

## Terms of Reference for a NKE Senior Communications Expert

<b>Date</b>	19 March 2018
<b>Programme Title</b>	Access to Sustainable Energy Programme in the Philippines
<b>Services required</b>	Communications Expert - Senior
<b>Donor</b>	European Union (EU)
<b>Programme Beneficiary</b>	Department of Energy
<b>Work day inputs and duration of assignment</b>	80 days over approximately 9 months
<b>Location of assignment</b>	Manila, Philippines
<b>Project Website</b>	<a href="http://www.eu-asep.ph">www.eu-asep.ph</a>

### DESCRIPTION OF THE SPECIFIC ASSIGNMENT

The Communications Expert will support the DOE and the ASEP TA team in implementing awareness raising and visibility activities to ensure that ASEP rural electrification assistance results in the spread of opportunities for all Filipinos and energy efficiency measures serve as a catalyst of economic development.

Expected results

- Result 1:** ASEP **Communications Strategy and Action Plan** are finalized and updated in close cooperation with DOE and EU COMM3, and in accordance with EU visibility guidelines.
- Result 2:** **Awareness raising and visibility activities are implemented** as outlined in the ASEP Inception Report and Work Plan for 2018. Its implementation is initiated, supervised, and reported to ensure timely achievement of the ASEP targets.
- Result 3:** **ASEP is recognized in media** as an innovative, targeted approach to improve the lives of Filipinos in remote un-electrified areas and to promote energy efficiency.
- Result 4:** **An effective and efficient NKE Mobilization and Management System for ASEP Awareness raising and visibility** is implemented and that all relevant parties (EU, DOE, GIZ) receive the necessary information in a timely manner.

#### Tasks and outputs for Result 1

To achieve Result 1, the following **activities** are foreseen (this list may be not exclusive, others may be added as needed):

- Review and finalize the **Communications Strategy and Action Plan** prepared by EU COMM3, in consultation with ASEP experts, DOE and EU;
- Draft necessary documents (concept note, budgets, implementation plan, etc.), identify stakeholders, partners and NKEs for its implementation, and submit for approval by DOE and EU;
- Ensure and where necessary support the implementation of the various awareness and visibility measures and carry out a system for monitoring and reporting of the outputs and achievements of activities.

**Output** is a **Communications Strategy and Action Plan** developed and implemented to ensure the visibility of the EU ASEP program in close cooperation with the other stakeholders, like EU COMM3 and DOE.

### **Tasks and outputs for Result 2**

To achieve Result 2, the following **activities** are foreseen (this list may be not exclusive, others may be added as needed):

- Conceptualize and draft necessary concept notes for specific awareness raising and visibility activities in close coordination with concerned ASEP experts;
- Review and update ASEP communication and promotional print materials including the ASEP brochure;
- Design and manage the production of an explainer video each on rural electrification and energy efficiency;
- Ensure and where necessary support the implementation of the ASEP awareness and visibility measures and carry out a monitoring of the outputs and achievements of these measures.

**Outputs** are communication and promotional materials as identified above.

### **Tasks and outputs for Result 3**

To achieve Result 3, the following activities are foreseen (this list may be not exclusive, others may be added as needed):

- Develop media relations plan, maintain media contact, and establish an archive of media coverage;
- Handle the organization, invitation, media management, and post-assessment of press coverage of major ASEP events and activities;
- Develop necessary press releases and media kits.

**Outputs** are media exposure plan and press coverage of major ASEP events and activities.

### **Tasks and outputs for Result 4**

To achieve Result 4, the following activities are foreseen (this list may be not exclusive, others may be added as needed):

- Draft necessary TORs for the implementation of specific awareness raising and visibility activities in close coordination with concerned ASEP experts;
- Identify potential NKEs for the tasks;
- Prepare documents for submission of TORs, concept notes and three CVs for approval process by DOE and EU.

Output is effective and speedy mobilization of communication NKEs, consultants and service providers.