

**United Nations Office for Disaster Risk Reduction (UNISDR)
Regional Office for the Americas**

DIPECHO Action Plan for the Caribbean 2013-2014

**Terms of References
Consultancy: Communication Advisor**

United Nations Core Values
Integrity • Professionalism • Respect for diversity

Vacancy for a consultancy with UNISDR	
Fecha: 23/07/ 2013	UNISDR-ROAM/DIP/CAR/16/2013

1. Project title:

Strengthened Disaster Risk Reduction in the Caribbean through greater fostering of the Hyogo Framework for Action priorities for action at the local, national and regional levels (DIPECHO Caribbean 2013-2014).

2. Duration of the consultancy:

5 months

3. Duty station:

The consultant will be home based.

4. Purpose of the consultancy

Strengthened dissemination, promotion and access to materials and knowledge produced in previous DIPECHO Action Plans for the Caribbean.

5. Background:

United Nations Office for Disaster Risk Reduction (UNISDR)

Created in December 1999, the United Nations Office for Disaster Risk Reduction (UNISDR) is the designated focal point in the United Nations system for the coordination of disaster reduction and to ensure synergies among the disaster reduction activities of the United Nations and regional organizations and activities in socio-economic and humanitarian fields. Led by the United Nations Special Representative of the Secretary-General for Disaster Risk Reduction, UNISDR has over 100 staff located in its headquarters in Geneva, Switzerland, and 5 regional offices and other field presences.

Specifically, UNISDR coordinates international efforts in disaster risk reduction, and guides, monitors and reports on the progress of the implementation of the Hyogo Framework for Action; campaigns to create global awareness of disaster risk reduction benefits and empower people to reduce their vulnerability to hazards; advocates for greater investments in disaster risk reduction to protect people's lives and assets, and for increased and informed participation of men and women in reducing disaster risk; and informs

and connects people by providing practical services and tools such as PreventionWeb, publications on good practices, and by leading the preparation of the Global Assessment Report on Disaster Risk Reduction and the organisation of the Global Platform for Disaster Risk Reduction.

The position is located in the secretariat of the United Nations International Strategy for Disaster Reduction (UNISDR), Regional Office for the Americas, which is located in Panama City in Panama covering the Americas region.

ECHO: Humanitarian Aid and Civil Protection department of the European Commission

The Humanitarian Aid and Civil Protection department (ECHO) was created in 1992 as an expression of the European solidarity with people in need all around the world. In 2004 it became the Directorate-General for Humanitarian Aid before integrating Civil Protection in 2010 for a better coordination and disaster response inside and outside Europe.

In 1996, ECHO launched a specific programme, DIPECHO (Disaster Preparedness ECHO) dedicated to disaster preparedness, targeting vulnerable communities living in the main disaster-prone regions of the world.

ECHO's humanitarian mandate prescribes a focus on saving lives, providing relief and thus assisting the most vulnerable groups. ECHO prioritizes 'people-oriented' preparedness measures and, therefore, focuses on supporting strategies and complementing existing strategies that enable local communities and institutions to better prepare for, mitigate and respond adequately to natural hazards by enhancing their capacities to cope and respond. This increases their resilience and reduces their vulnerability.

ECHO's support is a combination of community-based projects and projects at national or regional level that strive to increase resilience in the event of natural hazards. Projects are implemented through a wide range of partners, including local organisations that provide access to the most marginalized and vulnerable people.

DIPECHO Programme

The DIPECHO Programme contributes to the implementation of the Hyogo Framework for Action 2005-2015 (HFA). A key element in DIPECHO is the development of Key contributions in Disaster Risk Reduction (DRR) so as to identify successful models for replication elsewhere by national/sub-national authorities or other funding instruments of the European Commission, other donors.

