



MedWaves, the UNEP/MAP Regional Activity Centre for SCP

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Terms of Reference (ToR)

for the selection of an expert to provide technical assistance for the
Follow-up and Optimization of the Final Impact Campaign of SwitchMed

1. ABOUT MEDWAVES

MedWaves, the UNEP/MAP Regional Activity Centre for Sustainable Consumption and Production (hereinafter MedWaves) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach (hereinafter SCP).

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan (hereinafter UNEP/MAP), the Programme of UN Environment established to support the member countries of the Barcelona Convention for the Protection of Marine Environment and the Coastal Region of the Mediterranean. The Centre also operates in support of the Stockholm Convention, an international agreement involving 180 countries to fight against the generation of persistent organic pollutants, highly polluting and toxic substances. MedWaves has the mandate from the Barcelona and Stockholm Conventions to provide assistance to their Contracting Parties in fulfilling their commitments under those treaties, particularly through the support to the countries to shift to sustainable consumption and production patterns and circular economy.

In the performance of its mandate, MedWaves establishes a dialogue between all the key stakeholders involved in the transition to sustainable development throughout the Mediterranean region. MedWaves works as a central hub to converge synergies throughout the Mediterranean, strengthening the collective movement for planetary transformation.

One of its components is its Networking and Communication Area (hereinafter N&C Area), which articulates its work around its communication and marketing strategy. The implementation of the strategy allowed the centre to develop an impactful, diversified and multi-target communication. It is constantly revised to maximize the impact of the centre's communication. The Communication Strategy of the Centre is conceived (i) as an instrument that provides direct and cross-cutting support to the various programs, projects, activities, and campaigns implemented by the Centre; and (ii) as an essential element that increases the dissemination, recognition, and visibility of all the activities carried out by the Centre, thereby optimizing and maximizing their overall effectiveness and performance.

2. OBJECTIVE

The need to optimize the SwitchMed Impact Campaign responds to the requirements of the Programme of Work for the Biennium 2024-2025, adopted during the 23rd Meeting of the Contracting Parties to the Barcelona Convention and its Protocols (COP23), held from December 5-8, 2023, in Portorož, Slovenia. The Centre must comply with these requirements based on the mandate of the Barcelona Convention.

Specifically, it aligns with item 7.2 of Programme 7, which is dedicated to Communication and emphasizes the necessity to broadly disseminate and maximize visibility through digital campaigns on key issues.

The objective of this consultancy is to support MedWaves N&C Area in tracking, reviewing, and optimizing the Final Impact SwitchMed campaign to maximize its visibility, performance, and effectiveness. This requires a strategic, data-driven approach that encompasses initial research, strategic planning, content scheduling, implementation, and continuous improvement.

Main responsibilities:

1. Conducting overall campaign analysis, review, follow-up, and optimization.
2. Improving campaign performance and efficiency based on the main Centre's communication goals and strategy.
3. Monitoring performance, identifying areas for enhancement, and implementing changes.
4. Supporting MedWaves with strategic positioning by analyzing data, testing variations, and applying insights to enhance communication through the campaign.

3. DESCRIPTION OF WORK

In the framework of this assignment, the international expert/consultant shall undertake the following activities and tasks:

ACTIVITY 1: FOLLOW-UP OF THE FINAL CAMPAIGN(35%)

- Conduct an initial assessment to review and understand all components of the Final Impact Campaign of SwitchMed and identify optimization opportunities.

Deliverables: Assessment Report

ACTIVITY 2: OPTIMIZATION OF THE FINAL CAMPAIGN (65%)

- Goal Setting and KPI Development: Define clear objectives for the campaign (e.g., increased engagement, better brand awareness) and establish key performance indicators (KPIs) to measure and track its performance.

- Channel Selection and Optimization: evaluate current communication channels (e.g., social media, website, newsletter) for effectiveness. Select the most appropriate channels for reaching each audience segment and optimize content for each channel to ensure maximum impact and visibility.
- Implementation Plan: Create a detailed timeline for the rollout of communication activities. Establish a workflow for content scheduling, approval, and distribution.
- Testing and Refinement: Implement A/B testing for different messages and channels to determine what works best. Continuously gather data and feedback to refine strategies and content.
- Monitoring and Reporting: Use analytics tools to monitor campaign performance against KPIs. Generate regular reports to track progress and identify areas for improvement.

Deliverables:

- Implementation and Strategic Optimization Plan: Comprehensive plan outlining goals, strategies, target audiences, key messages, and selected channels.
- Analytics Dashboard: Customizable dashboard to track and visualize campaign performance in real-time.
- Performance Reports: Regular reports summarizing campaign metrics, insights, and recommendations for ongoing optimization.
- Ongoing support and updates

4. DELIVERABLES AND CALENDAR

The expert/consultant will start the work after the validation of their offer by the contractor.

