



**PROJECT: IMPLEMENTATION OF THE STRATEGIC ACTION PROGRAM TO ENSURE THE INTEGRATED AND SUSTAINABLE MANAGEMENT OF TRANSBOUNDARY WATER RESOURCES IN THE AMAZON RIVER BASIN, TAKING INTO ACCOUNT CLIMATE VARIABILITY AND CLIMATE CHANGE**

## **TERMS OF REFERENCE**

**FOR THE HIRING OF  
A NATIONAL CONSULTANT ON COMMUNICATION  
AND CULTURAL ISSUES – GUYANA  
WITHIN THE FRAMEWORK OF THE AMAZON BASIN PROJECT**

**Funding Agency:** Global Environment Facility (GEF)  
**Implementing Agency:** UN Environment Program  
**Executing Agency:** Amazon Cooperation Treaty Organization (ACTO)

## **TERMS OF REFERENCE**

### **I. IDENTIFICATION OF THE CONSULTANCY**

National consulting service in product communication for the Amazon Basin Project – Implementation of the Strategic Action Program (SAP), aimed at strengthening communication of the Project in the country through:

- a) The development of the 2026–2027 National Communication Plan, in line with the Amazon Basin Project's Regional Strategic Communication Plan;
- b) The creation and updating of segmented contact lists;
- c) The dissemination of the actions and results of the Amazon Basin Project in institutional, national, local, and community media, contributing to the strengthening of its public presence and coordination with strategic actors in the environmental and cultural sectors;
- d) Support for the Amazon Water Ad Hoc Cultural Group (GCA) in the development and launch of the Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region.

### **II. BACKGROUND AND JUSTIFICATION**

Within the framework of the Amazon Cooperation Treaty, the Amazon Cooperation Treaty Organization (ACTO) and its Permanent Secretariat (PS/ACTO) have been established in Brasilia, with international legal status, with the purpose of institutionally improving and strengthening the process of cooperation, coordination, and joint actions of its Member Countries to promote the sustainable development of the Amazon.

The main roles and functions of the PS/ACTO are to facilitate exchange, knowledge, cooperation, and joint planning among Member Countries to fulfill the mandates of the Amazon Cooperation Treaty, generating consensus among Member Countries to enable the implementation of activities, programs, and projects, establishing spaces for political and technical dialogue among Member Countries, among other activities.

In this context and within the scope of its regional action framework on water resources, ACTO has been implementing the project "Implementation of the Strategic Action Program to Ensure Integrated and Sustainable Management of Transboundary Water Resources in the Amazon River Basin, Considering Climate Variability and Change," which is financed by the Global Environment Facility (GEF), with the United Nations Environment Programme (UNEP) as the implementing agency and PS/ACTO as the executing agency.

The main objective of this project is to advance the implementation of the Strategic Action Program (SAP) agreed upon by the eight ACTO member countries, promoting Integrated Water Resources Management (IWRM). The regional initiative builds on previous agreements among Amazonian countries that resulted in a shared vision and common

strategy for IWRM contained in the aforementioned Strategic Action Program (SAP). In this context, the Project supports countries in strengthening national capacity and regional governance for IWRM, improving adaptation to climate change, and ensuring robust regional data to improve decision-making and coordination on water resource management in the Amazon Basin, from the sources of the Amazon in the Andes to the river delta in the Atlantic, for a healthier Amazon ecosystem.

The Project is implemented within the framework of four components: i) Innovative governance model for Integrated Water Resources Management-IWRM in the Amazon Basin (from the community to the cabinet); ii) Building community resilience and protecting aquatic ecosystems to address the effects of climate variability and change in the Amazon Basin; iii) Integrated environmental monitoring and reporting based on indicators in response to relevant international conventions and agreements; and iv) Comprehensive model for monitoring, evaluating, and communicating progress in the overall implementation of the Amazon SAP.

