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Intergovernmental  
Oceanographic  
Commission

## **Contract for Individual Consultant**

### **Request for written proposal**

**Reference:** IOC/MPR/IC/003/26

#### **Request to submit a written proposal for a work assignment with UNESCO**

UNESCO is inviting written proposals from Individual Consultants for the work assignment described in attachment A.

To enable you to prepare a proposal for this assignment, please find attached the following documents:

- (a) Terms of Reference (see attachment A);
- (b) UNESCO's template for contract for Individual Consultants, the contracting modality used for these assignments (attachment B);
- (c) For any further questions about the assignment please contact:  
Malek Ameri via [m.ameri@unesco.org](mailto:m.ameri@unesco.org)

Your written should comprise:

- (a) A Technical Proposal consisting of
  - an up-to-date curriculum vitae including: (i) a portfolio of relevant work; (ii) contact details of three professional references.
  - an approach and methodology for the assignment, a workplan and comments on the Terms of Reference if any (max. 2 pages).
- (b) The amount to be charged for the assignment, which should be quoted in US dollars or in euros only.

Your proposal and any supporting documents must be in English.

## **Contract for Individual Consultant Request for written proposal**

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UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organisation best value for money.

Your proposal should be submitted by e-mail no later than close of business (17:00 Paris time) on 17/02/2025.

Email proposals should not exceed 5MB.

The e-mail address is: [ioc.procurement@unesco.org](mailto:ioc.procurement@unesco.org)

It is the individual's responsibility to ensure that his/her proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

**Attachment A**

**Terms of Reference for Individual Consultant (IC)**

**Description of the assignment (Title of consultancy):** IWLEARN Communications and Knowledge Management Specialist

**Project/Section Title:** IOC/MPR/IWLEARN5

**Modality and Period of assignment/services:** 102 working days spread over 9 months (mid-March 2025 to mid-December 2025)

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**1. Background**

The Global Environment Facility (GEF) is the largest public funder of projects to improve the global environment. An independently operating financial organization, the GEF provides grants for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants. The GEF International Waters (IW) focal area targets transboundary water systems, such as river basins with water flowing from one country to another, groundwater resources shared by several countries, or marine ecosystems bounded by more than one nation. The GEF currently unites 183 member countries—in partnership with international institutions, civil society organizations, and the private sector—to address global environmental issues while supporting national sustainable development initiatives. Since the inception of the GEF in 1991, the IW portfolio (more than 470 projects with about US\$2.8 billion of GEF grants and US\$18.6 billion in co-finance invested in more than 170 GEF recipient countries) has delivered substantive results and replicable experiences to be scaled up and mainstreamed globally.

GEF IW:LEARN is one of these projects, and its mandate is to promote experience sharing and learning among the GEF IW projects and the country officials, agencies, and partners working on them. IW:LEARN operates as a central hub of information and knowledge sharing and delivers a host of programmatic initiatives for the benefit of the GEF IW portfolio of projects. In pursuit of its global and regional objectives, IW:LEARN seeks to strengthen global portfolio experience sharing and learning, dialogue facilitation, targeted knowledge sharing and replication in order to enhance the efficiency and effectiveness of GEF IW projects to deliver tangible results in partnership with other IW initiatives. IW:LEARN is currently in its fifth phase (IW:LEARN5, 2022-2026). More information about GEF IW:LEARN is available at [www.iwlearn.net/abt\\_iwlearn](http://www.iwlearn.net/abt_iwlearn).

### 2. Scope of work, purpose & responsibilities of the proposed work

The consultant will act as IW:LEARN Communications Specialist to undertake activities in support of communications. The consultant will support the IW:LEARN Project Coordination Unit (PCU) in delivering the project functions and activities, as described as described in the Tasks below.

Key tasks for the Consultant include:

#### **A. Communication Strategy and support for GEF IW portfolio communications:**

- Develop and implement a comprehensive communication strategy aligned with IW:LEARN's project objectives and organizational goals,
- Create a detailed communications plan, outlining key messages, target audiences, and channels.
- Provide guidance to portfolio projects on digital activities (website creation toolkit and archiving, geospatial data, communications, event management), build capacity through trainings and webinars, and backstop project pages built through the IW:LEARN Toolkit.

#### **B. Content Creation and Management:**

- Produce high-quality written and visual content for various platforms, including press releases, articles, interviews, event communications, social media posts, newsletters, and website updates, including by designing visuals, editing videos, etc., coordinating with colleagues and suppliers and ensuring timely dissemination and amplification.
- Issue the monthly IW:LEARN portfolio bulletin.
- Ensure that all communication materials align with the project's goals and objectives and comply with the guidelines of IOC/UNESCO and the GEF.

