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Description automatically generatedREPUBLIC OF LIBERIA

**ENVIRONMENTAL PROTECTION AGENCY**

4th Street Sinkor, Tubman Boulevard

1000 Monrovia, 10 Liberia

P.O. Box 4024

**CALL FOR EXPRESSION OF INTEREST**

**TO PROVIDE CONSULTANCY SERVICE**

**EOI NO. EPA/E&E/CON/ICS/005/2025**

Consultancy Services for a Communications Specialist to Support the Development of an Atlas Showcasing Liberia’s Natural Beauty and Wonders

**TERMS OF REFERENCE FOR NATIONAL CONSULTING FIRM**

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| **Job Title** | | National Communications Specialist | |
| **Division/Department** | | Energy & Environment/Environmental Protection Agency/EPA | |
| **Program/Project Number** | | UNDP Energy & Environment Program/Country Program Support | |
| **Activity (1.1) Result** | | To support the development, promotion, and dissemination of a high-impact, visually compelling, and content-rich Atlas of the Natural Beauty and Wonders of Liberia at COP30 and Beyond | |
| **Assignment** | | To conduct Communications services to support the Development of an Atlas Showcasing Liberia’s Natural Beauty and Wonders at COP30 and Beyond | |
| **Location** | | Across Liberia’s 15 Counties | |
| **Reports to** | **EPA-Executive Director and UNDP Resident Representative** | **Duration:** | Sixty (60) days spread over a three (3) months period |
| **BACKGROUND** | | | |
| Liberia is endowed with rich biodiversity, unique ecosystems, and stunning natural landscapes. Its natural capital includes over 40% of the remaining Upper Guinean Rainforest, extensive river systems, wetlands, mangroves, and a vibrant coastline. These ecosystems support a wide range of endemic and endangered species, such as the pygmy hippopotamus, forest elephants, and western chimpanzees. Liberia’s forests also play a critical role in regional climate regulation and carbon sequestration, making them globally significant for climate action.  In addition to its ecological value, Liberia’s natural resources present untapped opportunities for sustainable investment. Sectors such as ecotourism, sustainable forestry, carbon finance, and renewable energy offer potential for green growth, job creation, and community development. However, these assets remain under-documented and under-promoted, limiting their contribution to national development and global conservation efforts. This underrepresentation hinders the country’s ability to harness its ecological assets for sustainable economic growth, climate resilience, and community development.  To address the visibility and knowledge gap surrounding Liberia’s natural assets, the Government of Liberia, supported by the United Nations Development Programme (UNDP) and other partners, is leading the development of a flagship publication titled, **the *Atlas of the Natural Beauty and Wonders of Liberia*.** This nationwide initiative is funded by UNDP and scheduled to be implemented over a three (3)-months period and will document and showcase Liberia’s most valuable ecological and cultural landscapes. The Atlas aims to position Liberia’s natural heritage as both a driver of national development and a priority for global conservation.  The publication is expected to be launched at the 30th Session of the Conference of the Parties (COP 30) to the United Nations Framework Convention on Climate Change (UNFCCC), to be held in Brazil. It is envisioned as a high-impact advocacy and promotional tool to elevate Liberia’s environmental profile on the international stage and mobilize support for nature-based solutions, climate action, and sustainable green investment.  This high-impact communication product will serve as a tool for environmental advocacy, global visibility, investment attraction, and knowledge dissemination.  **Objective of the Assignment and Responsibilities**  The main objective of this assignment is to support the development, promotion, and dissemination of a high-impact, visually compelling, and content-rich Atlas of the Natural Beauty and Wonders of Liberia. The Communications Specialist will play a critical role in ensuring the Atlas serves as a flagship communication product that enhances Liberia’s environmental visibility, supports advocacy efforts, and attracts sustainable investment at national and international levels.  