The key expected results of the project include the following:

- Permanent Regional Coordination Mechanism for IWRM for the Amazon Basin, established within ACTO;
- National Water Authorities established in Suriname and Guyana;
- 15 national interventions and 2 bi/tri-national actions implemented in the basin, reducing the vulnerability of the population and the impacts on ecosystems in the face of extreme hydroclimatic events and sea level rise;
- Training for 1,400 IWRM professionals and more than 10,000 members of local communities (at least 40% of whom are women);
- Integrated environmental monitoring system covering an area of 600,000,000 ha;

In the context of the Amazon Basin Project – Implementation of the Strategic Action Program (SAP), communication plays an essential role in promoting cooperation and coordination among national and local actors involved in sustainable water resource management and the preservation of Amazonian culture.

In order to strengthen the Project's external communication, a national communication consultant is required to help expand the network of allied journalists and communicators, improve the dissemination of the Project's actions and results in institutional, national, local, and community media, and enhance the SAP's public visibility.

The national consultant will be responsible for developing the 2026–2027 National Communication Plan, in line with the Amazon Basin Project's Regional Strategic Communication Plan, as well as building and updating segmented contact lists that will enable the establishment of links with the communication departments of public environmental and water resource institutions and with the media in the intervention areas.

Within the framework of Strategic Action 18 of the Strategic Action Program (SAP), implemented by the Amazon Basin Project, the consultant will support the Amazon Water Ad Hoc Cultural Group (GCA) in the development and launch of the *Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region*, through communication and visibility actions that will follow the review and preparation of content sheets for the compendium.

### **3. OBJECTIVES AND RESPONSIBILITIES OF THE CONSULTANCY**

#### General Objective

These Terms of Reference define the parameters for hiring a national consultant specializing in communication, with the aim of strengthening communication for the Amazon Basin Project at the national level, supporting the development and launch of the *Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region*, which will be organized within the framework of the Amazon Water Ad Hoc Cultural Group (GCA).

#### Specific objectives of the contract:

1. Disseminate the Amazon Basin Project, as well as the progress and results of national interventions, among journalists and communicators from the communication departments of environmental and water resource institutions in the country, as well as local and community media in the project's intervention territories, in order to expand the network of contacts and promote dissemination in institutional and local media.
2. Develop and support the implementation of a National Communication Plan for 2026-2027, aligned with the Amazon Basin Project's Regional Strategic Communication Plan.
3. Support the Amazon Water Ad Hoc Cultural Group (GCA) in the preparation of inputs and the national launch of the *Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region*.

### **ACTIVITIES, SPECIFIC ACTIVITIES, AND DELIVERABLES**

To meet the objectives and carry out the activities of the contract described below, the individual consultant will work in coordination with the National Coordination Unit of the Amazon Basin Project (NCU – Guyana) and the Regional Coordination Unit (RCU/ACTO).

**Objective 1.** Disseminate the Amazon Basin Project, as well as the progress and results of national interventions, among journalists and communicators from the communication departments of environmental and water resource institutions in the country, as well as local and community media in the project's intervention territories, in order to expand the network of contacts and promote dissemination in institutional and local media.

- a) Mapping of national public institutions responsible for the environment and water resources, as well as departmental and municipal institutions present in the country's

Amazon region, in addition to institutions and organizations associated with the Amazon Basin Project's intervention efforts.

