



ADAPTATION FUND

AFB/B.7/11
August 19, 2009

Adaptation Fund Board
Seventh Meeting
Bonn, September 14-16, 2009

Agenda Item 10

COMMUNICATIONS STRATEGY FOR THE ADAPTATION FUND BOARD

1. At its sixth meeting, the Adaptation Fund Board approved its work plan for the remainder of 2009, which includes consideration of a proposal for a communications strategy for the Board.

2. The secretariat presents to the Board a proposal that comprises: I) the issuance of publications launched at a side-event during CMP-5 in Copenhagen in order to cover the immediate needs of the Board in terms of communications; and II) the development of a broader communications strategy by a consultant whose implementation would start in mid 2010.

I. Publications

3. It is proposed that the Adaptation Fund issues two publications that are useful for the work of potential project proponents, policy makers, civil society and that also help to raise awareness about the establishment and development of the Fund.

4. It is proposed to issue the following publications:

a) A Handbook that compiles relevant decisions and documents essential for the submission of projects proposals to the Fund. This Handbook should be issued once the *Provisional Operational Policies and Guidelines for Parties to Access Resources from the Adaptation Fund* are finalized and should be updated on a regular basis to incorporate the new material. A web version of the Handbook will also be made available on the Adaptation Fund website. It is proposed to launch the Handbook at a side-event during CMP-5 in Copenhagen.

The Handbook would contain:

- Brief introduction about the history of the AF;
- Rules of Procedure of the Adaptation Fund Board;
- Strategic Priorities Policies and Guidelines of the Adaptation Fund;
- Provisional Operational Policies and Guidelines for Parties to Access resources from the Adaptation Fund;
- Any other documents that the Board may deem appropriate¹.
- Graphics depicting processes such as project-cycle and other visual enhancements.

b) A brochure containing general information on the Adaptation Fund to raise awareness on its establishment and development.

5. Those publications, as well as the upgrade of the Adaptation Fund website incorporated to the budget approved by decision B.6/6, would cover the most immediate need of the Board in terms of communications.

¹ Most of these documents are annexes to the operational policies and guidelines. The Board may wish to present them separately or as annexes to the guidelines.

II. Development of Communications Strategy

6. It is proposed that the elements above be part of a broader communications and outreach strategy 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 the production of information material; development of a power-point template; outreach to the media; etc.

7. The Board may wish to consider hiring a consultant to develop the strategy in accordance with the draft Terms of Reference contained in Annex I to this document.

III. Budget estimates

8. The budget estimates for the publications and communications strategy are contained in charts in Annex II to this document.

IV. Recommendation

9. The Board may wish to request the secretariat to take the necessary actions to issue the publications described in section I of document AFB/B.7/11 and 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.7/11.

10. The Board may also wish to request the secretariat to make the necessary changes in the budget approved by decision B.6/6 in order to reflect the budget estimates contained in Annex II to document AFB/B.7/11.

Terms of Reference to develop a communication strategy for the Adaptation Fund Board

I. Rationale

1. The AF was established by the Kyoto Protocol Parties to assist developing countries that are particularly vulnerable to the adverse effects of climate change to meet the costs of adaptation in form of concrete adaptation projects and programmes. The AF is a unique fund for three particular reasons:

- a) It is funded by an international levy from the clean development mechanism of the Kyoto Protocol. It does not depend on grant money from donors, but is directly linked to the emission reduction targets developed countries have under the Kyoto Protocol.
- b) The AFB has majority representation from developing countries. In addition to regional representation, Least Developed Countries and Small Island Developing States each have one representative.
- c) It provides eligible developing countries an opportunity to direct access to the funds.

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 giving this innovative and uttermost required Fund own outlook, evolve its identity and increase public consciousness about its existence and on-going operationalization.

4. The GEF secretariat in Washington provides interim secretariat services for the Adaptation Fund Board and supports the AFB and its secretariat in its outreach efforts.

II. Scope of Work

5. A communication consultant will be hired to design and implement the communication strategy for the AFB. Based on the strategy, a detailed action plan with specific 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 communication strategy, including key communication messages communication channels, target audiences and a media strategy component;
- c) develop the communication action plan including specific and detailed budget;
- d) start implementing the communication action plan.

IV. Deliverables

7. Devise and manage a comprehensive multi-media communication 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) the drafts for the strategy and action plan mentioned under “II. Scope of Work”;
- b) the development of a series of communication materials, newsletters, information briefs, power-point presentation, etc. aimed at explaining the AF concept;
- c) the 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) the creation of a mechanism to forecast and manage likely communication crises before they occur;
- e) The consultant will start implementing the communication action plan with the production of two quick wins, which are considered first priority promotional materials: i) A comprehensive handbook on rules and procedures of the Adaptation Fund, and ii) a short information brochure for the general public. The consultant will compile the existing documents and data, write additional text where necessary and coordinate the translations, the layout as well as the printing process.

V. Conditions of Work

8. This activity will involve a 6 month contract with an individual consultant or a communications company (Consultant). The contract may be renewed, extended or renegotiated beyond the 6-month period according to the assessment by the AF secretariat of performance and 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 communication 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. The Consultant will be subject to a one month probation period and present an inception report upon conclusion of that probation period. This report will include: i) the Consultant's assessment of the tasks ahead based on his/her understanding of the situation on the ground and of any additional opinion research carried out; and ii) a comprehensive strategy and action plan to attain the component's objectives with a timeline; and iii) feedback mechanisms.

12. At the end of the contract, four copies of a "Close Out" or draft final report in English will be submitted which will review efforts taken, their status, ability to sustain those efforts and recommendations for next steps to be taken. Within two weeks after its submission a "Close Out" meeting of the project team will be conducted on the draft report. The final report will be submitted within thirty days after the meeting.

VIII. Project Team

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

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

IX. Timeline

The consultant is expected to start working by September 20, 2009 and end by March 20, 2010.

X. Estimated Budget

The estimated budget for this phase of work, covering the components outlined in this document, is US\$ 86,500. 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 Communications Strategy

Development of a communication strategy for the AF	USD 13,750
Communication Action Plan - Handbook	USD 48,500
Communication Action Plan - Brochure	USD 24,250
TOTAL ESTIMATE	USD 86,500