Specifically, the assignment seeks to:   * Create a visually compelling and content-rich Atlas that effectively showcases Liberia’s diverse ecological and cultural landscapes, ensuring that the design, layout, and narrative are engaging and accessible to both technical and non-technical audiences. * Develop and implement a strategic communication and media plan to position the Atlas as a high-impact promotional and advocacy tool, aligning with national development priorities and global environmental goals. * Lead content development for global outreach, including drafting press releases, coordinating social media campaigns, and producing multimedia content that effectively communicates the value of Liberia’s biodiversity and ecosystems to a broad audience. * Support the design and execution of the Atlas launch at COP30 in Brazil, ensuring that the product and event are aligned with international standards and strategically framed to elevate Liberia’s environmental profile. * Coordinate with international media outlets, development partners, and stakeholders to amplify Liberia’s environmental narrative and attract attention to its natural capital and potential for green investment. * Contribute to the development of promotional materials that appeal to targeted audiences, including investors, donors, policy makers, and civil society, highlighting opportunities in ecotourism, carbon finance, and conservation-based livelihoods. * Facilitate post-launch dissemination of the Atlas, including stakeholder briefings, digital outreach, media coverage, and integration into national awareness campaigns and environmental programs, ensuring sustained visibility beyond the COP30 event.   **Scope of Work and Tasks**  The Communications Specialist will play a lead role in shaping, promoting, and disseminating the *Atlas of the Natural Beauty and Wonders of Liberia* as a flagship advocacy and communication product. The consultant will be responsible for developing strategic communication approaches, producing high-quality content, engaging media and stakeholders, advocacy product that supports Liberia’s environmental diplomacy and investment objectives and supporting the Atlas launch at COP30. The scope of work is organized into five key areas:  **A. Strategic Communication and Media Planning**   * Draft a comprehensive communication and media strategy aligned with the Atlas objectives and the COP30 timeline. * Identify key messages, target audiences, and appropriate communication channels (traditional and digital). * Design and implement a communication plan to support promotion of the Atlas before, during, and after its launch. * Develop a media engagement strategy, including press kits, talking points, stakeholder briefings, and launch messaging. * Track communication outputs, media coverage, and stakeholder engagement metrics. * Prepare a final communications report summarizing achievements, outreach impact, and lessons learned.   **B. Content Development and Storytelling**   * Develop compelling written and visual content that tells the story of Liberia’s ecological and cultural heritage. * Draft materials such as press releases, op-eds, blog posts, video scripts, and social media content. * Collaborate with photographers, videographers, and designers to produce high-quality multimedia content. * Ensure all messaging aligns with the project’s objectives, is scientifically accurate, and is accessible to both technical and non-technical audiences. * Develop human-interest stories and success narratives from local communities, conservation partners, and field visits.   **C. Atlas Design, Production, and Dissemination**   * Collaborate with designers, editors, GIS experts, and subject-matter specialists to oversee the creative layout and design of the Atlas. * Ensure visual consistency, branding alignment, and print/digital quality standards throughout the publication. * Facilitate the production and formatting of the Atlas in both digital and print versions. * Lead post-launch dissemination efforts, including digital distribution, newsletters, media placements, and integration into national campaigns. * Coordinate outreach events such as public exhibitions, school/university briefings, and awareness sessions.   **D. Global Media Engagement and Visibility**   * Establish and maintain relationships with international media outlets (e.g., BBC, Al Jazeera, CNN, National Geographic). * Coordinate interviews, media briefings, and feature coverage with government leaders, community representatives, and UNDP. * Lead the development of promotional content to enhance Liberia’s environmental visibility and investment appeal. * Support the production of a short promotional video or documentary film for use at global platforms.   **E. COP30 Launch and Event Support**   * Lead communication and promotional activities for the Atlas launch at COP30 in Brazil. * Coordinate the development of all launch-related materials for the Liberia Pavilion, including banners, brochures, infographics, and digital displays. * Design and execute social media campaigns tied to the event (e.g., Liberia Natural Wonders), targeting global audiences. * Ensure live streaming, media coverage, and post-event amplification of the Atlas launch and related engagements.   **F. Capacity Building and Knowledge Sharing**   * Provide guidance or training sessions for national stakeholders on storytelling, media engagement, and environmental communications. * Document and share best practices, communication lessons, and knowledge products that can inform future initiatives.   **Key Expected Deliverables/Results**  The Communications Specialist will be responsible for delivering the following outputs within a three (3) months period (August-October 2025). All deliverables must meet high standards of quality, be submitted on time, and incorporate feedback from relevant stakeholders.   |  |  |  |  | | --- | --- | --- | --- | | **S/N** | **Deliverables** | **Time** | **Scope of Financial Proposal and Payment Schedule** | | **1.** | **An Inception Report:** Detailed work plan, methodology, communication strategy outline, and stakeholder engagement plan | August 2025:  Within 5 days of contract signing | 30% payment after adoption of the inception report | | **2.** | **Draft Communications and Media Strategy:** Comprehensive strategy aligned with Atlas objectives and COP30, including key messages, target audiences, channels, media engagement plan, and campaign calendar | By the end of Week 2(August) | 20% of payment after presentation of 1st draft documentary report | | **3.** | **Content Package-Phase I:** Draft press releases, social media content, blog posts, media kits, and storytelling outlines; including photo and video planning | Spread across | 0% | | **4.** | **Draft Multimedia Content and Atlas Messaging:** Human-interest stories, field-based content, and promotional video script or storyboard; draft narrative for Atlas chapters | By the end of Week 4(August) | 0% upon submission and approval | | **5.** | **COP30 Launch Package:** Complete set of communications materials for COP30 including media kits, brochures, social media graphics, launch agenda, banners, talking points, and live streaming plan | By mid-September 2025 | 30% upon submission and approval | | **6.** | **Final Communications Report and Post-Launch Dissemination Plan:** Summary of communication activities, media impact, outreach metrics, lessons learned, and a plan for continued dissemination beyond COP30 | Within 7 days after COP30 launch | 20% of payment upon final validation |   **Contract and Reporting Requirements**  The consultant will be hired against a performance-based contract for Sixty (60) days over a three (3) Months (August 1 to October 30, 2025). The consultant will report to the Executive Director of the EPA and UNDP Resident Representative through the E&E Coordinator of the Energy & Environment Unit. The Specialist shall submit the reports summarized below, for the respective period(s). All documents/reports should be issued in English, submitted in both hard and electronic copies.   * **Progress Reports:** The Consultant shall prepare concise reports (Inception & draft Atlas) with the relevant information on progress, highlighting achievements, emerging issues that need to be clarified with the client and recommendations, consistent with the deliverable results above. * **Final Report:** Before the end of the assignment: The Consultant shall submit a final report detailing all the activities undertaken. The report should outline achievements, issues and lessons learnt. | | | |
| **Desired Qualifications and Experience**  The selected Candidate must demonstrate a strong background in strategic communications, storytelling, media engagement, and content production, especially within the context of conservation, climate action, and sustainable development.  **Qualifications**   * A master’s degree or higher in Communications, Journalism, Natural Resource Management, Geography, Conservation Biology, or a related field. * Additional certifications in multimedia production, public relations, or digital communications are an asset.   **Professional Experience**   * A minimum of 7 years of relevant professional experience in strategic communications, media relations, environmental advocacy, or public information campaigns. * Proven track record in developing high-quality communication products, including publications, reports, videos, social media campaigns, or advocacy materials. * Experience working on environmental, conservation, or climate change-related initiatives for government, UN agencies, international NGOs, or multilateral institutions. * Demonstrated experience in organizing high-level launch events, media campaigns, or public outreach programs.   **Technical Skills**   * A team with strong expertise in content development, including storytelling, messaging, writing, and editing for diverse audiences. * Proficiency in communication tools such as Adobe Creative Suite (InDesign, Illustrator, Photoshop), video editing software, and digital publishing platforms. * Experience working with photographers, videographers, designers, and GIS experts to produce integrated communication outputs. * Strong understanding of traditional and digital media trends, especially in relation to environmental communications and advocacy.   **Communication and Coordination**   * Excellent written and spoken English is required. * Proven ability to translate complex technical content into clear, engaging, and impactful messaging for policymakers, donors, and the public. * Strong interpersonal skills and the ability to coordinate with a diverse range of stakeholders, including government agencies, community groups, media professionals, and international partners.   **Contextual and Regional Knowledge**   * Familiarity with Liberia’s environmental context, conservation priorities, and development challenges is highly desirable. * Experience working in West Africa or tropical forest regions is an advantage.   **Other Attributes**   * Ability to work under tight deadlines and manage multiple deliverables within a short timeframe. * Experience in event communications, international conference support (e.g., UNFCCC COPs), or campaign management is a strong asset. * Knowledge of or experience with UNDP communication protocols, environmental programming, and donor-funded projects is beneficial.   **Submission of Requirements**  Interested and qualified individual consultants are invited to submit a comprehensive proposal that includes the following components:   1. **Technical Proposal**  * Statement of Understanding of the assignment, including proposed approach and methodology. * Detailed Work Plan and Timeline outlining key activities, milestones, and deliverables. * CV highlighting academic background, professional experience, and relevant skills. * Portfolio or Samples of Previous Work, such as published reports, communication products, multimedia materials, or knowledge products relevant to this assignment.  1. **Financial Proposal**  * Detailed Budget, broken down by cost categories (e.g., professional fees, travel, logistics, production, communication materials). * All costs should be quoted in USD, inclusive of all applicable taxes and fees.   All submissions must be sent electronically (unless otherwise specified in the procurement notice), with subject line clearly marked: | | | |
| |  | | --- | | **Evaluation Criteria** | | **Relevant academic and Professional /Work Experience**   * Academic qualification and Experience in conducting similar work, with at least 5 years **(20 points)** * Knowledge or evidence in producing communication products, including publications, reports, videos, social media campaigns, or advocacy materials **(15 points**) * Knowledge of Liberia’s natural endowment, natural resources, climate change and adaptation issues, UNFCCC COPs and past efforts around NAP, NDCs, etc. **(10 points)** * Previous experience working with the UN or other international partners, government entities, CSOs and having dual reporting roles **(10 points)**   **Technical Proposal**   * Demonstration of clear methodology to be used in undertaking the assignment, and implementation work plan with timelines for carrying out the assignment. (**30 points**) * Description of previous similar assignments **(15 points**) | | The financial proposal should detail the daily fee and any relevant cost. Payment will be based on the key deliverables mentioned and payment modality. | | | | |
| **ALL APPLICATION SHOUL BE ADDRESS TO:**  **ATTENTION:** Mr. Pescee T. Doe  **Assistant Director/Procurement**  Environment Protection Agency (EPA)  4th Street, Sinkor  1000 Monrovia, 10 Liberia  P.O. Box 4024  or through email (https://mail.google.com/mail/u/0/images/cleardot.gifptdoe@epa.gov.lr), indicating in the subject area **“To conduct Communications services to support the Development of an Atlas Showcasing Liberia’s Natural Beauty and Wonders at COP30 and Beyond”.** Closing date for submission of Expression of Interests (EOIs) is **4PM, August 5, 2025**. Any submission coming/received after this deadline will not be given consideration. Only submissions that meet the requirement/criteria as contained in the Request for Expression of Interest will be considered for evaluation. **The application package must include CVs, Technical and Financial Proposal.**  **NOTE**: This information is also posted on these websites: [www.emansion.gov.lr](http://www.emansion.gov.lr), [www.ekmsliberia.info](http://www.ekmsliberia.info)., [www.epa.gov.lr](http://www.epa.gov.lr) and local dailies. | | | |