- b) Construction of a segmented contact list including data on positions and professionals in the communication departments of national public institutions responsible for the environment and water resources at the three levels of government, as well as institutions and organizations associated with the Amazon Basin Project's intervention actions. This contact list should be classified as “Communication Departments of National Public Institutions for the Environment and Water Resources” and prepared according to the unified model for recording and analyzing information provided by the Amazon Basin Project.
- c) Mapping of media outlets operating in the intervention areas (traditional press and, where applicable, community and Indigenous radio stations, podcasts, and news blogs).
- d) Preparation of a segmented contact list including data on journalists and media communicators operating in the intervention areas, including community and digital media, according to the unified model for recording and analyzing information provided by the Amazon Basin Project. Community and Indigenous radio stations, blogs, and podcasts should also be included in the list classified as “Media in the Amazon Basin Project Intervention Areas,” which covers all types of media identified in the intervention areas, provided they have an audience relevant to the Project's communication purposes.
- e) Presentation of the Amazon Basin Project to journalists and communicators from the communication departments of public institutions dealing with the environment and water resources, as well as to media outlets operating in the intervention areas, through face-to-face or virtual meetings.
- f) Preparation of a note for each intervention, highlighting its progress, followed by distribution to journalists included in both contact lists, together with the information materials provided by the Regional Coordination Unit of the Amazon Basin Project
- g) Systematization of the results of the dissemination actions carried out, through a brief report on their scope and the means used.

**Objective 2.** Develop and support the implementation of a National Communication Plan for 2026-2027, aligned with the Amazon Basin Project's Regional Strategic Communication Plan.

- a) Definition of objectives, audiences, key messages, and priority communication channels for the National Communication Plan, aligned with the Regional Strategic Communication Plan.
- b) Preparation of a preliminary proposal for the 2026–2027 National Communication Plan, including a schedule and communication products, based on methodological guidelines and technical exchanges with the Project's Regional Coordination Unit (RCU), for review. Subsequent incorporation of comments and delivery of the final validated version of the National Communication Plan.

Planning and implementation of initial communication and dissemination actions for the Amazon Basin Project through the production and dissemination of content in institutional communication channels, digital media, and the press, especially in the intervention areas, in accordance with the guidelines of the Regional Strategic Communication Plan.

Recording and monitoring of communication actions implemented within the framework of the National Communication Plan, including the collection of evidence and results for reporting to the Regional Coordination Unit of the Project.

**Objective 3.** Support the Amazon Water Ad Hoc Cultural Group (GCA) in the preparation of inputs and the national launch of the *Compendium of Cultural, Artistic, and Educational Expressions of the Amazon Region*.

- Preparation and revision of entries for the compendium, in accordance with the model provided by the GCA, containing essential information on cultural, artistic, or educational expressions from the Amazon region in Guyana, including their description, location, and relevance.
- Preparation and distribution of a press release on the launch of the compendium for dissemination in national, local, and community media, as well as through the institutional channels of the Amazon Basin Project.
- Preparation of a note on the launch of the compendium in the country, to be sent to the Regional Coordination Unit (RCU) of the Amazon Basin Project, including information and photographs, in order to contribute to the preparation of a regional news item for the Project's website, highlighting its objectives, scope, and results.
- Preparation of a media clipping report on news items published in the media regarding the launch of the compendium, including links, media outlets, and publication dates.

#### 4. DELIVERABLES

Product(s)	Description of product(s) or activity(ies)	Deadline	Content/Format to be delivered
1. Work plan and initial inputs for the <i>Compendium</i>	<ol style="list-style-type: none"> <li>1. Detailed work plan for the implementation of the contract activities.</li> <li>2. Preparation of three entries for the <i>Compendium of Cultural, Artistic, and Educational Expressions of</i></li> </ol>	Up to 60 calendar days after the contract is signed.	Brief report (max. 5 pages) accompanied by compendium files in editable format (Word or format provided by the Project).