The Caribbean region experiences multiple disasters: The region is prone to hurricanes, floods, flash floods, tsunamis, landslides and mudslides. Some islands experience earthquakes and volcanic eruptions. The physical risk is combined with socioeconomic factors, such as high population density, fast demographic growth, inequality and great poverty. The combination of these factors results in highly vulnerable communities, with few coping capacities in the event of disaster. Moreover, climate change is likely to negatively affect disaster trends in the region.

DIPECHO Action Plan for the Caribbean 2013-2014

The 2013-2014 DIPECHO Action Plan for the Caribbean aims to establish greater collaboration and coordination between partners, allowing programming of common outcomes and the harmonization of practices. Furthermore, it focuses on improving communication and dissemination of DRR key contributions in the region, by capturing evidence of success on how DIPECHO projects have allowed the most at risk communities to anticipate, withstand, adapt and sometimes, recover quickly from disasters.

The forthcoming Action Plan also takes account of the Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters and reconfirms the commitment to regional initiatives to contribute to make schools and hospitals safer and cities resilient in disaster prone areas.

The consultancy is related to the UNISDR regional project within the framework of the DIPECHO Action Plan for the Caribbean 2013-2014. The [Humanitarian Implementation Plan](#) and the [Operational Recommendations](#) provide details to the objectives of the 2013-2014 Action Plan.

The regional project to be implemented by UNISDR includes the following elements: (1) Improving communication and dissemination of DIPECHO DRR tools and initiatives in the region, (2) Further advancing in the development of a common strategy towards DRR, as well as (3) Contributions to the consultation process leading to the post-2015 framework for DRR.

6. Duties and responsibilities:

- Systematization of successful DIPECHO communication experiences in the Caribbean
- Design of dissemination and promotion strategy
- Prepare guidelines related to the dissemination and promotion strategy
- Develop a training module of the Communication Strategy for DIPECHO partners and counterparts in the Caribbean
- Consolidate tools and materials produced by DIPECHO partners in the Caribbean and Action Plans in other regions which can be applied in the Caribbean
- Upload at least 20 thematic and 20 media tools to web-based platform (HFA pedia)
- Carry out a survey to assess communication end-users needs and interest in the Caribbean

7. Reports:

The selected person will be home based, and will report to the UNISDR Communication and Information Officer in Panama.

The following reports shall be produced:

1. Progress reports on a monthly basis
2. Final report.

Technical support for this position will be provided by the UNISDR Regional Office – The Americas.

8. Background material:

ECHO & DIPECHO Action Plan for the Caribbean

- Directorate-General of the European Commission for Humanitarian Aid and Civil Protection (ECHO)
- Humanitarian Implementation Plan (HIP) DIPECHO Caribbean
- Operational Recommendations for DG ECHO partners
- [DIPECHO Action Plan website for the DIPECHO Action Plan 2011-2012 for the Caribbean:](http://www.eird.org/dipecho-action-plan-caribbean/index.html)
<http://www.eird.org/dipecho-action-plan-caribbean/index.html>

DRR strategies

- [Hyogo Framework for Action \(HFA\)](#)
- [Post-2015 framework for DRR consultations](#)
- [Comprehensive disaster management \(CDM\) strategy and programme framework 2007-2012](#)
- [Declaration-of-Petion-Ville](#) and [Action Plan](#) - Association of Caribbean States (ACS)

Other web sources related to DRR information:

- DesAprender: <http://www.desaprender.org/tools/>
- HFA-Pedia: www.eird.org/hfa.html
- HFA Monitor: <http://www.preventionweb.net/english/hyogo/hfa-monitoring/hfa-monitor/>
- DIPECHO LAC Facebook: <http://www.facebook.com/DIPECHOLAC>
- Country profiles in AlertNet: <http://www.trust.org/alertnet/country-profiles/>

9. Products:

- Work plan: to be developed in coordination with UNISDR. It shall include the working methodology that will be used during the consultancy.
- Report on systematization of successful DIPECHO communication experiences in the Caribbean (including methodology, stakeholders contacted, sorted by beneficiaries, survey results, etc.)
- Design of dissemination and promotion strategy
- Training module on developed dissemination and promotion strategy
- Progress report including achievements, challenges and issues relevant for the following month(s)

