



I. Assignment Information	
Assignment Title:	Provision of Communications, Knowledge Management, Branding and Outreach Services
Reports to:	Result 3 Team Leader
Contract Type:	Firm
Duration of Assignment:	90 working days, September 2017 - April 2018

II. Background
<p>The need to raise awareness and to build and disseminate knowledge on how to respond to climate change has been clearly noted in Cambodia’s Climate Change Strategic Plan (CCCSP), constituting one of the 8 strategic areas of intervention. Most of the sectoral climate change action plans (CCAP) subsequently developed have included awareness raising and the development of knowledge and communication products as part of their priority interventions in their first phase of climate change mainstreaming efforts.</p> <p>Ranked amongst one of most vulnerable countries globally and in the Asia region, and with impacts from climate change expected to severely affect its socio-economic development (with estimates indicating impact on GDP to be 15% annually by 2030, and 3.5% annually by 2050, according to CCFF, 2014), Cambodia’s ability to harness the attention and efforts of its citizens and institutions is vital to help secure a low carbon climate resilient future for the country.</p> <p>As part of the implementation of CCCSP, the Department of Climate Change (DCC) of its Secretariat (GSSD), has led several awareness raising, communication and knowledge management initiatives, and a number of strategic analysis regarding communication priorities and stakeholder engagement in climate change response. Nonetheless, studies on knowledge, attitudes and practices (KAP) towards climate change in Cambodia (MoE, 2011; NCSD, 2016) have shown that there is still the need to promote systematic activities to raise awareness and to strengthen knowledge on how to respond to climate change response, in particular among the most vulnerable groups and sectors. There is now a wealth of information from vulnerability assessments to the development policy and implementation of climate change response measures which should be capitalized upon.</p> <p>The Department of Climate Change, now part of the Secretariat for the recently established National Council for Sustainable Development (NCSD), has decided to invest on the development of high quality knowledge and communication products and to strengthen its internal capacity to develop and implement awareness raising and communication initiatives targeting climate sensitive sectors and vulnerable groups.</p> <p>The CCCA program, a multi-donor initiative funded by EU, Sida and UNDP to strengthen Cambodia’s capacity to implement an effective climate change response, is providing support to DCC to develop its communication and outreach capacity under the program’s Result 3 - Knowledge Management.</p>

III. Objective of the assignment

The overall objective of the assignment is to increase engagement of key stakeholders in priority sectors, contributing to raise awareness of the climate change impacts and adaptation and mitigation options/responses, through strengthening DCC's awareness raising and outreach efforts.

The task comprises developing a DCC brand to be used in all climate change related knowledge and communication products, producing a set of high quality awareness raising, communication and knowledge products using that brand, and ensuring that designated DCC staff understand the guidelines and processes for the development of those different products and can apply the brand consistently.

The selection of the different knowledge and communication materials, as well as messaging and groups to be targeted, will be discussed with DCC and CCCA-R3 team.

IV. Tasks and responsibilities

Development of the DCC brand for awareness raising, communication and knowledge products:

- Develop a **brand** for DCC's climate change related products (taking into account the broader organizational context and background discussions on the development of CSD logo), and respective templates and guidelines for the use of the visual identity (DCC brand) in a broad range of knowledge, awareness raising and communication products;
- Produce selected **knowledge products – 2 case studies** (from lessons learnt with the implementation of climate change related interventions) and **2 policy briefs** (interacting with 2 selected universities in Cambodia to help package policy relevant research findings into briefs or other communication products, targeting decision makers and policy makers in the relevant sectors), ensuring branding alignment of design and layouts of these products, and respective dissemination strategies;
- Produce **awareness raising materials in specific sectors for different target groups (at least 8 different products)**, and respective dissemination strategies, helping to determine the best media to achieve its dissemination goals
- **Develop/edit design and layouts for a range of communication products** regularly used by DCC, including reports, fact sheets, infographics, brochures, posters, power-point presentations, backdrops, press releases, press kits, and other graphic work (**one product in each category**), ensuring branding alignment.
- **Build understanding of DCC/GSSD staff** about the process of developing high quality knowledge, awareness raising and communication products in alignment with the DCC brand guidelines, using as examples the products developed as part of this consultancy (involving as much as possible designated DCC staff in the different steps of the production process);
- **Deliver creative and innovative ideas for other print and online materials**, including **proposal of design elements for the CC website** (currently under development by a different service provider) to ensure adequate alignment with DCC brand;
- **Facilitate the organization of consultative meetings and/or workshops** with DCC/GSSD staff and relevant stakeholders as needed on the development of knowledge and communication products (including on the use of branding guidelines).

