



MedWaves, the UNEP/MAP Regional Activity Centre for SCP

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Terms of Reference (ToR)
for the selection of an international expert to provide technical assistance in Strategic Positioning and Content Creation for the Centre

1. ABOUT MEDWAVES

MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production (hereinafter MedWaves) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach (hereinafter SCP).

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan (hereinafter UNEP/MAP), the Programme of UN Environment established to support the member countries of the Barcelona Convention for the Protection of Marine Environment and the Coastal Region of the Mediterranean. The Centre also operates in support of the Stockholm Convention, an international agreement involving 180 countries to fight against the generation of persistent organic pollutants, highly polluting and toxic substances. MedWaves has the mandate from the Barcelona and Stockholm Conventions to provide assistance to their Contracting Parties in fulfilling their commitments under those treaties, particularly through the support to the countries to shift to sustainable consumption and production patterns and circular economy.

In the performance of its mandate, MedWaves establishes a dialogue between all the key stakeholders involved in the transition to sustainable development throughout the Mediterranean region. MedWaves works as a central hub to converge synergies throughout the Mediterranean, strengthening the collective movement for planetary transformation.

One of its components is its Networking and Communication Area (hereinafter N&C Area), which articulates its work around its communication and marketing strategy. The implementation of the strategy allowed the centre to develop an impactful, diversified and multi-target communication. It is constantly revised to maximize the impact of the centre's communication. The corporate communication strategy of the center is conceived as (i) an instrument that provides direct and cross-cutting support to the multiple programs, projects, activities and initiatives implemented by the Center; and (ii) as an element that enhances the engagement of the parties involved, allowing for increased dissemination and visibility of the activities carried out by the Center, while simultaneously improving its overall performance.

2. OBJECTIVE

In 2022, the new Communication and Marketing strategy undertook a rebranding, that includes a change of name of the centre and the creation of a new website. In continuation of the communication efforts that allowed the launch of the new name,

the centre wants to hire an expert in positioning strategy in order to acquire specific tools to support its communication.

The objective of this consultancy is to support MedWaves N&C Area in the development and implementation of the communication and marketing strategy, in particular by advising on the creation of content in line with current policies and international agendas in the field of cooperation and provide support based on their expertise.

Main responsibilities:

1. Content analysis and exploration of current trends
2. Supporting MedWaves with strategic positioning and strategic content adapted to the centre's needs
3. Developing new strategic content
4. Road map development to support the communication strategy and the creation of new content

3. DESCRIPTION OF WORK

In the framework of this assignment, the international expert/consultant shall undertake the following activities:

ACTIVITY 1: CONTENT DEVELOPMENT (65%)

Activity 1.1: Creation of flagship communication contents

In view of the COP23¹, the UNFCCC COP 28² and the INC-3³ the expert will help the center to articulate a targeted, comprehensive and impactful communication and create relevant content to give visibility to MedWaves' participation by:

¹ The 23rd Meeting of the Contracting Parties to the *Convention for the Protection of the Marine Environment and the Coastal region of the Mediterranean* ('Barcelona Convention') and its Protocols will take place from 5-8 December 2023 in Portoroz, Slovenia.

² The 2023 UN Climate Change Conference will convene from 30 November to 12 December 2023 in Dubai, United Arab Emirates (UAE).

³ The third session of the Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution, including in the marine environment (INC-3), is scheduled to take place from 13 to 19 November 2023 at the UN Environment Programme (UNEP) Headquarters in Nairobi, Kenya.

- COP23: Developing a social media kit including targeted messages / identifying key actors (@) in order to feed a discussion and more interactions on the social networks.
- COP23, COP28 and INC-3: Elaborating 1 article post-event for publication on the MedWaves website.

Deliverables

- COP23 Communication Kit and tailored contents, including the production of short multimedia contents
- 3 long-read articles for MedWaves website (no shorter than 1.500 words).

Activity 1.2 Editing and copywriting the website content

The website hosts a section on “Projects” where each project has a dedicated page with all the necessary information (a short introduction of the project, objectives, partners involved, countries...).

The work will consist in reviewing / editing / improving the text prepared in-house by MedWaves for the new projects and to develop a series of key messages, following the narrative of the website, with the objective of being able to create a kit of key messages per project in order to use them on other communication supports (social media platforms, mainly).

Deliverables

- At least 4 new projects profiles reviewed and improved
- Project fiches reviewed and updated
- Kit of key messages to use on social media platforms

ACTIVITY 2: SUPPORTING THE DEVELOPMENT OF A TACTICAL PLAN AND A COMMUNICATION ROADMAP (35%)

Due to the large number of activities, of different sectors of expertise, of the high number of projects being implemented, there may be a certain scattering of messages from the centre. A Tactical Plan will adjust and structure the Centre’s communication to reinforce its messages. The consultant will assist the center in creating this plan taking into account the mandate, actions and impacts of the centre, its areas of expertise, the priorities of international agendas and current trends.

