images and graphics on a conceptual level and with the GM staff on final editing and proofreading of the publication.

Deliverables

The consultant is expected to deliver the followings;

No.	Tasks & Deliverables	Target dates
1.	<p>Task – Preparation of publications and articles, compilation of current GM project & programmes</p> <p>Deliverables: Undertaking research, developing written outputs and consulting key resource partners and GM colleagues, engaging in preparatory work and continued engagement with the GM colleagues</p>	April 2024 – July 2024
2.	<p>Task – Delivering on the main deliverable document (GM Report), supporting in the preparation of other documents, briefs and publications as requested.</p> <p>Deliverable: Briefing notes, talking points, articles for online and print use, speeches, questionnaire surveys, evaluations and reports of consultations, conferences, workshops, meetings, events and trainings are produced with high standards of service provision.</p>	August 2024 – November 2024

Contractual terms

The service of the selected consultant is estimated to be 08 months/part time. This contract is home-based, and payment is upon received deliverables. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

The consultant must be in possession of all the equipment and software necessary to conduct this work. The UNCCD will not purchase any equipment. Candidates are kindly requested to specify in their applications the software and equipment that will be used to carry out this assignment.

Requirements

- ✓ Advanced university degree in journalism, media or communication, climate change, development, environmental science, agriculture, forestry, climate change, public policy, or related fields.
- ✓ A minimum of five years of experience in report preparation, project management, policy, communications, or media.
- ✓ Substantial previous experience in writing online/offline publications.
- ✓ Solid writing and analytical abilities with sensitivity to nuance.
- ✓ Ability to tailor language, tone, style, and format to match audience.



- ✓ Knowledge of relevant publishing software, electronic tools, and databases .
- ✓ For this consultancy fluency in English language (both oral and written) is required. Knowledge of other UN languages is an asset.

Special notice

Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise are not eligible under this procedure.

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

Submission of application

The following documents should be sent to staffing@unccd.int as **one document**: UNCCD Personal History Form¹ /CV and cover letter, specifying the following in the email subject line: **CCD/24/C/19**.

The deadline for applications is **28 March 2024**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Please address your application as indicated above and please do not address or copy your application to an individual at the Secretariat or Global Mechanism. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance : 14 March 2024

¹ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/about-us/secretariat/vacancies/applying-unccd>