	<p><i>the Amazon Region</i>, in accordance with the model provided by the GCA.</p> <ol style="list-style-type: none"> <li>3. Review of three entries prepared by the GCA, including data verification and supplementation of information where necessary.</li> <li>4. Incorporation of comments and submission of the final versions of the six forms approved by the GCA and the UCR.</li> </ol>		
<p><b>2. Institutional and media mapping and dissemination of the <i>Compendium</i></b></p>	<ol style="list-style-type: none"> <li>1. Mapping of national public institutions responsible for the environment and water resources, as well as departmental and municipal institutions present in the country's Amazon region.</li> <li>2. Preparation of a segmented contact list including communication departments of public institutions, as well as institutions and organizations associated with the activities of the Amazon Basin Project.</li> <li>3. Mapping of media outlets operating in the intervention areas, including community and digital media.</li> <li>4. Preparation of a segmented contact list including journalists and media communicators operating in the intervention areas.</li> <li>5. Preparation and distribution of a press release on the launch of the compendium for dissemination in national, local, and community media, as well as through the institutional channels of the Amazon Basin Project.</li> <li>6. Preparation of a note on the launch of the compendium</li> </ol>	<p>Up to 150 calendar days after the contract is signed.</p>	<ul style="list-style-type: none"> <li>● Summary reports on institutional mapping in editable and PDF formats.</li> <li>● A segmented contact database in an editable Excel file, organized by category in separate worksheets.</li> <li>● Press release in editable and PDF formats.</li> <li>● Information note in editable and PDF formats.</li> <li>● News clippings in PDF and editable formats.</li> </ul>

	<p>in the country, to be sent to the RCU, including information and photographs, in order to contribute to the preparation of a regional news item.</p> <p>7. Preparation of a media clipping report on news coverage of the launch of the compendium.</p>		
<p>3. Preliminary proposal for the National Communication Plan</p>	<p>1. Definition of objectives, audiences, key messages, and priority communication channels for the National Communication Plan.</p> <p>2. Preparation of a preliminary proposal for the 2026–2027 National Communication Plan, including a schedule and communication products, for review by the RCU.</p>	<p>Up to 180 calendar days after the contract is signed.</p>	<ul style="list-style-type: none"> <li>• Preliminary version of the National Communication Plan document.</li> </ul>
<p>4. Validated National Communication Plan, initial communication actions implemented, and final communication products</p>	<p>1. Incorporation of comments and delivery of the validated final version of the 2026–2027 National Communication Plan.</p> <p>2. Planning and implementation of initial actions to promote the Amazon Basin Project through institutional channels, digital media, and the press, in accordance with the guidelines of the Regional Strategic Communication Plan.</p> <p>3. Preparation of news articles on national activities and initiatives for the institutional channels of the Project, ACTO, and the country’s Focal Point.</p>	<p>Up to 240 calendar days after the signing of the contract.</p>	<ul style="list-style-type: none"> <li>• Final National Communication Plan in editable format and PDF.</li> <li>• News articles on national activities and initiatives in editable format.</li> <li>• Final consulting report, with appendices containing news clippings—link, screenshots of publications—and press releases.</li> </ul>

### 3. PAYMENT CONDITIONS

Payment for this consultancy will be made upon submission of the deliverables and their approval by the National Project Coordination Unit (NCU), the Regional Coordination Unit (RCU), and the Communication Unit of the PS/ACTO.

Payment for the services shall be made in four (4) installments, as detailed below, upon formal approval of the deliverables by the NCU, the RCU and the PS/ACTO, as well as by the GCA member in the case of deliverables related to the Compendium of Cultural, Artistic and Educational Expressions of the Amazon Region.

The total contract amount is **USD 7,500.00**.

First payment: USD 2,000, upon approval of Deliverable 1.

Second payment: USD 1,500, upon approval of Deliverable 2.

Third payment: USD 2,000, upon approval of Deliverable 3.

Fourth payment: USD 2,000, upon approval of Deliverable 4.

## **REQUIREMENTS FOR THE CONSULTANCY**

- University degree in Communication, Journalism, Public Relations, or related fields.
- At least five (5) years of experience in managing contact networks and media relations.
- Experience in the preparation of communication plans.
- Ability to write and produce materials for media outlets and digital platforms.
- Experience in international projects and work with multilateral organizations will be considered an advantage.
- Desirable: knowledge of environmental issues and water-related topics.

## **5 DURATION**

The consultancy will last for eight (08) months.

## **6 WORK LOCATION**

The consultant will provide consulting services from their residence.

## **7 REMUNERATION**

The budget for this consultancy is USD 7,500 (seven thousand and five hundred US dollars).