This operational plan is a short and clear document that will provide a global and harmonized roadmap for the centre's Communication. Its objective will be identifying

key messages to strengthen MedWaves' Communication, to capitalize on the communication messages produced by the projects programs and by the participation to relevant regional and international events to avoid a significant loss of information and communication from which the center could benefit and to harmonize the centre's corporate communication.

The Tactical Plan will also materialize through the creation of a Communication Roadmap for the development of future content, in line with the centre's milestones and the international's agenda.

Deliverables

- Updating the Tactical Plan for 2024
- Updating the Communication Roadmap for 2024

4. DELIVERABLES AND CALENDAR

The expert/consultant will start the work after the validation of their offer by the contractor.

Activity		Deliverable	Deadline
N/A		Complete ToR and contracting	1 week after the notice
1	1.1	COP23 Communication Kit and tailored contents, including the production of short multimedia contents	2 weeks after the notice
		3 long-read articles for MedWaves website (no shorter than 1.500 words).	4 weeks after the notice
	1.2	At least 4 new projects profiles reviewed and improved	5 weeks after the notice
		Project fiches reviewed and updated	5 weeks after the notice
		Kit of key messages to use on social media platforms	5 weeks after the notice
2	Updating the Tactical Plan for 2024		6 weeks after the notice
	Updating the Communication Roadmap for 2024		6 weeks after the notice

All the deliverables will have to be presented in English and validated by the Contractor. In addition, regular calls will be organized with the Contractor.

5. MEANS AND MODALITIES OF WORK

- The expert will start the work after the validation of the offer by the contractor, expected by November 2023, until the end of December 2023.
- The expert will work under the supervision and coordination of the N&C Area members.
- The expert will work with his/her own means remotely.
- Working language will be English

6. ELIGIBILITY

Applicants must fulfill the following requirements:

- Be an individual consultant and able to comply with national fiscal context and rules for receipt of international funds from Spain.
- Have a bank account whose holder name must be the same as the applicant.
- Partnership and subcontracting are not allowed.
- Availability travel across the Mediterranean region
- Fluent communication in English and excellent writing skills.
- Solid experience on journalism, communication and content development
- Knowledge of working in circular economy/sustainable consumption and production policy instruments
- Experience in Mediterranean and regional frameworks relevant to the topics of this call
- Experience in video editing will be considered as an asset.

7. HOW TO APPLY AND SELECTION PROCESS

Candidates should submit the following documents:

1. **Technical offer** (maximum 2 pages): the consultant should develop a proposal, explaining the methodology, taking into account the activities and deliverables listed above.
2. **Financial offer**: the consultant(s) should state the personnel dedication expressed in days (1 day = 8 working hours) as well as a lump sum for other costs related to the implementation of work. Offer must include applicant's VAT number or TAX ID.

Important: The maximum amount per offer is 11.000€ (VAT excluded)

Important information regarding the consideration of the added-value tax (VAT)

1. Applicants legally registered in Spain: This is a provision of services and therefore VAT applies. Offers must include Spanish VAT number, and financial offer clearly indicate total before VAT, VAT amount, and total including VAT. This information should be equally reflected in the invoices.
2. Applicants legally registered in an EU Member State, other than Spain: they must be registered in the VIES registry (VAT Information Exchange System). Offers must include EU VAT number (including country code), and financial offer indicate total before VAT, along with the statement "both provider and client are registered in the VIES system and therefore VAT is not included in the offer". This information should be equally reflected in the invoices.
3. Applicants legally registered in an EU Member State exempted of VAT: they must submit official proof of exemption of VAT. Financial offers must include the statement "the provider is exempted of VAT as for [legal document]". This information should be equally reflected in the invoices.
4. Applicants legally registered in a non-member country of the EU: The provider is liable for paying taxes related to the provision of services as per tax regulations in its country. Financial offer must comprise that cost, and invoices submitted with all taxes included.

3. **Profile and project references** (maximum 2 pages): the expert should submit a brief professional background, including project references on the topic. CV shall be included as annex.
4. **Bank form** filled in, signed and stamped by the bank.

Offers must be sent to Alessandro Miraglia (amiraglia@gencat.cat) and Núria Manchado (nuriamanchado@gencat.cat) with the subject "Strategic Positioning and Content Creation Expert" **before 16th November 2023, midnight (CEST).**

All candidates will be notified upon the reception of the offers.

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 30 points	Technical Offer
Maximum 20 points	Financial Offer
Maximum 50 points	Profile and Project References

The Contractor may contact candidates to convene an interview to facilitate the evaluation. If you have questions concerning these ToR, please contact: amiraglia@gencat.cat or nuriamanchado@gencat.cat

8. SELECTIONS AND PAYMENTS

The selected candidate will be notified by email on the selection of the offer. From that moment on, work can start according to the calendar. Payments will be done as it follows:

- Submission and approval of deliverables related to Activity 1: 65%
- Submission and approval of deliverables related to Activity 2: 35%

Payments will be done in a period of 60 days after reception and validation of the invoice. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank, neither for changes in currency exchange.