



ADAPTATION FUND

AFB/B.9/9  
February 25, 2010

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Adaptation Fund Board  
Ninth Meeting  
Bonn, March 23 -25, 2010

Agenda Item 12

## **COMMUNICATIONS STRATEGY FOR THE ADAPTATION FUND BOARD**

1. At its seventh meeting, the Adaptation Fund Board approved its work plan for the first semester of 2010, which includes consideration of a proposal for a communications strategy for the Board.

2. The secretariat presents to the Board a proposal for the development of a broader communications strategy by a consultant. The implementation of the communications strategy would start in mid 2010.

## **II. Development of Communications Strategy**

3. It is proposed that the development of a broader communications and outreach strategy be commissioned to a communications consultant in order to disseminate the work of the Adaptation Fund Board and to strengthen its capacity for direct dialogue with countries and other stakeholders. The communications strategy would also comprise a communication action plan including the production of information material; development of a power-point presentation template on the work of the Board; outreach plan to the media; etc.

## **III. Budget estimates**

4. The budget estimates for the communications strategy is contained in the chart in Annex I to this document.

## **IV. Recommendation**

5. The Board may wish to request the secretariat to take the necessary actions to hire a consultant to develop a communications strategy for the Adaptation Fund Board in accordance with the terms of reference contained in Annex I to document AFB/B.9/9.

6. The Board may also wish to authorize the secretariat to reallocate unused funds under the budget line "AFB secretariat support" under "Consultants"<sup>1</sup> in order to cover the budget estimates contained in Annex II to this document.

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<sup>1</sup> See Revised Budget for the Activities of the Adaptation Fund Secretariat and Board: July 1, 2009 to June 30, 2010

## **Terms of Reference for a consultant to develop a communications strategy for the Adaptation Fund Board**

### **I. Rationale**

1. The Adaptation Fund (AF) was established by the Parties to the Kyoto Protocol to assist developing countries that are particularly vulnerable to the adverse effects of climate change to meet the costs of adaptation. It finances concrete adaptation projects and programmes. The Adaptation Fund presents innovative features that make it unique, and which include the following:

- a) It is funded by an international levy from the clean development mechanism of the Kyoto Protocol and other sources of funding;
- b) The Adaptation Fund Board (AFB) has majority representation from developing countries. In addition to regional representation, Least Developed Countries and Small Island Developing States have additional seats; and
- c) Eligible developing countries have direct access to the resources of the Fund.

2. Climate change is hitting hardest the already most vulnerable people and communities, which are the least responsible for causing the problem.

3. The aim is to proceed by giving this innovative and uttermost required Fund its own outlook, evolve its identity and increase public consciousness about its existence, its on-going operationalization, and its future actions.

4. The secretariat of the Global Environment Facility, based in Washington, D.C., provides interim secretariat services for the Adaptation Fund Board and supports the AFB and its secretariat in their outreach efforts.

### **II. Scope of Work**

5. A communications consultant will be hired to design and implement the communications strategy for the AFB. Based on the strategy, a detailed action plan, with a separate budget, will be designed and implemented for each of the components.

### **III. Development of the communication strategy**

6. The consultant will

- a) Assess the current communication needs for the Adaptation Fund Board;
- b) Draft the communications strategy, including key communication messages, communication channels, target audiences, and a media strategy component;
- c) Develop the communication action plan including a specific and detailed budget;
- d) Start implementing the communication action plan.

#### **IV. Deliverables**

7. Devise and manage a comprehensive multi-media communications strategy, including a communication action plan, to ensure proper understanding of the Adaptation Fund. For this purpose, the consultant shall deliver the following items in cooperation with the project team:

- a) Drafts for the strategy and action plan mentioned under “II. Scope of Work”;
- b) Development of a series of communication materials, newsletters, information briefs, power-point presentations, etc. aimed at explaining the AF concept ;
- c) Establishment of a calendar of “key dates” around which to build communication events (public appearances by key representatives of partnering organizations conferences, official visits, receptions, hearings etc);
- d) Creation of a mechanism to forecast and manage likely communications crises before they occur.
- e) The consultant will start implementing the communication action plan according to the priority products identified in the strategy, in coordination with the AFB and its secretariat.

#### **V. Conditions of Work**

8. This activity will involve a 55 day – Short Term Consultant contract over 6 months with an individual consultant or a communications company (Consultant). The contract may be renewed, extended or renegotiated beyond the 6-month period according to both the assessment of the performance by the AFB, and the continued need for the Consultant's services.

9. The AFB secretariat is responsible for executing the contract with the Consultant, and providing supervision and quality control over the work produced by the Consultant. The Consultant is responsible for hiring and supervising the work of any sub-contractors that may need to be brought in to carry out specific tasks to execute this contract. The Consultant will work closely with the project team and report to the manager of the AFB secretariat.

#### **VI. Qualification Requirements**

10. The Consultant should have at least 8 years of experience in developing and implementing communications programs at an international level. He/she should have a track record having worked in the environment sector. The Consultant must demonstrate excellent strategic thinking as well as proven capacity to deliver.

Additional qualifying characteristics:

- Experience in assessing communications needs of international organizations and in the development of communications strategies;
- Excellent editing and writing skills;
- Sensitivity and good diplomatic manner in dealing with internal and external clients at all levels;
- Thorough understanding and knowledge of development and environmental issues, with a special focus on climate change and adaptation;
- Dynamic and reliable personality with effective communication and networking abilities;
- Good planning and organizational skills;

- Strong capacity to think and act strategically;
- Ability to disseminate information effectively and strategically;
- Ability to work effectively across teams in a multi-cultural and matrix-managed environment;
- Ability to work under pressure and tight deadlines;
- Excellent written and verbal communication skills in English;
- Full proficiency in the use of modern office technology (e.g., Word, Excel) and familiarity with the Internet, e-mail and web-based searches.

### **VIII. Reporting Requirements**

11. The Consultant will work closely with the project team and will report to the AFB secretariat. All reports will be submitted in English with appropriate executive summaries.

### **VIII. Project Team**

12. The AFB secretariat and GEF secretariat team will consist of

- Marcia Levaggi, manager of the AFB secretariat
- Christian Hofer, senior communications officer, GEF secretariat
- Mikko Ollikainen, adaptation officer, AFB secretariat
- Ivana Horvathova, program assistant, AFB secretariat
- Ashraf El-Arini, intern, AFB secretariat
- Other staff and/or consultants may be utilized, as appropriate or requested, within capacity constraints.

### **IX. Timeline**

13. **The consultant is expected to start working on X, 2010 and end by X, 2010.**

### **X. Estimated Budget**

14. The estimated budget for this phase of work, covering the components outlined in this document, is US\$ 13,750. Sub-contracts to companies/firms for additional work will be issued by the consultant within the scope of this budget. Costs are billed at actual only. The estimated costs for this phase are detailed below.

## Budget Estimates for the Development of a Communications Strategy

### 1) Development of a communications strategy for the AF

i)	Assess the current communications needs for the Adaptation Fund (5 days@250 USD)	
ii)	Draft the communications strategy, including key communication messages, communication channels, target audiences and a media strategy component (40 days @250 USD)	
i)	Develop the communication action plan including specific and detailed budget (10 days @250 USD)	13,750
<b>TOTAL</b>		<b>USD 13,750</b>