

TERMS OF REFERENCE

National Specialist on Awareness, information & Advertizing programs for GHG Mitigation in the Energy Production & Consumption Sectors by applying Renewable Energy & Energy Efficiency

Project Title:	Enabling Activities for the Preparation of Syria's Initial National Communication to the UNFCCC.
Project number:	00045323
Post Title:	National Awareness and Media Specialist
Location:	Damascus – Syria

1. Background

The Government of the Syrian Arab Republic (SAR) has ratified the United Nations Framework Convention on Climate Change (UNFCCC) in April 1996, in accordance with Presidential decree 363 dated 12/10/1995. Syria Started its efforts within this framework with program supported by the Global Environment Facility (GEF) and the United Nations Development Program (UNDP) for the national capacity building in documenting national emissions of green house gases (GHG) and preparing Syria's Initial National Communication (INC) to the UNFCCC. The Initial National Communication will be submitted to the Conference of Parties (COP).

The preparation of the INC is expected to enhance general awareness and knowledge on climate change-related issues in Syria, and to help in highly taking them into account in the process of national planning and policy.

The main components of the project are:

- (a) Inventory of GHG for the year 2000 and time series 1994-2000 based on IPCC 1996 Revised Guidelines and IPCC GPG;
- (b) Analysis of potential measures to mitigate the increase in GHG emissions in Syria. The GHG base year 1994 will serve as the starting point of GHG mitigation analysis and will go up to year 2030;
- (c) Analysis of potential impacts of climate change in Syria and adaptation measures;
- (d) Preparation of the INC of Syria and submission to the COP.
- (e) In addition, public awareness activities and stakeholder consultations will be cross-cutting along the overall course of this project.

2. The Assignment

2.1 Objective of the Assignment

The awareness and media specialist will be hired on a part-time basis and should work in consultation with the Mitigation Analysis Team Leader (MATL) and under the supervision of the National Project Director NPD. He/she shall be responsible to Develop Awareness, information & advertizing programs for GHG Mitigation in the Energy Production & Consumption Sectors by applying Renewable Energy & Energy Efficiency.

2.2 Responsibilities

The awareness and media specialist will be responsible for the following activities:

1. To develop the scope of work and prepare a detailed work plan for developing Awareness, information & Advertizing programs for GHG Mitigation in the Energy Production & Consumption Sectors through promotion of Renewable Energy & Energy Efficiency applications.
2. To provide periodic progress reports to the Mitigation Analysis Team Leader (MATL) and the National Project Director NPD.
3. To Submit a report with an executive summary includes Awareness, information & Advertizing programs for GHG Mitigation in the Energy Production & Consumption Sectors through Renewable Energy & Energy Efficiency to the NPD and Mitigation Analysis Team Leader (MATL) copied to UNDP Programme officer.
4. To incorporate comments and amendments related to applying Awareness, information & Advertizing programs for GHG Mitigation in the Energy Production & Consumption Sectors through promotion of Renewable Energy & Energy Efficiency applications which will be received from the review process.
5. The report should include Awareness & Advertizing programs for the promotion of Renewable Energy & Energy Efficiency applications in the Energy Production & Consumption Sectors .
6. All documents, reports, graphs etc. as well as communication in the scope of this assignment should be submitted in English and Arabic.

Deliverables:	Date
1- To prepare a scope of work and work plan within one week after contract signature .	15-1-2010
2- To gather data related to development of Awareness, information & Advertizing programs with emphasis on GHG mitigation opportunities.	Up to 20-1-2010
3- To participate in the Regular Meetings of Mitigation, Analysis Team to discuss progress and constraints,	Every two weeks
4- To participate in full capacity and effective manner in all workshops, meetings, consultations organized within the scope of this assignment.	During this activity
5- To submit a report includes all the proposed programs on awareness and advertizing for the GHG Mitigation and an executive summary.	15-3-2010
6- To prepare Posters/Booklets on related issues).	During this activity

3. Reporting Structure

The awareness and media specialist should report to the MATL. All deliverables should be prepared in English and Arabic language and handed out in hard and soft copies.

4. Performance Indicators for Evaluation of Results

Performance indicators for evaluation of results are the outputs/deliverables specified in section 2.2 of this TOR.

5. Assignment duration & reporting Line:

- a) The whole assignment will not exceed 2 M/M (two man-month). The actual assignment duration to commence upon contract signature and to terminate no later than 15 March 2010. This period could be extended by mutual agreement between parties if deemed necessary.
- b) The work of the consultant will be coordinated and monitored by the NPD and the Mitigation Analysis Team Leader (MATL).
- c) All official correspondence (letters, reports, etc...) must be addressed to both MATL and NPD.
- d) Deliverables should be approved by the Mitigation Analysis Team Leader (MATL), National Project Director (NPD). The final report should be approved by the MATL, NPD, the National Focal Point (NFP), and UNDP programme officer, in order to proceed with the payment.

6. Minimum Qualifications and Experience:

Educational Background	<ul style="list-style-type: none"> - Media and Advertising, Public Relations / license or equivalent is preferred.
Experience and knowledge	<ul style="list-style-type: none"> - Advanced specialization on information and advertizing issues with a minimum of 10 years of working experience in an area relevant to Awareness, information, media & Advertizing programs. - Familiarity with SAR's media and advertizing issues. - Interpersonal skills and cultural sensitivity to effectively interact with all layers of society; - Familiarity with the UNDP and Governmental regulations in the field of environmental and media issues. - Ability to operate under strict time limits;
Language requirements	<ul style="list-style-type: none"> - Excellent communication skills (Arabic and English) clear and persuasive and experienced enough to prepare comprehensive follow up reports that will serve the assignment.
Computer skill	<ul style="list-style-type: none"> - Excellent computer and word processing skills