#### **C. IW:LEARN Website upgrade and content management:**

In coordination with the Project Coordination Unit (PCU), the Consultant will support the team of Web Developers on upgrading IW:LEARN website and the IW:LEARN Knowledge Management Consultant and improving user experience. Furthermore, regular tasks include:

- Support the website upgrade in coordination with the PCU, create a focus group that will provide feedback on proposed and applied changes, provide guidance and recommendations on these, contribute and monitor test groups, propose enhancements of the features of iwlearn.net.
- Update and maintain iwlearn.net, including supporting the update of the project database (project information, contacts, organizations, project outputs, new projects), website archive, news, etc.
- Identify, evaluate and recommend new web-based tools and technology to increase public access to and engagement in IW:LEARN.
- Develop a Communications Hub under the IW:LEARN website, including relevant resources for the GEF IW Communications community.

## Attachment A – Terms of Reference (TOR)

### D. Digital and Social Media Management:

- Manage social media accounts and digital platforms to amplify project visibility.
- Monitor online conversations, respond to inquiries, and manage online reputation.

### E. Stakeholder and Media Relations:

- Engage with stakeholders, including local communities, NGOs, government agencies, and project partners.
- Establish and maintain relationships with media outlets, journalists, and influencers for the major events planned in 2025.
- Coordinate and facilitate media interviews, press conferences, and other media-related activities at [LME24](#).

### F. Monitoring and Evaluation:

- Implement metrics and tools to measure the effectiveness of communication strategies.
- Monitor website usage statistics and log files and produce reports on user and web site behaviour and make recommendation on how to improve web services.
- Analyze and report on key performance indicators, providing insights for continuous improvement.

## 3. Expected Outputs and deliverables

The consultant will produce work products associated with the Specific Tasks outlined above and participate in IW:LEARN PCU and regular meetings as well as provide regular updates on progress and monthly activity reports. All deliverables are to be submitted in English.

Payments are monthly payments, upon reception of the below detailed deliverables:

Deliverables/ Outputs		Estimated working days	Estimated Duration to Complete	Review and approval
DEL1	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	6 days	2 weeks from Contract signature date	IWLEARN Project Coordinator
DEL2	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	1.5 month from Contract signature date	IWLEARN Project Coordinator
DEL3	Submission of Progress report on supporting the achievements of tasks as	12 days	2.5 months from Contract signature date	IWLEARN Project Coordinator

## Attachment A – Terms of Reference (TOR)

	per section 3 of this TOR			
DEL4	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	4.5 months from Contract signature date	IWLEARN Project Coordinator
DEL5	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	5.5 months from Contract signature date	IWLEARN Project Coordinator
DEL6	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	6.5 months from Contract signature date	IWLEARN Project Coordinator
DEL7	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	7.5 months from Contract signature date	IWLEARN Project Coordinator
DEL8	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	8.5 months from Contract signature date	IWLEARN Project Coordinator
DEL9	Submission of Progress report on supporting the achievements of tasks as per section 3 of this TOR	12 days	9.5 months from Contract signature date	IWLEARN Project Coordinator
	Tota number of working days	102 days		

The above deliverables will be reviewed and approved by IWLEARN Project Coordinator.

### 4. Proposed Methodology:

*Please draft a methodology outlining your proposed approach for completing this assignment. This should include:*

1. **Approach:** Describe your overall strategy or framework for addressing the assignment's objectives.
2. **Steps and Processes:** Provide a summary of the main steps you will follow, from initial research or analysis through to the final deliverables.
3. **Adaptability:** Explain any flexibility in your approach to allow for adjustments based on project needs or new findings.
4. **Justification:** Briefly justify why you believe this methodology is appropriate for achieving the desired outcomes of this assignment.
5. **Portfolio:** Include examples of previous work this could include social media campaigns, written posts, web articles, newsletters, multimedia activities and others.

### **6. Supervisory arrangements**

The consultant will work under the direct supervision of the Project Coordinator and the overall supervision of the Head of the Marine Policy and Regional Coordination Section

### **6. Duration of work**

102 working days spread over 9 months (mid-March 2025 to mid-December 2025). **Please note that one working day is defined as 7.5 hours of work.**

### **7. Duty station**

The consultant will be expected to work remotely. Temporary office space will be provided if needed on occasional presence at UNESCO Headquarters.

IF travel is needed, UNESCO will cover the costs.

### **8. Facilities to be provided by UNESCO (if any)**

UNESCO will provide the Consultant with all required access to working files, UNESCO network, knowledge-management systems (including institutional email and Microsoft TEAMS accounts), and temporary office space if needed on occasional presence at UNESCO Headquarters.

