

Terms of Reference

Development of a Communications Strategy and Implementation Plan for the UN Decade of Ocean Science for Sustainable Development

Objective and scope of work:

We are calling for proposals to develop a communication strategy and implementation plan for the UN Decade of Ocean Science for Sustainable Development. The development of the strategy and its implementation will be coordinated by the Intergovernmental Oceanographic Commission (IOC) of UNESCO, through a process of global and regional consultations with ocean communicators, ocean science and management practitioners, and members of the civil society.

The strategy should help the Decade achieve its overall organizational objectives, with focus on six societal outcomes:

- A clean ocean where sources of pollution are identified and removed
- A healthy and resilient ocean where marine ecosystems are mapped and protected
- A predictable ocean where society has the capacity to understand current and future ocean conditions
- A safe ocean where people are protected from ocean hazards
- A sustainably harvested ocean ensuring the provision of food supply
- A transparent ocean with open access to data, information and technologies

The strategy will help relevant stakeholders effectively engage with and take ownership of the Decade's objectives, demonstrate the impact it can have on ocean science, management and society, and change behaviour and perceptions where necessary.

The strategy and implementation plan should cover two periods:

- Preparatory Phase (up to December 2020)
- Implementation Phase (January 2021 – December 2030)

While the concrete focus for both the strategy and the implementation plan should be the Preparatory Phase, and the transition into the Implementation Phase, the deliverable should include a full strategic framework for the whole period (up to December 2030).

The Contractor will be expected to perform the following activities and meet the related deadlines:

15 April – 12 May	Carry out desk research and interviews with principal Decade stakeholders, including but not exclusive to: IOC Secretariat, partner UN agencies, members of the Decade's Executive Planning Group, and partner organizations, etc. Begin early drafting of the strategy.
13-15 May	Attend the Decade's 1 st Global Planning Meeting, present early findings of stakeholder review, and facilitate the working group session on Communications. This session will be the Contractor's

	main <i>in situ</i> opportunity for conducting brainstorming and engagement exercises with a global representation of Decade stakeholders.
16 May – 16 June	Process findings from the Global Planning Meeting, and fine-tune draft strategy and implementation plan, in coordination with the IOC Secretariat.
17 June	Expected delivery date for full and final draft of Decade strategy and implementation plan, including an accompanying presentation. The deliverables will be presented to IOC Member States during the 30 th Session of the IOC Assembly (26 th June – 4 th July 2019)

Suggested elements for the strategy and implementation plan (an elementary but likely not sufficient list):

- Mission statement and realistic objectives for the Decade communication strategy.
- Identification of primary and secondary audiences for external communications, and requirements for communication with them (content, style, periodicity, etc.).
- Analysis on how existing Decade communications reach key audiences and whether they are responding effectively to the messaging.
- Cost-benefit analysis for choice of communications media and methods including web, social media, means of reaching out to Member State (circular letters, contact databases), presentations, reports, etc.
- List of concrete next steps/activities, including timeline and budget estimations.

The strategy should be forward-looking and sufficiently flexible and adjustable to potential changes in the Decade strategic frameworks, particularly through the transition from Preparatory Phase to Implementation Phase.

The strategy should be addressed primarily to the IOC Secretariat, in charge of coordinating the Decade's Preparatory Phase. The document should nevertheless be easily accessible / digestible for any institutional partners wishing to understand and contribute to the Decade communications.

Sources of Background Information

The development of the communications strategy and implementation plan for the UN Decade of Ocean Science for Sustainable Development should be built on good understanding of the Decade's nature, mandate, objectives and governance framework, as well as on good understanding of the roles and responsibilities of the multiple kinds of stakeholders involved in its planning and implementation.

Elements of the desk review should include (but not be limited to) the strategic, background and communications documentation available on: <https://en.unesco.org/ocean-decade/resources>

Budget

Total proposed remuneration requirements are expected to fall within a USD 18,000-20,000 budget bracket, and should include:

- Daily rates
- Travel costs:
 - o **1st Global Planning Meeting** (13-15 May 2019, Copenhagen, Denmark)
 - o **Final presentation and hand-over of the strategy to IOC Secretariat** (mid-June, date TBD)

Procedure for submission of expression of interest

Interested consultancies/consultants should submit an application containing the following by **31 March 2019 (Midnight, Paris time)**:

- Remuneration requirements (daily rates) and contact information,
- Examples of/references to prior work. *For independent consultants, only*: please include an updated CV.
- A draft workplan/timeline describing how the activities will be conducted.

Only complete and timely applications will be reviewed. Only short listed proposals will be contacted.