



TERMS OF REFERENCE

Short-Term Consultancy: Communications support for the Government of Tonga to increase the visibility and profile of climate change adaptation

September – November 2020

Background

Through the Department of Climate Change within the Ministry of Meteorology, Energy, Information, Disaster Management, Environment, Climate Change and Communications (MEIDECC), the Government of Tonga is advancing the national adaptation planning process to prepare the country's people and ecosystems for the impacts of climate change.

In 2018, the Government of Tonga launched its [Joint National Action Plan 2 on Climate Change and Disaster Risk Management \(JNAP2\) 2018-2028](#), which identified the need for a communications strategy to be developed in order to support its implementation. Implementing the JNAP2 will also work towards achieving the goals related to building Tonga's climate resilience through adaptation in the Nationally Determined Contribution under the Paris Agreement.

A national consultant will support the JNAP Secretariat housed in MEIDECC to build on the previous communications efforts related to climate change to develop a communications strategy for the JNAP2.

This support is taking place with financial support of the NDC Partnership Climate Action Enhancement Package (CAEP), implemented by the **International Institute for Sustainable Development (IISD)**. IISD hosts the secretariat of the **NAP Global Network (NAP GN)**, which supports developing countries in advancing their National Adaptation Plan (NAP) processes and helps accelerate adaptation efforts around the world.

Purpose and Approach of the Consultancy

The purpose of this consultancy is to update the existing **Department of Climate Change Communication Plan 2018** to include a communications strategy for the country's **JNAP2**.

The ultimate objectives are:

- To increase understanding and knowledge of the JNAP2 among key stakeholders
- To improve the engagement of key stakeholders (governmental and non-government) in the implementation of the JNAP2

The main audience for this strategy will be Tongan government climate change specialists and communication staff who can use it to inform their efforts to raise awareness of the JNAP2 among stakeholders across government and external to government.

This work will be done in consultation with the **Department of Climate Change, MEIDECC**, and the **JNAP2 Secretariat**. The consultant, when developing the communications plan, will draw on the draft *JNAP Secretariat Communication Plan*.

Activities Related to the Assignment

The activities related to this assignment include:

1. Provide technical support on development of communications products selected with the Tongan government to engage priority audiences, including as part of Climate Change Awareness Week, September 21-24, 2020. These communications products may include:
 - A factsheet or poster communicating the JNAP2 as part of Climate Change Awareness Week.
 - A video on the JNAP2 and climate action in Tonga.
 - A third communications product to be determined.

2. Building support the update of the Department of Climate Change Communication Plan 2018 to include a communications strategy for the JNAP2 in order to increase the visibility and profile of climate change adaptation in Tonga.

The JNAP2 calls for a communications strategy that – in close alignment with the *Department of Climate Change Communications Plan* – will:

- Ensure that Cabinet and key government forums such as the Project & Aid Coordinating Committee (under the Ministry of Finance & Planning) are regularly updated on JNAP implementation progress;
- Strengthen communication linkages with island development committees in order to facilitate the communication of the JNAP 2 to rural communities;
- Maximise the use of free to air broadcasts on radio and television through the Ministry of Finance;
- Use public relations expertise to help define and develop awareness campaigns and associated material.
- Use the networks provided through church and affiliated groups to ensure wide dissemination of information.

Among these objectives, this consultancy will focus on the first objective to establish cross-government mechanisms for effective communication.

Special efforts should be made to ensure the communications strategy is gender responsive.

Deliverables

The following table describes the anticipated key deliverables for the assignment:

Deliverables		Days	Due date
1	Development and dissemination communications outputs in collaboration with IISD/NAP GN	5	September 21
2	Proposed approach and detailed workplan for the development of the communications strategy based on a review of the literature and discussion with DECC and JNAP2 Secretariat, drawing on lessons from Climate Change Awareness Week 2020	5	October 1
3	Drafts of the communications strategy for the JNAP2 based on inputs from stakeholder consultations The strategy should include: <ul style="list-style-type: none">• Communications objectives• Clear target audiences• Key messages• Priority communications channels and products• Proposed steps for implementing the strategy	10	October 31 (final draft)
4	Validation of the communications strategy with DECC and the JNAP2 Secretariat, and relevant stakeholders.	2	November 10
5	Regular communications with the Tongan government and IISD/NAP GN	3	On-going
	TOTAL	25	

The specific deliverable schedule and associated outputs will be determined/reviewed on a monthly basis, based on agreement between the Tongan Government and IISD/NAP GN.

The estimated time requirement is 25 days over three (3) months.

Reporting

For contractual matters, the consultant will report to IISD (David Hoffmann).

For technical matters, the consultant will work closely with Tonga's Communication Division within the Department of Climate Change and Christian Ledwell (IISD).

The required qualifications are

- Degree in a relevant field (e.g., journalism, communications, public relations or other related social science discipline)
- 5 years of work experience in communications (including journalism, public relations, and/or organizational communications).
- Previous experience working on communications related to climate change in Tonga considered an asset.
- Strong research, analysis and writing skills.
- Fluency in English (spoken and written).

Application Process

- To apply for this consultancy, please submit a cover letter, CV (maximum 4 pages), your daily rate in USD and a proof of your daily rate (e.g., copy of a contract of at least 20 days that states a daily rate) to: info@napglobalnetwork.org
- In your application, please clearly demonstrate how you meet the criteria outlined above.

Application deadline: August 28th (at midnight Tonga time) 2020

Start date: September 2nd, 2020

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