

## **Development of an IOC Communications Strategy and Related Action Plan**

### Objective and scope of work:

The purpose of the tender is to develop a communication strategy and related action plan to assist the Intergovernmental Oceanographic Commission of UNESCO in achieving its overall organizational objectives, engaging effectively with relevant stakeholders, demonstrating the impact of its work and changing behaviour and perceptions where necessary.

The Contractor will initially develop a draft (of about 15-20 pages) and a final version of a time-bound (~3-4 year) IOC Communications Strategy and related Action Plan. The duration of the work would be of the order of 2 months. This Strategy should be scoped to fit the available resources at IOC, prioritizing the actions. The Strategy and Action Plan will be presented to IOC governing bodies in June 2016.

Suggested elements of the strategy (an elementary but likely not sufficient list) and the Action Plan *could* be as follows:

- “Raison(s) d’être” and realistic objectives for the IOC communication strategy
- Primary (e.g., IOC Member States, scientific communities, UNESCO permanent delegations, etc.) and secondary audiences for external communications
- Requirements for communication with them (content, style, periodicity, etc., taking into account that the communication is two-way, from us to them and vice versa)
- Tracking or analyzing how communication from IOC reaches its audience and what is the desirable reaction from the audience and whether this reaction is achieved or otherwise
- Suggested ways to improve IOC visibility among primary stakeholders
- An economical but still comprehensive approach towards the choice of communications media and methods including web, social media, means of reaching out to Member State (circular letters, contact databases), presentations, reports, etc.
- A Plan of Actions (such as website redesign) to include all needed actions and resource requirements, specific roles and responsibilities, approaches to evaluation, technical means for supporting the communication strategy (database of addresses), human resources, standard technical solutions, etc.

The proposed Strategy will be forward-looking and sufficiently flexible and adjustable to potential changes in IOC intermediate foci and activities.

## Sources of information for building the Strategy and Plan

The development of the IOC Communication Strategy and Action Plan should be built on good understanding of IOC nature and mandate, objectives and modes of work, IOC position in UNESCO (as an organization within an organization), its role in the UN System, and its standing among partner organizations. The unique characteristic of IOC is that it has intergovernmental status but focuses on scientific research.

The Strategy should logically follow from a desk review of the IOC

- Statutes
- Medium-Term Strategy, particularly “functions” of IOC
- Future of IOC thinking process and related papers
- Documents on IOC major programmes and “history of IOC”
- UNESCO 2001 Communications Strategy (Doc. 161 EX/43) and the 2014 Audit of UNESCO Communications Strategy and Framework (Doc. IOS/AUD/2014/04)

More insight should be obtained through interviews of:

- IOC Executive Secretary
- IOC Heads of Sections
- IOC Chair and other Officers
- IOC Heads of Sub-Commission Secretariats
- Documentalist
- Former Executive Secretary
- Known experts with good knowledge of IOC,
- Executive Officer/Administrative Officer
- Some staff members
- Former/present webdesigner of IOC
- People in UNESCO/ERI involved in UNESCO communication strategy

An opportunity to learn about IOC and interact with IOC and UNESCO staff will be arranged at the beginning of the contractual period. A second visit to IOC-UNESCO Headquarters will be arranged for presentation of the deliverables and finalization based on the feedback received.

## Budget

Total proposed remuneration requirements are expected to fall within a USD 25,000-35,000 budget bracket.

### Procedure for submission of expression of interest

Interested consultancies/consultants should submit an application containing the following by **1 February 2016 (noon)**:

- Remuneration requirements (daily rates) and contact information,
- Examples of/references to prior work. *For independent consultants, only*: also include an updated CV.
- A draft workplan/timeline describing how the activities will be conducted.

Only complete and timely applications will be reviewed. Only short listed proposals will be contacted.