



Announcement for Consultancy

Mitigation Division

Consultant, Public Awareness and Outreach Expert - Article 6 of the Paris Agreement

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
09 June 2023 23:59 hrs CET	23/CON01/M	As soon as possible	Until 30 January 2024	Remote and Bonn, Germany

Publication date: 26 May 2023

The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the political process to address climate change. The UNFCCC secretariat supports the Convention, its Kyoto Protocol and the Paris Agreement through a range of activities, including substantive and organizational support to meetings of the Parties and the implementation of commitments. It is a dynamic organization working in a politically challenging environment to help resolve one of the defining environmental issues of our time.

The work relates to public awareness and outreach activities around **Article 6 of the Paris Agreement**, which outlines principles that Parties must follow when using cooperation mechanisms to achieve their Nationally Determined Contributions (NDCs)/national climate action plans.

The consultancy is in the **Constituted Bodies and Data Services subdivision** of the **Mitigation** division. This subdivision provides support to the mechanisms' constituted bodies, such as the **Article 6.4 Supervisory Body**, and its support structure, ensuring well-coordinated services including regulation development, communications, public awareness and outreach, knowledge management, and data and quality assurance services. The sub-division also assists in negotiation processes related to the constituted bodies.

The **Mitigation division** supports Parties in implementing ambitious climate action to limit temperature increases below 2 °C and pursue efforts to limit this increase to 1.5 °C above pre-industrial levels. The division assists Parties in developing, communicating, and implementing their Nationally Determined Contributions (NDCs) in a way that promotes clarity, transparency, understanding, and accountability. To achieve this, the division employs collaborative approaches, mechanisms, framework engagements, and economic instruments that broaden mitigation action and promote sustainable development.

Purpose

As a consultant, you will work under the oversight and guidance of the Manager, Constituted Bodies and Data Services of the Mitigation Division and consulting as needed with the Manager of the Communications and Knowledge sub-division (Communication and Engagement division). You will regularly collaborate with Team Leads within the Mitigation division. Your primary role is to develop (or further develop existing) public awareness and outreach strategies and plans related to Article 6 of the Paris Agreement, and to lead on their implementation. Specifically, your work will focus on public awareness and outreach activities of the Article 6.4 Supervisory Body, with an emphasis on effectively communicating the body's mission, vision, and values to broad, global audiences. The goal is to enhance the branding and messaging, public awareness and media outreach related to Article 6 of the Paris Agreement, and to support the communications efforts required by the Article 6.4 Supervisory Body.



Tasks

The Consultant will be responsible for the following tasks:

- Develop (or further develop existing) public awareness and outreach strategies and plans for the Article 6.4 Supervisory Body that aligns with the Supervisory Body's mission, vision, and values and supports the achievement of its strategic objectives and goals.
- Outline key messages, target audiences, communications and outreach channels, media engagements, and timeline for activities for engaging with the wider global and regional publics, and specific target audiences.
- Develop and implement a concept for branding and tone.
- Create compelling awareness-raising and public outreach materials, such as press releases, speeches, presentations, and other communication tools as needed.
- Provide communications, public awareness and outreach support to events, workshops, and meetings as needed.
- Contribute to the online presence, including developing content for the organization's website, social media platforms, and other digital communication channels.
- Ensure consistency and clarity of messaging across all information channels.
- Provide guidance and support to the division's Managers, Team Leads, and communication colleagues to ensure the effective implementation of the public awareness and outreach strategies and plans.
- Monitor and evaluate the effectiveness of the public awareness and outreach strategies and plans, and recommend improvements as needed.
- Contribute to official reports, including drafting elements and ensure consistent narrative as needed.
- Collaborate with other departments to ensure public awareness and outreach efforts are aligned with overall organizational goals and are in compliance with relevant UN and secretariat communications-related procedures and guidelines.

Outputs

The **timelines for the deliverables will be agreed upon between the consultant and the Manager**, Constituted Bodies and Data Services:

Output	Date	Performance indicators
1. Public awareness and outreach strategies and plans for the Article 6.4 Supervisory Body, which could include, among other components: <ul style="list-style-type: none">• A clear articulation of the Supervisory Body's mission, vision, and values• Identification of key stakeholders and their communication needs• Public awareness and outreach goals and objectives for the Supervisory Body	TBD	Clarity and alignment with objectives: how well the strategies and plans clearly articulate the objectives and goals of the Article 6.4 Supervisory Body. The document should provide a clear and concise outline of the intended outcomes, target audience, and key messages. Stakeholder inclusiveness: extent to which the strategies and plans consider diverse stakeholders and address their specific needs and concerns.



