



**TERMS OF REFERENCE  
INDIVIDUAL CONSULTANT  
PREPARATION OF NATIONAL CLIMATE CHANGE  
COMMUNICATION STRATEGY AND IMPLEMENTATION PLAN**

**1. INTRODUCTION**

- 1.01 Guyana's 215,000 square kilometres (km<sup>2</sup>) is endowed with abundant natural resources and diverse ecosystems and includes some of the last large-scale tracts of tropical forest in the world. With its size, small population and poor hinterland infrastructure, there has been limited pressure on its biodiversity and biological resources and these have remained more or less intact. The current rate of deforestation remains one of the slowest rates in Latin America and the developing world. With its large store of carbon and wealth of natural resources, Guyana is considered a major provider of global environmental services. Guyana's coastal area is the low-lying delta of the Berbice, Mahaica, Demerara and Essequibo Rivers. This fertile coastal strip (77 km wide in the east and 26 km wide in the west) includes Georgetown the capital city, and is home to roughly 90% of the total population and majority of its Gross National Product producing activities.
- 1.02 Despite being a net sink for greenhouse gas emissions, its geography and historical settlement development have made it one of the most vulnerable countries to climate change (CC). Within the last century, Guyana has experienced an increase of 1°C of the mean annual temperature. It is projected that by 2100, under the worst-case scenario, temperatures can increase by up to 4°C as weather patterns become more extreme, and there is a decrease in average annual rainfall. Sea levels are projected to rise at a rate of one centimetre (cm)/year, or about 40-60 cm by the end of the 21st century. Extreme weather events have resulted in fires, droughts and extensive flooding along the coast and in some inland areas. In January to February 2005, the country experienced the highest rainfall recorded since 1888, resulting in the most severe flooding in the country's history with the damage estimated at four hundred and sixty-five million United States Dollars or the equivalent of 60% of the country's Gross Domestic Product for 2004. In April 2015, the

country experienced a severe drought, resulting in potable water having to be trucked to communities in Regions One and Nine, previously regarded as water surplus areas.

- 1.03 CC could create serious and high magnitude risks for all sectors, and will likely have a negative impact on the sustainability of economic development unless action is taken to address these issues. Recent studies<sup>1</sup> indicate that the agriculture sector will see a decrease in crop yields due to temperature increases, frequent flooding and salinisation of soils. Furthermore, coastal infrastructure and housing stock in the coastal zone will likely suffer increased damage from more intense floods, storm surges and sea level rise. Against this background, Guyana has started to take steps to combat the adverse effects of CC.
- 1.04 The Office of Climate Change (OCC), established in 2009, has the mandate to lead in the development and implementation of national policies and actions for climate change mainstreaming and coordinate efforts on climate change adaptation, mitigation and forest conservation across sectors and agencies at the national and regional levels. The OCC was the lead agency in the preparation of Guyana's Low Carbon Development Strategy (LCDS), the consultative process for its finalization, and implementation of the on-going stakeholders' engagement, communication and outreach.
- 1.05 Further, the Head of the OCC is the Focal Point for the United Nations Framework Convention on Climate Change and is responsible for ensuring that Government of Guyana (GoG) fulfils its obligations as a Party to the Convention, its Protocol and Agreement. The OCC leads in the engagement and dialogue with multilateral agencies on behalf of the GoG, to establish partnerships and facilitate access to technical and financial support for low carbon initiatives, climate change mitigation and adaptation, in furtherance of national development thrust.
- 1.06 One main area of weakness constraining the effective functioning of the OCC is the absence of an overarching policy to "pull" the various policies and strategies together as a cohesive whole for guiding climate mitigation and adaptation actions in the country. As such, support provided by Guyana's development partners for CC is being managed in a non-programmatic manner as there is limited cross-sectoral coordination and information sharing by the OCC. The capacity of the OCC to access and manage climate finance resources is also weak. Taking this situation into account, the Government of Guyana has requested support from the Caribbean Development Bank to assist in strengthening the capacity of the OCC to better manage CC activities in Guyana. The intervention will focus on developing a National CC Policy and Action Plan.

## 2. **OBJECTIVES**

- 2.01 The primary objective of this consultancy is to assess the communication and information needs of sector agencies, stakeholders including schools and university, general public; development partners on national climate policies, strategies and to develop a comprehensive communications strategy for engagement with stakeholders and the public

---

<sup>1</sup> Based on information from the Climate Resilience Strategy and Action Plan (CRSAP).

at large and prepare a work plan for implementation based on the project's communication requirements and objectives.