Activity	Deliverable	Deadline
N/A	Complete ToR and contracting	1 week after the notice
1	Develop work plan and timeline with N&C Area	2 weeks after the notice
	Assessment Report: Detailed analysis of the Final Impact Campaign of SwitchMed	4 weeks after the notice

2	Implementation and Strategic Optimisation Plan	5 weeks after the notice
	Analytics Dashboard	6 weeks after the notice
	Performance Reports	7 weeks after the notice
	Ongoing support and updates	8 weeks after the notice

All the deliverables will have to be presented in English and validated by the Contractor. In addition, regular calls will be organized with the Contractor.

5. MEANS AND MODALITIES OF WORK

- The expert will start the work after the validation of the offer by the contractor, anticipated to be completed by July 2024. The engagement is expected to continue until the end of October 2024.
- Throughout the project, consistent communication channels will be upheld with the N&C Area team via email, video calls, and/or phone calls.
- The expert will work with his/her own means remotely.
- English and/or Spanish will serve as the primary language for communication and submission of deliverables.

6. ELIGIBILITY

Applicants must fulfill the following requirements:

- Be an individual consultant and able to comply with national fiscal context and rules for receipt of international funds from Spain.
- Have a bank account whose holder name must be the same as the applicant.
- Fluent communication in English and excellent writing skills.
- Solid experience on campaigns optimization.
- Excellent communication skills and ability to collaborate effectively with clients.
- Proven track record of delivering high-quality projects within specified timelines and budget constraints.
- Ability to manage multiple tasks and deadlines effectively.
- Ability to adapt to changing project requirements and timelines.
- Advanced proficiency in data analysis will be considered as an asset.

7.HOW TO APPLY AND SELECTION PROCESS

Candidates should submit the following documents:

1. **Technical offer** (maximum 2 pages): the consultant should develop a proposal, explaining the methodology, taking into account the activities and deliverables listed above.
2. **Financial offer**: the consultant(s) should state the personnel dedication expressed in days (1 day = 8 working hours) as well as a lump sum for other costs related to the implementation of work. Offer must include applicant's VAT number or TAX ID.

Important: The maximum amount per offer is 8.999€ (VAT excluded)

Important information regarding the consideration of the added-value tax (VAT)

1. Applicants legally registered in Spain: This is a provision of services and therefore VAT applies. Offers must include Spanish VAT number, and financial offer clearly indicate total before VAT, VAT amount, and total including VAT. This information should be equally reflected in the invoices.
2. Applicants legally registered in an EU Member State, other than Spain: they must be registered in the VIES registry (VAT Information Exchange System). Offers must include EU VAT number (including country code), and financial offer indicate total before VAT, along with the statement "both provider and client are registered in the VIES system and therefore VAT is not included in the offer". This information should be equally reflected in the invoices.
3. Applicants legally registered in an EU Member State exempted of VAT: they must submit official proof of exemption of VAT. Financial offers must include the statement "the provider is exempted of VAT as for [legal document]". This information should be equally reflected in the invoices.
4. Applicants legally registered in a non-member country of the EU: The provider is liable for paying taxes related to the provision of services as per tax regulations in its country. Financial offer must comprise that cost, and invoices submitted with all taxes included.

3. **Profile and project references** (maximum 2 pages): the expert should submit a brief professional background, including project references on the topic. CV shall be included as annex.
4. **Bank form** filled in, signed and stamped by the bank.

Offers must be sent to Alessandro Miraglia (amiraglia@gencat.cat) and Núria Manchado (nuriamanchado@gencat.cat) with the subject "Follow-up and Optimization of the Final Impact Campaign of SwitchMed" **before 19th July 2024, midnight (CEST).**

All candidates will be notified upon the reception of the offers.

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 30 points	Technical Offer
Maximum 20 points	Financial Offer
Maximum 50 points	Profile and Project References

The Contractor may contact candidates to convene an interview to facilitate the evaluation. If you have questions concerning these ToR, please contact: amiraglia@gencat.cat or nuriamanchado@gencat.cat

8. SELECTIONS AND PAYMENTS

The selected candidate will be notified by email on the selection of the offer. From that moment on, work can start according to the calendar. Payments will be done as it follows:

- Submission and approval of deliverables related to Activity 1: 35%
- Submission and approval of deliverables related to Activity 2: 65%

Payments will be done in a period of 60 days after reception and validation of the invoice. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank, neither for changes in currency exchange.