10. Requirements:

Competencies:

Professionalism

- Knowledge and understanding of theories, concepts and approaches relevant to particular sector, functional area or other specialized field.
- Ability to identify issues, analyze and participate in the resolution of issues/problems. Ability to develop sources for data collection.
- Conceptual analytical and evaluative skills to conduct independent research and analysis, including familiarity with and experience in the use of various research sources, including electronic sources on the internet, intranet and other databases.
- Ability to apply judgment in the context of assignments given, plan own work and manage conflicting priorities.

Communication

- Speaks and writes clearly and effectively
- Listens to others, correctly interprets messages from others and responds appropriately
- Asks questions to clarify, and exhibits interest in having two-way communication
- Tailors language, tone, style and format to match the audience
- Demonstrates openness in sharing information and keeping people informed.

Planning & Organizing

- Develops clear goals that are consistent with agreed strategies
- Identifies priority activities and assignments; adjusts priorities as required
- Allocates appropriate amount of time and resources for completing work
- Foresees risks and allows for contingencies when planning
- Monitors and adjusts plans and actions as necessary
- Uses time efficiently

Client orientation

- Considers all those to whom services are provided to be "clients " and seeks to see things from clients' point of view
- Establishes and maintains productive partnerships with clients by gaining their trust and respect
- Identifies clients' needs and matches them to appropriate solutions
- Monitors ongoing developments inside and outside the clients' environment to keep informed and anticipate problems
- Keeps clients informed of progress or setbacks in projects
- Meets timeline for delivery of products or services to client

Education:

- Minimum Advanced University or equivalent experience in Corporate Communications, Public Relations, social sciences, disaster risk management or related fields.

Required experience:

- 5 years progressive work experience in areas of information management and communications
- Knowledge and professional experience in the field of disaster risk reduction climate change, and/or sustainable development;
- Experience in developing communication strategies;
- Excellent analytical and communication skills;
- Knowledge of intergovernmental mechanisms, DRR Platforms, tools and mechanisms related DRR and DIPECHO desirable;
- Work experience in the Caribbean;
- Excellent English and Spanish speaking and writing skills; working knowledge of French is an asset.
- Availability to work trips in the region.

11. Payment modalities:

Consultancy related payments will be made against products:

- First payment will be made upon delivery of the work plan
- Second payment upon submission and approval of the report on systematization of successful DIPECHO communication experiences in the Caribbean
- Third Payment upon submission and approval of the dissemination and promotion strategy (including training module)
- Final payment upon submission and approval of final report

All payments are subject to the approval of the Head of the UNISDR Regional Office for the Americas, responsible for the regional project approved by DIPECHO.

UNISDR is responsible for payment of air tickets and per diem for the consultant to perform the activities required to implement the project activities and fulfill its objectives.

12. How to apply:

Qualified candidates should send the following documentation per email to vacantes@eird.org:

1. Motivation letter
2. Economic proposal
3. Technical proposal (two pages)
4. P11 Form (UNDP Personal history form, the form can be downloaded at: <http://www.unisdr.org/who-we-are/vacancies>).

When sending the documents, include your complete name and the vacancy number for this consultancy in the subject (UNISDR-ROAM/DIP/CAR-DR/16/2013)

Please send your applications at the latest by **20 August 2013**. Applications that do not include all the required documents will be disqualified. Applications received after the deadline will not be accepted.

12. Selection Criteria:

The person will be selected that meets best the criteria stated under Point 10 and 11, presents the best economic proposal, and demonstrates its technical knowledge and experience. Evaluation will be on a total of 100 points distributed as follows:

Technical Assessment and Curriculum: 70 points distributed as follows:

Relevant education	10 points
Experience in information management and communication projects	10 points
Knowledge of DRR and related themes in the Caribbean	10 points
Experience in developing communication strategies	10 points
Excellent analytical and communication skills	10 points
Excellent English and Spanish speaking and writing skills; working knowledge of French is an asset	10 points
Technical proposal	10 points

Economic Evaluation: 30 points

The proposals that reach a minimum of 50 points looking in the technical assessment will be considered for economic evaluation.