### **3. SCOPE OF WORK**

3.01 Under the overall supervision of the Head, OCC, Ministry of the Presidency and the Project Coordinator, the Consultant will:

- (a) prepare an Inception Report summarising the objectives, scope and outputs of the assignment, organisation and methodology for achievement of the outputs, including the schedule;
- (b) review relevant documentation as provided by the OCC at the start of the assignment and also all previously implemented and planned communication activities in relation to CC including previous and current CC strategies, plans and actions;
- (c) develop Survey Instrument and Conduct National Knowledge, Attitude and Perception (KAP) Assessment;
- (d) prepare a Report on KAP Assessment;
- (e) establish communication strategies that will engage and disseminate information to stakeholders and target audiences at the right time by providing the right information through effective media;
- (f) conduct meetings with Steering Committee members and key stakeholders to identify national priorities relating to CC;
- (g) develop draft National Climate Change Communication Strategy and Implementation Plan and associated Implementation Plan for review. The Strategy and Implementation Plan shall include but not be limited to: objectives, stakeholder assessment, target audiences, media mix, resources required, specific activities and products, implementation schedule, monitoring and evaluation framework;
- (h) conduct stakeholders' consultation for review and feedback on the draft National Communications Strategy and Implementation Plan;
- (i) ensure that voices of the poor in general and women in particular are included in the design consultations/forums/planning meetings;
- (j) revise National Climate Change Communication Strategy and Implementation Plan incorporating comments and feedback received from stakeholders;
- (k) submit a finalised National Climate Change Communication Strategy and Implementation Plan for approval;
- (l) present and participate in a Public Launch; and
- (m) prepare and present an End of Consultancy Report

#### **4. QUALIFICATIONS AND EXPERIENCE**

- 4.01 The Consultant is required to have an advanced university degree (masters or equivalent) in Communications, Journalism, Public Relations or International Relations.
- 4.02 The Consultant must have:
- (a) recognised credentials in experience working with developing countries;
  - (b) at least ten years' experience working with national and development agencies in research, communication, education and awareness;
  - (c) knowledge and understanding of development issues and relevant work experience in particular familiarity with technical concepts related to the environment and CC issues is preferred;
  - (d) previous experience as a consultant with a government agency or development partner with specific experience in writing communication strategies with an implementation plan;
  - (e) intimate knowledge of the country they will work in, in order to effectively have input into the cultural suitability;
  - (f) the capacity to incorporate social and gender inclusive design considerations wherever needed; and
  - (g) fluency in the English language, good written and oral communication skills, particularly relevant for discourse with women and men in vulnerable circumstances.

#### **5. REPORTING REQUIREMENTS AND DELIVERABLES**

- 5.01 The Consultant will report to the Project Coordinator (PC), who will have overall responsibility for the management and implementation of the consultancy and facilitate the work of the Consultant. OCC will make arrangements for the introduction of the Consultant to the key stakeholders. The OCC will provide in-country transportation, office accommodation, office equipment and administrative services for the Consultant as required.
- 5.02 The Consultant will deliver the following:
- (a) an Inception Report; the report will be presented within one week after the signing of the contract, and will include: consultant's work schedule and methodology, including proposed resources;
  - (b) a Survey Instrument and Conduct National Knowledge, Attitude and Perception (KAP) Assessment; and a Report on KAP Assessment
  - (c) Minutes of Meetings and Focus Group Discussions

- (d) a first draft National Climate Change Communication Strategy and Implementation Plan which will include results of a KAP/B Survey and Report, Meetings and Focus Group Discussions; presented within six weeks after signing of the contract;
- (e) a final draft National Climate Change Communication Strategy and Implementation Plan for approval with all comments incorporated from various consultations and feedback sessions and Stakeholder Consultation on First Draft National Climate Change Communication Strategy and Implementation Plan; presented within ten weeks after signing the contract.
- (a) Present at the Public Launch the approved National Climate Change Communication Strategy and Implementation Plan
- (d) an End of Consultancy Report.

**6. DURATION**

- 6.01. The Consultancy is expected to last for approximately four (4) months and with significant amount of time spent in Guyana.