CALL FOR PROPOSAL

THE ASEAN SECRETARIAT INVITES INDIVIDUALS / INSTITUTIONS FOR THE FOLLOWING CONSULTANCY SERVICES

TERMS OF REFERENCE (TOR)

CONSULTANCY ON
THE DEVELOPMENT OF ASEAN ENVIRONMENT KNOWLEDGE HUB

Background and Objectives

1. ASEAN recognises the importance of environmental cooperation for sustainable development and regional integration. Since 1977, the ASEAN Member States (AMS) have cooperated closely in promoting environmental cooperation among its member countries to achieve sustainable development in ASEAN region together with international partners.

2. Acknowledging the significant efforts of the AMS toward environmental protection, and in recognition of the growing number of data, documents, decisions, project outcomes and research findings produced from ASEAN cooperation on the environment, it is proposed that an ASEAN Environment Knowledge Hub be developed as an integrated knowledge management system that supports AMS in moving towards a more effective environmental data and information management system, and serves as useful resource to support ASEAN in its policy making and processes.

3. The ASEAN Environment Knowledge Hub aims to establish an ASEAN environment knowledge system that would improve AMS’s and public’s access to ASEAN environmental data and information.

Outputs

Deliverables / Outputs

4. In view of the above, the Consultancy is expected to deliver the following outputs:

<table>
<thead>
<tr>
<th>Output 1</th>
<th>ASEAN Environment Knowledge Hub</th>
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<td></td>
<td>The ASEAN Environment Knowledge Hub is envisioned to be an established knowledge management database system that will enable collection, storage, management and retrieval of information related to environment in AMS and ASEAN region and to ASEAN cooperation on environment. The Knowledge Hub aims to document and provide ease of access to:</td>
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a) a broad collection of publicly available ASEAN environmental data sets per thematic area of working groups under ASOEN from stakeholders of ASEAN Member States, relevant sub-regional, regional, international organizations, and partners. The Working Groups under ASOEN will be consulted accordingly on the data sets to be included in the data portal.

b) various ASEAN and AMS’ policy documents (e.g. state of environment reports, action plans, policies, legislations, strategies, guidelines, case studies, research papers and reports in the region and each AMS country) and project documents (ASEAN project outputs such as study reports etc.)

c) existing strategic knowledge and communication products focusing on environment educational materials targeted at general public to have better understanding on environmental issues and challenges in ASEAN region.

The knowledge hub is expected to provide a) general information, references and updates on the environmental matters in ASEAN, b) regular update information and opportunities in relation to environmental sector in ASEAN (e.g. relevant trainings/capacity building, research, events, visit or best practices...), c) an interactive and collaborative platform for diverse actors and public, and d) opportunities receiving also feedback from any general public on environmental issues – in particular the key emerging and cross-cutting matters.

The existing data and information platforms under ASEAN environmental cooperation framework such as the ASEAN Environmental Education Inventory Database (AEEID) under the purview of the ASEAN Working Group on Environmental Education (AWGEE), and the ASEAN Integrated Water Resources Management (IWRM) website under the purview of the ASEAN Working Group on Water Resources Management (AWGWRM), may be consolidated and integrated under this knowledge hub.

The Knowledge Hub may be embedded in the existing ASEAN Environment website and complementing the existing ACB clearing house mechanism. A dedicated social media for the Knowledge Hub may be established to engage wider online audiences to the website. The creation of the knowledge hub would be in line and synchronised with the ASEAN website and the upcoming ASEAN Secretariat Integrated Knowledge and Document Management System (KDMS), which will ensure the efficient archiving documents in a centralised storage, comprehensive security and controls over the document version and sources.

Output 2 A Set of ASEAN Environment Knowledge Products
A set of ASEAN Environment Knowledge Products are to be produced based on the data and information extracted from the ASEAN Environment Knowledge Hub, to showcase the use and benefit of the Knowledge Hub.

2.1 Short video clips (on various selected thematic areas under the purview of WGs under ASOEN e.g. biodiversity, climate change, marine debris)

The Video Clips may cover issues as outlined in the Knowledge Hub and how ASEAN and individuals can contribute to address the issues in educational video format, which could be used as complementary educational materials to be distributed for various stakeholder groups such as schools and universities.

Shorter version may be produced as Highlights Series targeted at general public or target groups for non-formal educations settings.

2.2 Infographics (digital and print materials e.g. leaflets, presentation materials, policy briefs)

Digital and print materials on environmental issues would be considered and produced for exhibitions, presentations, knowledge sharing, story maps, etc.

