1. Background
In 2015, parties to the United Nations Framework Convention on Climate Change (UNFCCC) reached a landmark agreement to combat climate change and adapt to its effects, with enhanced support to assist developing countries to do so. Parties to the Paris Agreement were invited to submit Nationally Determined Contributions (NDCs) to put forward their best efforts to reduce greenhouse gas (GHG) emissions and adapt to the adverse effects of climate change.

In order to achieve the Paris Agreement’s objectives, GHG emissions need to reach net zero latest by 2050. Therefore, a complete decarbonisation and shift to 100% Renewable Energy (RE) sources across all sectors is needed. 100% RE is more than just replacing fossil with renewable sources in today’s energy system. It can serve as a means for socioeconomic development and help create an equitable society for today’s and future generations. However, efforts need to be ramped up if this vision is to be met. Country-specific, long-term 100% RE roadmaps, backed by opinion leaders, can provide a positive vision and thus be a tool to develop the urgently needed political leaders in post-Paris times.

To achieve 100% RE, participation and engagement of different stakeholders is critical. Multi-actor partnerships (MAPs) can serve as a mechanism for making this process happen alongside developing mutually acceptable solutions and win-win situations. By encouraging participation of all stakeholder groups (government, civil society, business, academia), MAPs can facilitate the policy dialogues necessary to develop long-term transition processes for 100% Renewable Energy. The inclusive and participatory nature of the processes promotes a greater sense of ownership over its outcomes and, consequently, strengthens its sustainability. MAPs therefore facilitate inclusive decision-making, strengthen stakeholder networks and accountability of decision making. They further provide the scientific knowledge, as well as capacity-building measures, for local planning and implementation expertise.

2. Objective
Considering the growing need of country-driven processes for reaching the target of 100% RE by 2050, WWF Nepal and Prakriti Resources Centre are implementing the “Multi-Actor Partnerships for Implementing NDCs with 100% Renewable Energy for All in the Global South” project (referred to as 100 RE MAP hereafter). The project is funded by the Federal Ministry for Economic Cooperation and Development (BMZ). The project seeks to introduce and consolidate partnerships with 100% RE targets. The MAPs will develop narratives on the advantages and possible implementation of 100% RE scenarios. The project runs from March 2020 until April 2023 and involves multiple countries and a wide array of stakeholders.

To effectively engage all the stakeholders and ensure that people understand project objectives, the project aims to develop a country specific communication strategy. In this regard, WWF Nepal is seeking the services of a consultant to develop a strategy that guides communications, outreach and dissemination activities to be undertaken for the project in Nepal. The project will have its own international website and templates for branding and communication. As such, the communications strategy should also identify key messages to feed information into website.
3. **Scope of Work**  
The communications strategy will guide the project’s communications, outreach and dissemination activities. The strategy will guide how the project crafts its messages for target audiences; the specific language as well as the medium/channel to communicate through, to maximise impact. The strategy should encompass the following.

   i. **Overall project narrative:** Country specific contexts and discussions around RE  
   ii. **Situational analysis:** Overview on the country’s political and energy related situation  
   iii. **Objective of communication strategy:** Precise objectives of the strategy to make the reasoning and way forward easily understandable for all target audience  
   iv. **Communication objectives and goals:** Specific communication objectives aimed to achieve e.g. raising awareness, political implementation, capacity building etc.  
   v. **Communications Plan**  
      o Target audience at three levels – federal, provincial local – and via sector (people/groups/institutions/sectors etc)  
      o Key Messages  
      o Key communication Channels and tools  
      o Strategies and methods to integrate key messages in existing project workplan  
      o Potential new activities (federal, provincial and local levels) and tentative timeline on when those activities could be carried out (e.g. preparation phase, implementation or outreach/impact phase)  
      o Resources required  
   vi. **Evaluation and revision:** Key performance indicators to determine effectiveness of the strategy.

4. **Methodology**  
The methodology to be followed by the consultant should cover but is not limited to:  
   - **Initial meetings** with MAPs 100% team (WWF Nepal and Prakriti Resources Centre).  
   - **Orientation** on MAPs 100% project and WWF Nepal’s communication platforms.  
   - **Desk Research** – A brief country context narrative should be based on review of project related documents including stakeholder mapping, related national policies, strategies, projects and communication strategies related to RE – national and global, and other relevant materials from stakeholders. The consultant should adhere to the Communication Guiding Document shared by WWF.  
   - **Key Informant Interview** - with MAPs members/RE stakeholders – mainly CSOs, government, private sector, academia in the field of energy to identify issues and challenges in expanding and communicating RE discourse in the country and focus areas in communication for RE promotion, distribution and extension.

5. **Timeline**  
The consultancy period will be 30 working days effective from 01 October 2020 to 30 November.

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<th>SN</th>
<th>Details</th>
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<tr>
<td>2</td>
<td>Submission of Draft 1 of Communications Strategy for comments and feedback from team</td>
<td>20 Working Days</td>
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<tr>
<td>3</td>
<td>Submission and Presentation of Final Report (10 Working Days)</td>
<td>10 Working Days</td>
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6. Deliverables
The deliverables for submission are as follows:
- Submission of Final Communication strategy – report, summary and presentation:
- Technical and Financial Report

7. Budget
The maximum amount for the consultancy is NRs. 250,000 (inclusive of all taxes). This consultancy will not include any travel. The consultant should provide the budget breakdown (daily rates of individuals) in the proposal.
*Note that payments are subject to tax deduction as per prevailing government rules.

8. Proposal Submission Details
Interested PAN/VAT registered individuals or organizations are requested to submit the technical and financial proposal to info@wwfnepal.org no later than 5:00 pm on 21st September 2020. Please state “RE MAP Communications Strategy” as the subject.

The proposal MUST include the following:
1. Demonstrated proof of experience in development of communications strategies for projects.
2. A clear methodology on inception/work plan and outcomes
3. Organization Registration and latest renewal, if applicable
4. PAN/VAT registration certificate
5. Latest tax clearance certificate
6. CV of expert

9. Qualifications/Criteria
- The consultant should have a master’s degree or equivalent in communications, environment, climate change, renewable energy, or related fields.
- At least 7-10 years of experience in developing communication strategies for development organization and projects.
- The organization or consultant(s) must have proven records and experience working in communications strategy, renewable energy or climate change projects.
- Fluency in written and spoken English and Nepali.

10. Supervision and Coordination
The Consultant will report to Mr. Dipesh Joshi, Goal Lead, Climate and Energy, WWF Nepal. dipesh.joshi@wwfnepal.org