

TERMS OF REFERENCE (Individual Contractor Agreement)

Title: Public Awareness Consultant
Project: Reducing Environmental Stress in the Yellow Sea Large Marine Ecosystem
00037433
Duty station: Ansan, Republic of Korea
Section/Unit: [GLO/INT
Contract/Level: International - Specialist ICA, Level 1
Duration: 14/01/2008 through 11/07/2008
Supervisor: Project Manager, Mr. Yihang Jiang

1. General Background of Project / Assignment

(Brief description of the national, sector-specific or other relevant context in which the individual contractor will operate)

The project's public awareness activities under the Investment Component require an expert to assist with implementing the activities which are scheduled to take place from January to July 2008. A short-term consultant will be hired to assist in this area, as the heavy workload will not allow the current staff to implement relevant activities as agreed by the Project Steering Committee.

2. Purpose and Scope of Assignment

(Concise and detailed description of activities, tasks and responsibilities to be undertaken, including expected travel, if applicable)

1. Small Grants Programme (11 July 2008)

- **Administer the 3rd batch of Small Grants projects: advertise Grants, organise Review Panel, review proposals, finalise grantees, make contracts, monitor progress, review reports, and publish a summary report.**
- **Co-ordinate with WWF to ensure synergy between its grant programme and the Project's grant programme.**

2. Youth Programme (11 July 2008)

- **Prepare an environmental education programme for middle/high school students from China, Democratic People's Republic of Korea (DPRK), and Republic of Korea (ROK); if contract out, review proposals, make a contract, and examine reports.**

3. Co-operation with universities (11 July 2008)

- **Administer Voluntary Internship Programme: design Programme with existing and new activities, organise an introductory session (e.g. lectures), involve students in Project's activities (e.g. workshops), organise reporting session, and provide feedback to students.**
- **Consider involving other universities (e.g., Korea University, Ocean University of China), in addition to Yonsei University, in the Programme and prepare necessary arrangements (e.g., MOU, preparatory meetings).**
- **Co-organise a debate with college students in the Model UN format.**

4. Yellow Sea Partnership (11 July 2008)

- **Initiate and operate joint activities with YSP members, including the NOWPAP's marine litter programme and the Wetland Workshop.**
- **Promote the use of the YSP website, emailing list, and logo.**
- **Prepare public awareness activities during the meeting of Ramsar Convention in Changwon, R. Korea from 28 October to 4 November 2008.**
- **Prepare for 3rd Yellow Sea Partnership (YSP) workshop: prepare workshop documents, prepare joint activities, and strengthen the Partnership.**

5. Production of public awareness materials (11 July 2008)

- **Produce pamphlets and posters for the Ramsar events and for various stakeholders, including schools and colleges.**

6. Co-operation with other organisations and projects (11 July 2008)

- **Liaise with YSP members as well as non-members such as COBSEA.**
- **Build relationships with private sector for public awareness activities (corporate sponsorship).**

7. Activity report (11 July 2008)

- **Prepare documents for Quarterly Reports and Newsletter to summarise and report completed and on-going public awareness activities mentioned above.**

8. Other (11 July 2008)

- **Assist with any other Project activities, as requested by the Project Manager**

3. Monitoring and Progress Controls

(Clear description of measurable outputs, milestones, key performance indicators and/or reporting requirements which will enable performance monitoring)

Weekly staff meetings to report orally on progress and upcoming work events.

Other reports as mentioned above.

4. Final Product

(Define the final product, i.e. survey completed, monitoring system set up, workshop conducted, etc.)

Activity report on all the activities mentioned above.

Contracts made for Small Grants Programme, Youth Programme, and any other activities mentioned above.

Public awareness materials (e.g., pamphlets, posters).

MOU with universities and/or other relevant organizations, if any.

Self-evaluation report.

5. Qualifications and Experience

(List the required education, work experience, expertise and competencies of the individual contractor. The listed education and experience should correspond with the level at which the contract is offered.)

a. Education (Level and area of required and/or preferred education)

Post graduate qualification in marine science.

b. Work Experience

(List number of years / area of required work experience. Clearly distinguish between required experience and experience which could be an asset.)

At least 5 years working experience in coastal and marine resource management, including planning, design, management and training.

International project management work.

c. Key Competencies

(Technical knowledge, managerial competencies or other personal competencies relevant to the performance of the assignment)

Experience on public awareness activities and dealing with various stakeholders.

Prior UN experience is preferred.

Able to work in English under high-pressure, and produce high-quality reports and communications in English.

Project Authority (Name/Title): Yihang Jiang, Project Manager		Contract holder (Name/Title):	
Signature	Date	Signature	Date