DCC will facilitate access to existing information, and facilitate contacts with individuals and institutions working on climate change related interventions as needed, including with partner universities that can assist in content development of the required knowledge products (case study and policy briefs). The consulting firm will receive guidance from DCC and CCCA Result 3 team throughout the consultancy, in particular regarding the identification of target sectors and groups and messages to be conveyed.

V. Deliverables				
The firm is expected to deliver key outputs as follows:				
No.	Deliverables/Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required
1	Detailed work plan and methodology for the assignment	5 days	6 th October 2017	CCCA CC Technical Specialist
2	Presentation of DCC branding (including templates and guidelines in Khmer and English for the gamut of knowledge, awareness raising and communication products, and proposal of design elements for the CC website), incorporating DCC's inputs received in consultative meetings/workshops.	20 days	17 th November 2017	CCCA CC Technical Specialist
3	Presentation of concept notes for the 4 knowledge products to be developed and full drafts for 3 (out of 8) awareness raising products to be developed under the consultancy and report on the meeting/workshop on the application of Branding guidelines.	20 days	22 nd December 2017	CCCA CC Technical Specialist
4	Final version of all knowledge, awareness raising and communication products (both in Khmer and English) integrating the comments received from DCC and other relevant institutions.	45 days	15 th April 2018	CCCA CC Technical Specialist
Total # of Days:		90 working days		
VI. Duration				
The assignment is expected to include 90 working days over a six-month period (September 2017-April 2018).				
VII. Management arrangement				
The consulting firm will work on a day to day basis under the Deputy Director of Department of Climate Change, GSSD and the CCCA CC Technical Specialist, with overall guidance from the CCCA Programme Manager and CCCA Programme Director/Secretary General of NCSD.				

VIII. Requirements	
Experience	<ul style="list-style-type: none"> - Established reputation in communications, outreach, branding, video and graphic development and editing, proofreading and copy editing, with proven experience of graphic production from start to published/printed product; - Strong experience and a cadre of qualified professionals with international experience in the areas of graphic design, brand development and communication (highly skilled in the use of design software including webdesign, and data visualization); - Proven ability to conduct research for content development and/or to work in collaboration with researchers and technical staff knowledgeable of the required knowledge areas; - Strong experience in creating effective awareness raising materials for different target audiences and corresponding developing dissemination strategies; - Experience in the development of awareness raising and communication materials to address climate change, environment and development issues is highly desirable; - Ability to coordinate activities and undertake logistic arrangements, including liaising with researchers at selected partner universities, organizing field takes as needed, facilitating consultative meetings and workshops with government officials and other key stakeholders - Demonstrated experience working with a variety of stakeholders, including senior government officials, donors, journalists, policy makers, consultants and academics.
Competencies	<ul style="list-style-type: none"> - Demonstrates and safeguard ethics and the highest standards of integrity, discretion and loyalty; - Shares knowledge and builds a culture of knowledge sharing and learning; - Builds staff's competence, and create an environment of creativity and innovation; - Committed to excellence in producing high quality work; - Demonstrates ability to identify problems and propose solutions; - Demonstrates professional competence and expert knowledge of the pertinent substantive areas of work; - Creates and promotes an enabling environment for open communication and for developing partnerships; - Able to interact with senior government officials and mentor institutional staff; - Demonstrates excellent communication, networking and interpersonal skills.
Language	<ul style="list-style-type: none"> - Excellent written and oral communication skills in both Khmer and English
Technical Offer	<ul style="list-style-type: none"> - Brief description of the proposed approach for the assignment and of the firm's portfolio in relevant areas; - Names, roles and years of experience of the staff which would be involved in the assignment
Financial Offer	<ul style="list-style-type: none"> - Total fee for the assignment (lump sum) including VAT and any incidentals/travel costs
Application Submission	<ul style="list-style-type: none"> - Technical and Financial Offer should be sent electronically to Admin Officer of CCCA, admin@camclimate.org.kh or in a hard copy to the address below.

	Cambodia Climate Change Alliance (CCCA), Department of Climate Change (DCC), General Secretariat of National Council for Sustainable Development (GSSD), c/o Ministry of Environment (MoE), Morodok Techo Building, Lot 503, Sangkat Tonle Bassac, Chamkarmon, Phnom Penh, Cambodia
Request of sample material	- Direct weblinks to these sample materials indicated below should be sent along with the application