

Project: UNESCO's Intersectoral Programme 2 on Environmental Education/Education for Sustainable Development (IP2)

Terms of Reference (TOR) for National Consultant for developing climate change awareness and educational video materials

1. Background

In an increasingly complex and interconnected world with global challenges such as climate change, there is a growing call for education, particularly emanating from youth, to equip all learners with the relevant knowledge, skills, values, and attitudes to become agents of change in support of the green transition of societies, as enshrined in SDG Target 4.7 and the entire 2030 Agenda. As the UN lead agency on Education for Sustainable Development (ESD), UNESCO is leading the global efforts to promote transformative education to tackle the planetary crisis, through the new global framework entitled "Education for Sustainable Development: towards achieving the Sustainable Development Goals" (ESD for 2030), which focuses on five priority action areas of policy, learning institutions, educators, youth, and communities.

In line with ESD for 2030, the UNESCO South Asia Regional Office in New Delhi is collaborating with Green Bhutan Corporation Limited (GBCL) to develop climate change materials to create awareness and educate youth and the public on impacts of climate change to the biodiversity and the livelihood of people. This project will implement UNESCO's Intersectoral Programme 2 on Environmental Education/Education for Sustainable Development (IP2). The intersectoral programme is a collaboration between the Education and Science sectors within UNESCO and UNESCO's Intergovernmental Oceanographic Commission. The primary objectives of IP2 are to develop a novel approach, including concrete learning activities focused on environmental education and education for sustainable development, with and within UNESCO sites and to use this approach to inform greening curriculum guidelines for governments and other educational stakeholders.

For its pilot in Bhutan, UNESCO will work with the Green Bhutan Corporation Limited to implement this project at the Lampelri Recreational Park, Royal Botanical Park in Thimphu, Bhutan. Green Bhutan Corporation Limited is a state-owned company responsible for producing tree species seedlings to plantation, developing landscaping and greening to recreational park, creating awareness on environment and climate change.

The **primary objectives** of this joint initiative are:

Raise awareness: To educate the public about the causes, effects, and consequences of climate change, highlighting its impact on the environment, human health, and the economy.

Promote individual action: To inspire and empower individuals to take concrete steps to reduce their carbon footprint, adopt sustainable practices, and contribute to climate change mitigation efforts.

Foster a culture of sustainability: To promote a culture of sustainability, encouraging individuals to incorporate environmentally responsible behaviors into their daily lives.

2. Approach

To achieve these objectives, UNESCO and GBCL aim to develop video learning materials to raise awareness about climate change, its impacts, and the importance of individual action.

Develop four videos for 3-4 minutes each in Bhutan's context on:

- a. **Climate Change and climate change awareness:** to include concepts like: what is climate change? what is the difference between weather and climate change? relevant information from school textbooks to be integrated into the videos etc.
- b. **Information on the Lampelri Recreational Park, Royal Botanical Park in Thimphu, Bhutan:** what are the types of flora and fauna at Royal Botanical Park including within LamPelri recreational Park? How is the Lampelri Recreational Park preserving the environment? etc.)
- c. **Student and Community Engagement:** to include What is the role that the students and youth can play? How can the students take their learnings to the wider community? etc.)
- d. **Interactive video for viewers:** please share ideas to create an interactive video with the viewers (this could be a quiz or a game)

Note: We are open to other ideas and only the key thematic areas of the videos are to be maintained in your proposal.

3. Expected-Outcomes

The collaborative effort between UNESCO and GBCL of producing video materials on climate change is expected to yield the following outcomes:

Increased awareness: A significant increase in public awareness and understanding of climate change and its impacts.

Behavioral change: A notable shift in individual behaviors, with more people adopting sustainable practices and reducing their carbon footprint.

Community engagement: Active community engagement and participation in climate change mitigation efforts.

4. Duties and responsibilities of the National Consultant

Under the overall guidance from the Chief Executive Officer and Lampelri Recreational Park officials of GBCL including official from the Department of Forests and Park Services and UNESCO New Delhi in collaboration with Department of Environment and Climate Change, Department of Forests and Park, Ministry of Energy and Natural Resources, Royal Government of Bhutan and other relevant agencies will undertake this task:

The major duties and responsibilities of the national consultant will be to develop concrete video materials 4 videos of 3-4 minutes each relevant to Bhutan on the impacts of climate change and how an individual can contribute to save the planet. While developing the video materials for climate change, it is required to consider objective of joint initiatives, approach and outcomes.

The duties and responsibilities include:

Create awareness and educational video materials on climate change through 4 videos, showcasing best practices using UNESCO sites in Bhutan, and adapting the content to the Bhutanese context. During the project, the vendor should:

1. Conduct research on climate change, its impacts, and best practices in Bhutan, with a focus on UNESCO sites.
2. Develop a comprehensive script and storyboard for the awareness and educational video materials.
3. Adapt the content to the Bhutanese context, referencing effective awareness campaigns in the region and UNESCO's involvement.
4. Establish and maintain open communication (face-to-face and online) with relevant stakeholders in Bhutan, including government agencies, communities, and NGOs.
5. Collaborate with stakeholders to ensure the video materials are accurate, relevant, and effective.
6. Visit relevant sites affected by climate change in Bhutan, in collaboration with relevant agencies and communities.
7. Capture footage and gather information to support the development of the video materials.
8. Present the draft to the GBCL and UNESCO team, and invite relevant agencies to provide feedback.
9. The video should have subtitles in English as well
10. Incorporate feedback and suggestions to enhance the video materials.

Submission of Files:

- 4 edited videos (approx. 3- 4 mins each), with voice over and subtitles.
- Other material that may be agreed upon mutually

How to Apply

Interested contractors must submit their proposal with budget breakdown by e-mail to gbcl2017@gmail.com and with a copy to UNESCO Delhi email address to ab.kumar@unesco.org by 11th October 2024 by 2 PM or can also submit the hardcopy to Green Bhutan Corporation, New Kuensel Building, Changzamtog, Thimphu. The subject of your email will be clearly marked “**Environment Education in Lampelri Recreational Park**”. Proposals received after the closing date set in the notice will not be accepted.

In a covering letter, please describe your understanding of the task in relation to the objectives and requirements as set out in the TORs. Please also attach a portfolio or brochure of your institution, and this may be a website link.

In addition, please submit:

- Prospective bidders must have a minimum of 3 years of relevant experience in line with the TOR.
- Submission of the technical proposal including the management structure, resource plan, proposed approach, methodology, timing and outputs
- Submission of proposed personnel and CV's of proposed staff
- Submission of at least 4 samples of previous similar assignments in line with methodology requirements as set in TOR. This may be a website link.