

Terms of Reference (ToR) for short-term Consultant

Position/Title: Short Term Consultant for Digital Awareness Campaign on Green Skills and Green TVET

1. Introduction

The need for green skills is growing as industries worldwide shift towards sustainable practices. In Nepal, green skills play a crucial role in promoting environmentally responsible practices and supporting the transition to a green economy. The Technical and Vocational Education and Training (TVET) sector must respond to this demand by preparing workers for green jobs according to the needs of 21st century.

To raise awareness about the importance of green skills and the opportunities in green careers the Federation of Nepalese Chambers of Commerce and Industry aims to develop and implement a digital awareness campaign. The campaign will utilize social media, FNCCI's webpage and other digital platforms to engage stakeholders, including government organizations industry associations, and the broader public.

2. Objectives

The consultant will develop and implement a comprehensive digital awareness campaign to:

- Raise awareness about green skills and their importance in the context of Nepal
- Highlight career opportunities in green sectors in Nepal with reference to the developed countries
- Engage key stakeholders such as Green Skills Advisory Panel (GSAP). Government organizations, business and industry associations, and civil society to support green skills initiatives.
- Promote the integration of green skills into the TVET system of Nepal.

3. Scope of Work

i. Content Development

- Identify and engage with the expert/resource person related to the green skills/TVET.
- Create engaging digital content tailored to different platforms such as Facebook, Instagram, LinkedIn, YouTube, X, FNCCI website etc. to raise awareness on green skills.
- Develop visuals, animations, short videos, infographics, social media post and short clips that explain the importance of green skills in various industries and the benefits of pursuing green careers
- Consult with subject matter experts, review previously developed content by Dakchyata Project (<https://www.britishcouncil.org.np/technical-vocational-education-and-training-reform-tvet-pp>) and others to create informative and inspiring content that connects with the target audience
- Develop campaign planning and strategy focusing on promoting green skills/TVET in Nepal

ii. Stakeholder Engagement

- Work closely with the Green Skills Advisory Panel (GSAP), relevant government bodies, industry associations (FNCCI, CNI, FNCSI, FCAN, HAN and relevant Sector Based associations of FNCCI), sector experts and civil society.
- Support to share campaign materials with these stakeholders to promote the integration of green skills into their initiatives.
- Participate in virtual meetings or webinars to discuss green skills and TVET.

- The consultant will work under the close guidance of the sector expert to design, develop, and finalize the digital awareness campaign materials. This collaboration will ensure that the campaign content is aligned with project objectives, effectively communicates key messages, and connects with the target audience. The consultant will also incorporate inputs from relevant stakeholders and adhere to best practices in digital content creation.

4. Deliverables

- A comprehensive digital campaign strategy and content plan.
- A full suite of digital content, including two to three animated videos, three series of podcasts and five infographics developed.
- A power point presentation based on the developed digital awareness campaign.
- A final report on the digital awareness campaign, key products, stakeholder engagement, and recommendations.

5. Duration

The duration of the consultancy will be for 45 days from the date of contract signing. The consultant will be required to submit a detailed work plan with timelines for key activities and deliverables.

6. Required Qualifications

- Proven experience in digital marketing and running awareness campaigns.
- Experience in social media management and content creation.
- Familiarity with green skills, sustainability and TVET systems.
- Strong written and verbal communication skills, with the ability to create engaging content.
- Experience working with diverse stakeholders, including government agencies and industry bodies.

7. Application Procedure

Interested individual consultant/group of consultants or a firm having above mentioned qualifications and expertise are invited to apply with following documents.

- Cover letter explaining why they are suitable candidates for this assignment
- A brief technical proposal including methodology and approach to the assignment
- A financial proposal indicating cost for designing and developing content for digital campaign

Applicants are requested to send the documents to elmsvacancy@gmail.com within 10 days of this notice of this publication. Please indicate "Digital Awareness Campaign on Green Skills and Green TVET" in the subject line. Application received after this deadline will not be considered. Only the final selected consultants or a firm will be contacted for further process.

8. Reporting and Supervision

The consultant will report to the project manager and will be required to provide weekly progress updates. All deliverables will be reviewed and approved by the project team.