2.3 Enhanced ASEAN Environment Website

Enhancements could include improvements on content, design and user experience of the websites, including in mobile platforms. Strategies to increase the traffic to the websites may also be developed and implemented as part of awareness raising efforts.

2.4 12-month communication strategy

Communication strategy will be prepared to plan and execute measures to promote the environment knowledge hub and the knowledge products to the general public. Content is to be developed for social media as part of awareness raising efforts (e.g. Twitter, Facebook, Youtube, etc).

<table>
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<th>Output 3</th>
<th>Guideline / Manual for ASEAN Environment Knowledge Hub</th>
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<td>Guideline / Manual for management and operational system of security and controls over the ASEAN Environment Knowledge Hub.</td>
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Scope of Work

a) Develop a communication brief together with the ASEAN Secretariat and Hanns Seidel Foundation (HSF) to capture initial suggestions for communication objectives, target groups, tools and next steps based on the ToR and Concept Note on the ASEAN Environment Knowledge Hub

b) Undertake research and analysis on the existing environmental data / knowledge products and management in ASEAN environment sector, and identify the gaps and needs

c) Flag similar platforms/initiatives that could serve as an initial reference point and formulate respective recommendations how similar or better set-ups and user friendliness could be achieved

d) Undertake consultation with ASEAN Secretariat, ASEAN Member States and relevant organisations to collect the relevant information and inputs.

e) Based on the result of analysis and consultation, create preliminary plan for the development of the ASEAN Environment Knowledge Hub for consideration of the ASEAN Secretariat and ASEAN Member States. The plan should include recommendations on (i) the platform, design / format, and content outline of the ASEAN Environment Knowledge Hub and (ii) preliminary outline / concept of the knowledge products, (iii) methodology / implementation arrangements, and (iv) indicative work plan and timeline.

f) Organise, attend and service regional consultation meetings with ASEAN Member States

g) Build and populate the ASEAN Environment Knowledge Hub in consultation with ASEAN Secretariat and ASEAN Member States (Preliminary Output 1)

h) Compile information, data and/or materials to feed into the production of knowledge products.

i) Undertake copywriting, design and production of the knowledge products (Preliminary Output 2)

j) Develop a guideline / manual for ASEAN Secretariat on the management and operational system of security and controls over the ASEAN Environment Knowledge Hub (Preliminary Output 3).

k) Incorporate feedback and finalise the Preliminary Outputs in consultation with AMS and the ASEAN Secretariat (Final Outputs).

l) Pilot test and fix any bug issues

m) Attend the Meetings of the relevant ASEAN meetings as necessary to present the final outputs.

n) Regularly update the progress of the development of the ASEAN Environment Knowledge Hub to Environment Division, as necessary.

o) Prepare project completion report

p) Undertake any other relevant tasks as may be required by the ASEAN Secretariat / ASEAN Member States

5. Under the supervision and guidance of the Head of Environment Division of the ASEAN Secretariat, the Consultant is also expected to actively communicate with relevant staffs / officers within the ASEAN Secretariat, and lead the coordination on
the planning, development and establishment of the ASEAN Environment Knowledge Hub.

**Terms of the Consultancy**

6. Institutions or individuals may apply for this consultancy. However, in the case of an individual acting as the principal consultant, he/she should have access to relevant expertise considering the technical nature of the assignment.

7. Applicants should have relevant knowledge and skills, and should have proven experience in creating web-based knowledge management systems and producing knowledge products in video and print format with compelling design, strong technical knowledge of environmental issues and regional cooperation, and excellent command of English.

**Timeline**

8. The services need to be rendered on a full-time basis, and should commence effectively upon contract signing. It is expected that the Consultancy be undertaken over an estimated period of 7 (seven) months. The indicative timeline is as below.

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<th>Activities</th>
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<td>Implementation of Output 1</td>
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<td>Second Consultation Meeting</td>
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<td>Pilot Testing</td>
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<td>Pilot Testing and Launching Knowledge Product and communication strategy</td>
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<td>Completion (Reporting &amp; Evaluation)</td>
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**Application Procedures**

Please send your application to asean.hr@asean.org with detailed CV of consultant(s), highlighting your suitability, experience and track record in undertaking assignments of this nature, a short write-up of your implementation schedule including indicative costs, and sample of relevant publications no later than **21 December 2020**. Please indicate on the subject heading: **Application for Consultancy on the Development of the ASEAN Environment Knowledge Hub.**
9. The selection will be done by Hanns Seidel Foundation (HSF) in coordination with the Environment Division of the ASEAN Secretariat. Kindly note that only short-listed candidates will be contacted for further consideration.

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