### **9. Facilities to be provided by the consultant (if any)**

- **Personal Equipment:** The consultant must supply their own laptop, software, or any specialized tools relevant to the assignment.
- **Workspace:** As the work is remote, the consultant should have a reliable workspace and internet connection to meet the project's requirements.

### **10. Requirements for experience and qualifications**

#### I. Academic Qualifications:

Master's degree in media/communication studies, public relations or other related social sciences

#### II. Years of experience:

Minimum of 7 years of relevant experience, of which at least 2 years at international level, in public relations, communications or advocacy

#### III. Technical experience:

- Demonstrated experience in implementing project and/or institutional communications in a multilanguage context.

## Attachment A – Terms of Reference (TOR)

- Demonstrated ability to manage project website and/or knowledge management platform.
- Demonstrated ability in curating and managing knowledge, preferably in environmental/water management/ocean/sustainability.
- Demonstrated ability in graphic design, publication design, multimedia products development, video editing, basic web design (minor use of HTML), web content, etc.

### IV. Proposed Methodology:

Proposals will be evaluated on the clarity, relevance, portfolio (demonstrated examples of previous work), and feasibility of the proposed approach.

### V. Desired Competencies:

- Experience managing knowledge management platforms.
- Familiarity with the GEF and GEF International Waters portfolio
- Excellent attention to detail and precision in work undertaken.
- Ability to work under tight deadlines, and with a certain degree of autonomy following the directions and guidance of the supervisor.
- Ability to communicate sensitively and effectively across different audiences.
- Excellent communication and writing skills in English and in additional UN language(s).
- Demonstrated ability to conceptualize issues and analyze data to compile and synthesize information in coherent and succinct formats.
- Ability to work efficiently in a multi-cultural environment and team spirit

## 11. Criteria for selection of the best offers

- Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; using the following evaluation criteria

There may be an interview as part of the selection process

<b>Criteria</b>	<b>Weight</b>	<b>Max. Point</b>
<u>Technical Competence</u>	70%	700
<ul style="list-style-type: none"><li>• <i>Criteria A: Master's degree in media/communication studies, public relations or other related social sciences.</i></li></ul>		100



## Attachment A – Terms of Reference (TOR)

<ul style="list-style-type: none"> <li>Criteria B: Minimum of 7 years of relevant experience, of which at least 2 years at international level, in public relations, communications or advocacy</li> </ul>		100
<ul style="list-style-type: none"> <li>Criteria C: Technical experience: <ul style="list-style-type: none"> <li>-Demonstrated experience in implementing project and/or institutional communications in a multilanguage context.</li> <li>-Demonstrated ability to manage project website and/or knowledge management platform.</li> <li>-Demonstrated ability in curating and managing knowledge, preferably in environmental/water management/ocean/sustainability.</li> <li>-Demonstrated ability in graphic design, publication design, multimedia products development, video editing, basic web design (minor use of HTML), web content, etc.</li> </ul> </li> </ul>		300
<ul style="list-style-type: none"> <li>Criteria D: Proposed Methodology</li> </ul>		200
<i>Financial (Lower Offer/Offer*300)</i>	<u>30%</u>	300
<b><u>Total Score /1000</u></b>	<b>Technical Score + Financial Score</b>	

<b>Weight per Technical Competence</b>	
Weak: below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence
Satisfactory: 70-75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence
Good: 76-85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence
Very Good: 86-95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence
Outstanding: 96-100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.

## 12. Scope of Price Proposal and Schedule of Payments

### **Monthly payment**

## **Attachment A – Terms of Reference (TOR)**

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The consultant will be paid based monthly upon receipt of satisfactory monthly activities report.

### **13. Taxes**

UNESCO will not reimburse any taxes, duties or other contributions for which individuals may be liable in respect of any payments made to them under the terms of their contract.

### **14. Insurance**

Individuals issued with a contract for individual consultants or other specialists are covered by UNESCO's insurance policy for work-related illness, injury, accidents or death whilst performing their official duties or traveling on behalf of the Organization. The insurance premium for the coverage, as determined by Pension and Insurance Section (HRM/SPI), must be included in the financial commitment for the contract.

### **15. Social Benefits**

Individual consultants and other specialists shall be responsible for arranging, at their own expense, any medical insurance that they consider necessary during the contract period. Unless they are affiliated by virtue of their status as former staff members, they cannot be enrolled in the UNESCO's Medical Benefit Fund or United Nations Joint Staff Pension Fund. Individual consultants and other specialists are not entitled to paid annual or sick leave.

### **16. Data Retention Notice**

Please note that the Intergovernmental Oceanographic Commission (IOC) may retain the contact details of interested consultants in its internal database for potential future opportunities.

If you have any concerns or objections to this, please indicate this clearly in your response to this call.