



## UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

### TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

#### Biogas applications for the Brazilian agro-industry

Title:	Communication Assistant
Main Duty Station and Location:	Home based
Mission/s to:	If required
Start of Contract (EOD):	
End of Contract (COB):	
Number of Working Months:	3 months (renewable)

#### ORGANIZATIONAL CONTEXT

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mission of UNIDO, as described in the [Lima Declaration](#) adopted at the fifteenth session of the UNIDO General Conference in 2013, is to promote and accelerate [inclusive and sustainable industrial development](#) (ISID) in Member States. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development in the next fifteen years. [UNIDO's mandate is fully recognized in SDG-9](#), which calls to “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation”. The relevance of ISID, however, applies in greater or lesser extent to all SDGs. Accordingly, the Organization’s programmatic focus is structured in four strategic priorities: [Creating shared prosperity](#); [Advancing economic competitiveness](#); [Safeguarding the environment](#); and [Strengthening knowledge and institutions](#).

Each of these programmatic fields of activity contains a number of individual programmes, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO’s four enabling functions: (i) technical cooperation; (ii) analytical and research functions and policy advisory services; (iii) normative functions and standards and quality-related activities; and (iv) convening and partnerships for knowledge transfer, networking and industrial cooperation. Such core functions are carried out in Departments/Offices in its Headquarters, Regional Offices and Hubs and Country Offices.

## **PROJECT CONTEXT**

In May 2017, the Global Environment Facility (GEF) endorsed the full-sized project under its Climate Change Focal Area entitled “**Biogas applications for the Brazilian agro-industry**” for which UNIDO will act as the implementation agency and Ministry of Science, Technology, Innovation and Communication will act as the leading institution.

While Brazil only accounts for 1.4% of global GHG emissions, these have increased in the last decade, totaling 739,671Gg of CO<sub>2</sub>eq in 2010. The agricultural sector, representing 48% of national GHG emissions, is the main source, thereby offering opportunities for mitigation actions to achieve substantial impact and introduce a more low-carbon development path by incorporating renewable energy systems. Brazil has played a leading role in global environmental discussions since the Rio Summit in 1992 and was the first signatory to the UNFCCC. Brazil’s National Policy on Climate Change (PNMC), adopted in December 2008, established voluntary commitment to cut projected GHG emissions between 36.1% and 38.9% by 2020.

Moreover, it is recognized that the energy potential of biomass and biogas feedstock in agro-industries, specifically the beer breweries (90.1%), is hardly exploited, which translates into a lost opportunity to add value to the production chain and to address environmental issues related to agro-industrial residues and effluents. Currently though the introduction of biogas energy technologies into small and medium-sized agro-industries is hampered by a range of specific barriers.

In order to address these barriers, the present GEF Project will take a broader approach to the biogas market in Brazil by (i) facilitating investment in market segments which are ready to take off; (ii) expanding professional capacities and skills for scaling-up; and (iii) providing technical assistance and disseminating best practices, thereby reducing project costs and accelerating penetration of biogas technology downward the market pyramid.

The overall objective of the project “Biogas applications for the Brazilian agro-industry” is to reduce GHG emissions and dependence on fossil fuels through the promotion of biogas-based energy and mobility solutions within agro-industrial value chains in Southern Brazil and strengthening of national biogas technology supply chains.

The project has three substantive components:

- Policy framework and information.
- Biogas and biomethane technology and value chain.
- Demonstration and optimization of biogas projects.

The project counts with a budget of USD 7,000,000 in GEF grant funding and USD 58,392,070 in co-financing to be mobilized from different stakeholders. The total duration of the project is 60 months.

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The Communication Assistant will work under the supervision of the UNIDO Project Manager, in cooperation with the Communication Analyst, and will be responsible for the following activities:

<b>Main Duties</b>	<b>Concrete/ measurable Outputs to be achieved</b>	<b>Expected duration</b>	<b>Location</b>
1. Assist with the writing/proofreading of texts in Portuguese and English for press releases, news reports, newsletters, e-marketing, informative folders, and other communication materials.	Communication written material	3 w/m	Brasília
2. Produce simple graphic design materials to publicize the project, such as banners and cards for social media, using visual identity elements already created by the project.	Communication graphic material		
3. Support the production and editing of informative videos about the project for digital dissemination.	Communication visual material		
4. Support the organization of events such as seminars and webinars.	Participation in events		
5. Facilitate the planning and production of posts and messages about the project on social media and messaging apps (Facebook, YouTube, Instagram, Whatsapp).	Social media posts		
6. Support the management of contacts acquired by the project for the customized communication strategies executed according to each area of interest for each contact.	Contact book management		
7. Support the monitoring of the effectiveness of ongoing communication strategies and the monitoring of feedbacks received by stakeholders.	Communication strategy assistance		
8. Assist with complementary activities, such as writing emails, reviewing documents and other communication-related activities demanded by the project.	Administrative procedures		

## REQUIRED COMPETENCIES

### **Core Values**

**WE LIVE AND ACT WITH INTEGRITY:** work honestly, openly and impartially.

**WE SHOW PROFESSIONALISM:** work hard and competently in a committed and responsible manner.

**WE RESPECT DIVERSITY:** work together effectively, respectfully and inclusively, regardless of our differences in culture and perspective.

### **Key Competencies**

**WE FOCUS ON PEOPLE:** cooperate to fully reach our potential –and this is true for our colleagues as well as our clients. Emotional intelligence and receptiveness are vital parts of our UNIDO identity.

**WE FOCUS ON RESULTS AND RESPONSIBILITIES:** focus on planning, organizing and managing our work effectively and efficiently. We are responsible and accountable for achieving our results and meeting our performance standards. This accountability does not end with our colleagues and supervisors, but we also owe it to those we serve and who have trusted us to contribute to a better, safer and healthier world.

**WE COMMUNICATE AND EARN TRUST:** communicate effectively with one another and build an environment of trust where we can all excel in our work.

**WE THINK OUTSIDE THE BOX AND INNOVATE:** To stay relevant, we continuously improve, support innovation, share our knowledge and skills, and learn from one another.

### **MINIMUM ORGANIZATIONAL REQUIREMENTS**

**Education:** Completed secondary education is required. University degree in Communication, Journalism, Advertising, Public Relations or related field is desirable. Credit towards total working experience may be considered on a year by-year- basis, up to maximum of four years, for a first university degree or equivalent diploma, in a field relevant to the post.

### **Technical and Functional Experience:**

- At least 8 years of professional experience in Communications or related field;
- Ability to draft, edit and produce written journalistic material, content for social media, and material for Knowledge sharing;
- Ability to organize events, meetings, workshops, seminars and webinars;
- Intermediate knowledge of Adobe Illustrator, Adobe Premiere Pro and the Office suite, including Word and Outlook;
- Knowledge of the United Nations (UN) management procedures is an additional asset;
- Knowledge of UNIDO's activities in Brazil is an additional asset;
- Professional experience with UN agencies is desirable.

### **UNIDO Languages:**

English (working knowledge, verbal and written) required, Portuguese (Fluent, verbal and written) required.