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## TERMS OF REFERENCE

### Consultancy: Graphic Designer and Content Producer

Consultancy reference number: CCD/23/C/25

#### Background

Established in 1994, the United Nations Convention to Combat Desertification (UNCCD) is the sole legally binding international agreement linking environment and development to sustainable land management. The mandate of the Convention and its 197 Parties is to support “a future that avoids, minimizes, and reverses desertification/land degradation and mitigates the effects of drought in affected areas at all levels – and to achieve a land degradation-neutral world consistent with the 2030 Agenda for Sustainable Development.”

The UNCCD recognizes that addressing and reversing land degradation is one of the key sustainable development priorities for most of its 168 affected countries Parties. Land degradation is a significant trigger of migration, although its impact is indirect. Land degradation combined with increasing anthropogenic pressure due to population growth and density leads to a decrease in the availability of productive land and water resources, a drop in crop yields and livestock productivity.

Droughts are among the greatest threats to sustainable development, especially in developing countries, but increasingly so in developed nations too. The number and duration of droughts has increased by 29 percent since 2000, as compared to the two previous decades. When more than 2.3 billion people already face water stress, this is a huge problem. More and more of us will be living in areas with extreme water shortages, including an estimated one in four children by 2040 No country is immune to drought.

Sand and Dust Storms (SDS) are a global challenge that requires immediate action at all levels. SDS have multiple impacts on environment, climate, health, economic activities, urban infrastructure, agriculture and livelihood. The UNCCD Parties adopted decisions on SDS to address SDS impacts at all levels, particularly anthropogenic SDS sources, with a view to achieving land degradation neutrality (LDN), Sustainable Development Goals 15.3.

The overwhelming evidence points to the need to shift from crises management to drought preparedness and adaptation measures that significantly reduce vulnerability and exposure at all levels. World leaders recognize the need for a global collaborative platform, with political engagement at the highest level and a network of implementing partners to support countries and communities considering their different circumstances.

To assist the Conference of Parties in regularly reviewing the implementation of the Convention, the Committee for the Review of the Implementation of the Convention (CRIC) was established in 2001. The next 21st meeting of CRIC, as a subsidiary body to UNCCD, will take place from 9-13 October 2023 in Samarkand, Uzbekistan.

In response to the Parties’ needs, the International Drought Resilience Alliance was officially launched at the UNFCCC COP27 in November 2022.

The Parties to the UNCCD have adopted a Gender Action Plan and took a landmark decision on land tenure at COP 14. The inclusion of women, youth, indigenous groups to name a few, is central for the implementation of the Convention. Highlighting their specific role and contribution is critical to and improve policies and programmes.



Furthermore, with the view of establishing the interdisciplinary science-based platform, facilitate the development of new approaches to build further interregional collaboration and enable analytical information and data to advise/support the stakeholders for targeted actions in the region, the UNCCD elaborated a Study on Climate Change, Land Degradation and Migration Nexus in Central Asia. The aim of the Study is to communicate evidence-based, policy-relevant information and trends in an accessible way to a variety of stakeholders, including national governments formulating their responses to commitments to better manage and restore land resources.

The purpose of this consultancy is to lead on the production of various information and communications materials related to land degradation, desertification and drought, migration and climate change. The consultant will be in charge of designing and producing a wide range of materials in support of the above-mentioned priority areas.

### **Objective of consultancy**

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The objective of this consultancy is to lead on the production of various information and communications materials related to land degradation, desertification and drought, migration and climate change. The consultant will be in charge of designing and producing a wide range of materials in support of the above-mentioned priority areas.

### **Duties and Responsibilities**

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Under the overall supervision of the Chief of Global Policy Advocacy and Regional Cooperation (GPARC) unit and in consultation with the substantive officers in the UNCCD secretariat, the consultant will design various information, communications and training materials in support of the UNCCD Gender, Migration, Drought, Youth, Tenure, SDS, and Peace and Forest Initiative. Specific areas of focus should include, but not limited to the following:

- Design information, training and communications materials for the UNCCD, including but not limited to policy briefs, information materials, studies, invitations for events, etc.
- Support branding during events and high-level activities.
- Design technical and policy briefs.
- Design information and communications materials for the International Drought Resilience Alliance (IDRA), the Intergovernmental Working Group (IWG) on Drought and relevant working documents related to the “Drought and Water scarcity” portfolio of the Secretariat.
- Create infographics, graphs, video clips, audio visual materials and SNS assets.
- Design exhibitions and other awareness raising, outreach activities (production of banners, posters, etc.)
- Support UNCCD communications on social media platforms if required.

### **Deliverables**

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- Design of the Study on Climate Change, Land Degradation and Migration Nexus in Central Asia, as well as the Summary of the Study (English version);
- Design update of Study on differentiated impacts of desertification, land degradation and drought on women and met;
- Design of Drought policy Brief;
- Design of Land in Numbers brochure;
- Design of the URL Technical Guide;
- Design information and communications materials for the CRIC;
- Design information and communications materials for the International Drought Resilience Alliance (IDRA), the Intergovernmental Working Group (IWG) on Drought and relevant working documents related to the “Drought and Water scarcity” portfolio of the Secretariat;
- Design materials for the CRIC to be held from 9 to 13 October in Samarkand, Uzbekistan.
- Outreach
  - Invitations for events



- Contribution to high level policy dialogues
- Support to visibility and dissemination on social media
- Support to exhibitions and other outreach activities.

### **Contractual terms**

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The service of the selected consultant is estimated to be for a period of 04 months (full-time) during the period from 25 April 2023. This contract is home-based, and payment is upon received deliverables. All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

The consultant must be in possession of all the equipment and software necessary to conduct this work. The UNCCD will not purchase any equipment. Candidates are kindly requested to specify in their applications the software and equipment that will be used to carry out this assignment.

### **Requirements**

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- Degree in graphic design, publishing, communications, or other fields relevant for the consultancy;
- A minimum of 5 years of work experience in the field of media, graphic design, and/or publishing.
- Proven experience in communications, campaigns, media working with international organizations;
- Experience on publishing working with relevant software;
- Experience working in developing countries producing documentaries, campaigns, etc. is an advantage.
- Strategic ability to see opportunities, design innovative approaches backed by strong analysis and planning;
- Have a strong sense for messaging, themes and techniques that resonate with the media in general;
- Demonstrated ability to work with diverse teams, including virtually;
- A commitment to environmental issues linked to the planet and humanity;
- Expertise in photography is an asset.
- Ability to communicate effectively in English with demonstrated writing skills.
- Knowledge of other UN languages would be an asset.

### **Special notice**

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Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise not in their individual capacity are not eligible under this procedure.

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

### **Submission of application**

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The following documents should be sent to [staffing@unccd.int](mailto:staffing@unccd.int) as **one document**: UNCCD Personal History Form<sup>1</sup> /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/24**.

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<sup>1</sup> UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/about-us/secretariat/vacancies/applying-unccd>



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The deadline for applications is **22 April 2023**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Please address your application as indicated above and please do not address or copy your application to an individual at the Secretariat. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 12 April 2023