UNISDR will contact only those applicants who are shortlisted. Consultations will be sent through consultasvacantes@eird.org.

Annex: Logical framework

Title of the Action : Strengthened Disaster Risk Reduction in the Caribbean through greater fostering of the Hyogo Framework for Action priorities for action at the local, national and regional levels (DIPECHO Caribe 2013-2014).

Principal objective : Building the resilience of nations and communities to disasters by increasing awareness surrounding the importance of disaster risk reduction throughout the Caribbean

Intervention logic	Objectively verifiable indicators	Sources of verification	Assumptions and Risks
<p>Specific objective</p> <p>Strengthening disaster risk reduction as a regional, national and local priority with a strong institutional basis for implementation.</p>	<p>Indicator (1)</p> <p>Demonstrated political commitment and institutional capacities in at least two regional and 1 national institutions by October 2014</p> <p>target value : 1 country/2 regional strategies updated</p>	<p>Sources of verification (1)</p> <p>Regional, national and local strategies, policies, plans and/or programmes revealing political commitment to DRR by Dec. 2014</p>	
<p>Result (1)</p> <p>1. Key DRR planning and consultative processes receive guidance and orientation for the identification of DRR priorities in the Caribbean region.</p>	<p>Indicator (1)</p> <p>1.1 CDEMA and ACS apply DRR prioritization criteria in the formulation of CDM post 2012 and ACS plan for reduction of vulnerability to disasters.</p> <p>Target value : 2 regional plans use prioritiz criteria.</p>	<p>Sources of verification (1)</p> <p>-CDM post 2012 document clearly reflects DRR prioritization criteria and identify clear indicators for preparation to disasters. -ACS vulnerability reduction plan apply DRR prioritization criteria.</p>	
	<p>Indicator (2)</p> <p>1.2 Initial and final regional workshop organized and produced instruments that facilitate information/ coordination/rationalization of actions among DIPECHO partners.</p> <p>Target value : 2 coord. instruments/1 GAR expert panel.</p>	<p>Sources of verification (2)</p> <p>-Output reports from the initial and final workshop -A Calendar of common activities -Joint advocacy plan of DIPECHO partners -1 expert panel to present and discuss GAR -Presentation of DIPECHO tools</p>	
	<p>Indicator (3)</p> <p>1.3. Criteria for Prioritizing DRR at the National Level incorporated in at least 1 new Country Document and disseminated to HFA focal points in 8 countries to update Country Documents.</p> <p>Target value : 1 new Country Document, 8 updated</p>	<p>Sources of verification (3)</p> <p>-Prioritization criteria for DRR applied in 1 country. -Training module on the use of tools. -One new country document validated by national HFA focal point/national DRR system, 8 updated.</p>	
	<p>Indicator (4)</p> <p>1.4.National liaison officers in two countries facilitating coordination between DIPECHO partners and national authorities and supporting the use and dissemination of tools produced in DIPECHO actions</p> <p>Target value : Two liaisons officers hosted in two NDO.</p>	<p>Sources of verification (4)</p> <p>-Report of the training session for NDO on the use of prioritization tools -Reports on the technical support missions of follow up. -Liaison officer progress reports on project implementation</p>	
	<p>Indicator (5)</p> <p>1.5. HFA2 Consultations (one regional and two national) receive inputs from an ample base of DIPECHO stakeholders in the Caribbean reflecting main and distinctive priorities from the SIDS.</p> <p>Target value : 1 regional consultation, 2 national.</p>	<p>Sources of verification (5)</p> <p>-Guidelines reflecting main priorities of the HFA2 for SIDS prepared. -Consultations carried out jointly with DIPECHO partners that reflect SIDS perspectives uploaded in the UNISDR HFA2 website.</p>	

Assumptions and Risks

Given the sheer exposure of the region of the Caribbean to a wide range of natural phenomena, particularly during hurricane season; there exists the risk that the occurrence of such an event could disrupt the implementation of activities as initially envisioned in this Action. This, however, will be viewed as an opportunity to stress the importance of DRR at all levels and activities will be accommodated accordingly in a flexible way. A certain level of political stability is assumed in this Action.

