



TERMS OF REFERENCE

Consultancy: Expert to facilitate multimedia production and media engagement in Central Asia

Consultancy reference number: CCD/23/C/76

Background

The objective of the United Nations Convention to Combat Desertification (UNCCD) is to combat desertification and mitigate the effects of drought in countries experiencing severe drought and/or desertification around the world through effective action at all levels, supported by international cooperation and partnership arrangements, with a view to contributing to the achievement of sustainable development in affected areas.

The Communications, External Relations and Partnerships (CERP) Unit supports the mandate of UNCCD by providing an overall strategic direction on communications, external relations and partnerships, underpinned by innovation and the use of effective tools. It leads and coordinates UNCCD's engagement with key stakeholders and builds partnerships to mobilize corporate resources and raise the visibility of land issues on the political and public agendas. Furthermore, it acts as the UNCCD brand guardian, leading global strategic communication at corporate and programmatic levels, nurturing creativity and ambition to reach new audiences with world-class, science-based communication and advocacy.

The twenty-first session of the Committee for the Review of the Implementation of the Convention (CRIC21) of the UNCCD will take place from 13 to 17 November 2023 in Samarkand, Uzbekistan. As the first UNCCD high-level meeting in the region of Central Asia, it presents a major opportunity to research, document and share globally the success stories of sustainable land management and women's empowerment as crucial elements in achieving national, regional and global food security, drought resilience and sand and dust storms (SDS) mitigation.

For this purpose, UNCCD wishes to engage an expert who can facilitate and guide a successful content capture expedition as well as a regional media training ahead of CRIC21 to promote the potential of land restoration and sustainable land management in addressing both region-wide and country-specific environmental and socio-economic challenges.

Objective of consultancy

The objective of this consultancy is to provide strategic guidance and scientific expertise to facilitate media training and multimedia production to the highest standards, showcasing regional best practices and educating stakeholders as well as broad audiences on key UNCCD issues.

Duties and Responsibilities

Under the supervision of the CERP Unit Chief and through day-to-day cooperation with the Public Information Associate, the consultant will:

- Research and recommend successful national and regional projects in sustainable land and water management and sustainable land restoration practices to be featured in a short film showcasing the social, environmental and economic benefits of restoring land;



- Contribute to the following aspects of the production of a short film based on the above-mentioned projects: guidance in securing location access and filming rights, participation of special guests, script development, conducting interviews and providing voice-over as needed;
- Provide scientific expertise in organizing and leading a regional media training with a team of experts on the key issues of UNCCD work to be featured at the CRIC21:
 - regional cooperation on drought resilience
 - sustainable land management for water security
 - climate migration
 - sand and dust storms mitigation
 - female leadership in sustainable land management

Deliverables

The ultimate result of service is the planning and support of a successful content capture expedition to 2-3 sites within day travel from Samarkand, resulting in a short film and the delivery of a expert-led regional media training ahead of CRIC21.

Expected outputs will be discussed and agreed with the Head of CERP, and would include:

- Work plan to include defined timeframe and consultations;
- Media training with experts;
- Content capture field trip to selected sites including interviews with experts;
- Ready to air video up to 5 minutes running time, showcasing successes in addressing desertification, land degradation and drought in Central Asia.

Contractual terms

The service of the selected consultant is estimated to be for a period between 01 October 2023 to 30 November 2023. This contract is based on deliverables, part time and upon submission of deliverables.

All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- University degree in communication, journalism, public relations, international relations or related disciplines.
- Proven professional experience of at least five years in writing and content development for international organizations or media.
- Knowledge of UNCCD and related UN and intergovernmental processes and global policy issues.
- Knowledge of sustainable development topics and desertification, land degradation and drought.
- Experience in manuscript and précis editing and proofreading of environmental texts.
- Able to work independently.
- Ability to meet agreed deadlines.
- Attention to detail.
- Excellent writing and oral fluency in English is required. Knowledge of another UN language would be an asset.

Special notice

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 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

The following documents should be sent to staffing@unccd.int as **one document**: UNCCD Personal History Form¹ /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/76**.

The deadline for applications is **11 September 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: 04 September 2023

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