		This includes identifying and engaging with relevant stakeholders, such as Parties, activity cycle participants, DOEs, DNAs, media and other relevant groups and stakeholders.
<p>2. Comprehensive implementation plan, which could include:</p> <ul style="list-style-type: none"> • A timeline for communication, public awareness, and outreach activities • A list of specific information and engagement channels to be used (e.g. press releases, social media, events, etc.) • Target audiences for each channel • Key messages and talking points for each channel • Budget and resource allocation for the implementation plan 	TBD	<p>Coherence and feasibility: whether the implementation plan provides a coherent framework and actionable steps for implementation. The document should outline a logical sequence of activities and tactics that can be realistically executed within the available resources and timeline.</p> <p>Stakeholder inclusiveness: extent to which the implementation plan considers diverse stakeholders and address their specific needs and concerns. This includes identifying and engaging with relevant stakeholders, such as Parties, activity cycle participants, DOEs, DNAs, media and other relevant groups and stakeholders.</p>
<p>3. Communications materials for public outreach, which could include:</p> <ul style="list-style-type: none"> • A branding and tone concept, which will be agreed by the Article 6.4 Supervisory Body and implemented • Press releases, op-eds, articles • Speeches, presentations, speaking points for events • Information products that communicate complex information in an accessible way 	TBD	<p>Effectiveness of communication materials: the impact and quality of the communication materials developed by the consultant. To measure the effectiveness, the following sub-indicators will be considered:</p> <p>Clarity and messaging: how well the communication materials convey the intended</p>



<ul style="list-style-type: none"> • Explainer content • Frequently asked questions and responses for general queries • Key messages and talking points for the Supervisory Body • Content for the organization's website in relation to Article 6 of the Paris Agreement and social media platforms that supports the Supervisory Body's communication goals and objectives 		<p>messages and information. The materials should be clear, concise, and easily understandable by the target audience.</p> <p>Visual appeal and engagement: the visual presentation and appeal of the materials. Assess if the design elements, such as graphics, images, colors, and typography, are visually appealing and contribute to capturing the attention of the target audience.</p>
<p>4. Monitoring and Evaluation Reports, which could include:</p> <ul style="list-style-type: none"> • Analysis of the effectiveness of public awareness and communications strategies or implementation plans • Recommendations for improvements to the strategies or plans 	TBC	<p>Accuracy and completeness of the M&E report: the consultant's ability to produce an M&E report that is accurate, comprehensive, and reflective of the evaluated program or project.</p> <p>Clarity and presentation: the clarity and readability of the report. It should be well-structured, organized, and written in a concise and accessible manner. The report should effectively communicate key findings.</p>

Timeframe

It is anticipated that the consultancy will commence promptly and conclude on the 30 January 2024.

Duty station and places of travel

The consultant will offer continuous support in accomplishing the tasks described above, including but not limited to preparation, during, and following the meetings listed below:

- Meetings of the Article 6.4 Supervisory Body in 2023:
 - 10 to 13 July
 - 11 to 14 September
 - 30 October to 2 November



Support will be provided on-site and/or virtually, except for the aforementioned meetings, where on-site support may be mandatory.

Requirements

The consultant should have the following qualifications:

Education:

- An advanced university degree (Master's degree or equivalent degree) in communications, public information or public relations, public policy, political science, international diplomacy, international relations, or a related field. A first-level university degree in combination with an additional two (2) years of qualifying experience may be accepted in lieu of the advanced university degree.

Experience:

- A minimum of 5 years of experience in communication or public awareness and outreach strategy development and implementation.
- A minimum of 5 years of experience in developing communication materials, including press releases, speeches, presentations, and other public awareness raising and communications tools.
- Experience in communicating in the area of climate change, carbon markets or other approaches such as emissions trading systems, offset mechanisms, and other market-based instruments is considered an asset.
- Previous involvement in climate change negotiations and familiarity with the Paris Agreement would be advantageous for the role.

Skills:

- Ability to craft compelling narratives that communicate complex information in an accessible way.
- Strong analytical and strategic thinking skills.
- Excellent written and verbal communication skills in English.
- Managing digital communication channels, including social media platforms, websites, and other digital tools.
- Working with diverse stakeholders.
- Knowledge of the latest communication tools and technologies.
- Ability to work collaboratively with diverse teams and stakeholders.
- Demonstrated ability to work effectively under pressure and meet deadlines.

How to apply:

Candidates, whose qualifications and experience match what we are looking for, should use the on-line application system available at <http://unfccc.int/secretariat/employment/recruitment>

Please note:

1. UNFCCC is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons with disabilities to apply.
2. We will confirm receipt of your application. However, only candidates under serious consideration and contacted for an interview will receive notice of the final outcome of the selection process.