In order to counteract any unforeseen obstacles, however, training and capacity-building activities will target both political and technical authorities and personnel as well as non-government agencies to ensure sustainability.

HFA progress reviews reveal discrepancies in both contexts and advances being made from one country to the next. Such considerations will be accounted for in all facets of this Action.

Interest in reducing disaster risk exists among relevant institutions and agencies operational in the region.

<p>Result (2)</p> <p>2. Strengthened dissemination, promotion and access to materials and knowledge produced in previous Action Plans in order to support DRR informed decision making in the Caribbean.</p>	<p>Indicator (1)</p> <p>2.1. Systematization of successful DIPECHO communication experiences in the Caribbean and design of dissemination and promotion strategy.</p> <p>Target value : Dissemination strategy and 1 training</p>	<p>Sources of verification (1)</p> <ul style="list-style-type: none"> -Caribbean experiences of communication identified. -Dissemination strategy prepared -Training to DIPECHO partners on the dissemination strategy in final workshop.
	<p>Indicator (2)</p> <p>Consolidate tools and materials produced by DIPECHO partners (DP) in the Caribbean and other actions in a web-based platform and disseminated through information management tools.</p> <p>Target value : Upload 20 DP tools, 20 promotion tools.</p>	<p>Sources of verification (2)</p> <ul style="list-style-type: none"> -Media monitoring report of DIPECHO-related information -Number of visits to a consolidated web-based platform -Survey to assess perceptions on quality and usefulness of products and tools.
	<p>Indicator (3)</p> <p>2.3. Overall regional guidance provided for the promotion of the International Day for Disaster Reduction (IDDR).</p> <p>Target value : IDDR activities in at least 2 countries.</p>	<p>Sources of verification (3)</p> <ul style="list-style-type: none"> -Availability of guidance documents to DIPECHO partners and national counterparts on the IDDR. -Report on activities carried out by National Disaster Organizations and DIPECHO partners during IDDR.

Activity (1-1)

Development of a module to present main tools and products developed in the previous DIPECHO projects in the Caribbean, South America and Central America and organization of the initial and final DIPECHO regional workshops. Organization of the presentation of the GAR by an expert panel.

Activity (1-2)

Review of country documents produced in the previous DIPECHO project for the Caribbean and implementation of criteria for prioritizing DRR at the national level in at least 1 new Country (Guyana, Dominica or Belize), application in two regional documents (CDEMA implementation plan beyond 2012 and ACS Disaster reduction vulnerability Plan) and support to update of 8 Country Documents.

Activity (1-3)

Contracting of two liaison officers and arrangements with regional and national authorities for hosting liaison officers to facilitate coordination of activities among regional, national, and local organizations with DIPECHO partners and for the follow up and dissemination of other tools such as Common Formats for Country Documents produced in the previous DIPECHO projects in the Caribbean.

Activity (2-1)

Carry out a survey to assess communication end-users needs in the Caribbean and a diagnostic of successful communication experiences in the Caribbean as input for the development of a dissemination strategy to be implemented in the action and contribute as input for the communications strategy led by IFRC.

Activity (2-2)

Consolidate materials produced by DIPECHO partners in the Caribbean and in other DIPECHO actions (Central America, South America and the Caribbean) in a web-based platform and disseminate experiences and products through communications tools (10 articles, 5 bulletins, 5 testimonies, social media, DIPECHO facebook, etc.)

Activity (2-3)

Support and coordinate with DIPECHO partners and HFA focal points for the organization of the IDDR.