Communications towards COP26 and beyond

Climate action in the buildings sector

**Background:** The Programme for Energy Efficiency in Buildings (PEEB) combines financial and technical expertise to promote energy efficiency in buildings on a large scale. PEEB was initiated by France and Germany at the UN climate change conference 2016 in Marrakech. The programme is implemented by Agence Française de Développement (AFD), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Agence de l’Environnement et de la Maîtrise de l’Energie (ADEME). The PEEB Secretariat at the AFD headquarters in Paris and GIZ in Bonn coordinates its activities. Country activities are implemented via the offices of GIZ and AFD in the partner countries.

Communicating is key to reach the programme’s goals. International communications activities target international policy processes, policy-makers and experts. Awareness-raising in partner countries is done through country components. PEEB has developed tools and channels, including a communications strategy, a standard PowerPoint, a corporate design with a design manual, a website ([www.peeb.build](http://www.peeb.build)), a Twitter account (@PEEB_build), a newsletter, a brochure ([link](http://www.peeb.build)) a factsheet and templates for presentations, studies and factsheets.

More information: [www.peeb.build](http://www.peeb.build)

PEEB works closely with the Global Alliance for Buildings and Construction ([GlobalABC](http://www.globalabc.org)), hosted by the UN Environment Programme. With over 180 members, including 33 countries, GlobalABC is the leading global platform for governments, the private sector, civil society and intergovernmental and international organizations to increase action towards a zero-emission, efficient and resilient buildings and construction sector.

At COP26, buildings will be positioned by GlobalABC, the built environment coalition of the High Level Climate Champions, and respective networks as a key sector to reach mitigation and adaptation targets, in close cooperation with the Marrakesh Partnership for Global Climate Action (MPGCA) and the Race-to-Zero (RTZ) and Race-to-Resilience campaign. Planned activities include a buildings and real-estate pavilion which is a pillar of our global 2021 communication strategy: Journalists are invited to do short interview videos and there will be close cooperation between the communications focal point, the communication officers of sponsors, and media partners throughout the year and at COP26. Furthermore, there will be a programme of events dedicated to the built environment and cities (Cities, Regions, and Built Environment Day”) and the launch of the 2021 Global Status Report on Building and Construction ([Buildings-GSR](http://www.buildingsgsr.org)) (at or just before COP26). Given uncertainty as to whether the format of COP26, these activities will take place either in person or virtually.

**Communications in the run-up to COP26 and beyond:** In the run-up to the climate change conference COP26, PEEB is looking for a communications expert to support international communication activities with strategic advice and hands-on support. An extension of this contract beyond COP26 is included as an option.

The overall objectives of the consultancy are a) to act as communications focal point for the buildings and real estate pavilion, b) to increase the visibility of the buildings sector as a
key priority for climate action, and b) to **highlight the GlobalABC’s role and PEEB’s contribution** as a key implementation programme for climate action in the building sector.

The main interlocutor for this contract will be the PEEB focal point for international activities, based in Bonn, in close collaboration with the GlobalABC Secretariat. Communication with other team members of GIZ, AFD and ADEME based in Bonn and Paris or partner countries will be necessary. To support the activities of the real-estate pavilion, communication with GlobalABC and the private sector sponsors of the real-estate pavilion will be essential. The language for all outputs will be English.

### 1. Tasks to be performed by the contractor

The contractor is responsible for providing the following services. These services will be delivered remotely.

**Task 1: Support to the PEEB programme**

1. **Communications plan**: Refine plan for communications activities towards COP26 developed by the project team, including selection of topics, communication tools and channels and timing.
2. **Support for small communications campaigns**:
   - Writing or editing of short texts, e.g. for PEEB news, based on content developed by the programme.
   - Graphic design (e.g. Twitter cards, infographics).
   - Advice on and support with the development of communication tools, such as videos to be developed separately.
   - Messaging: sharpening of key messages for COP26 developed by the project team.
3. **Events**: Concept development and support for the implementation of events, either online or in person, using innovative formats.

**Task 2: Real-estate Pavilion for COP26**

4. Develop a **communications campaign** for buildings and construction climate action around the real-estate pavilion, including
   - media outreach plan
   - key buildings & construction messages to convey at real-estate pavilion.
5. **Develop key communications materials, e.g.** brochures, videos.
6. **Communications focal point**
   - for companies
   - for service providers
7. **Communications events**: Organization of relevant communications events at or in anticipation of the buildings and real estate pavilion
The table below outlines milestones to be achieved by certain dates during the contract term:

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Deadline/place/person responsible</th>
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<tbody>
<tr>
<td>Kick-off meeting</td>
<td>1 week after signature of the contract Remotely</td>
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<tr>
<td><strong>Task 1: Support to the PEEB programme</strong></td>
<td></td>
</tr>
<tr>
<td>Revise plan of communications activities before and during COP26</td>
<td>2 weeks after signature of the contract Remotely Team leader and other staff</td>
</tr>
<tr>
<td>Development of small communications campaigns to be implemented before and during COP26</td>
<td>4 weeks before the start of COP26 Remotely Team leader or other staff, jointly with PEEB focal point</td>
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<tr>
<td>Support for events before and during COP26</td>
<td>COP26 1-12 November 2021; possible other dates in autumn 2021 Remotely Team leader or other staff</td>
</tr>
<tr>
<td><strong>Task 2: Real-estate pavilion for COP26</strong></td>
<td></td>
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<tr>
<td>Act as communications focal point for companies and service providers.</td>
<td>Throughout contract duration</td>
</tr>
<tr>
<td>Develop a <strong>communications campaign</strong></td>
<td>4 weeks after contract signature</td>
</tr>
<tr>
<td>Develop media outreach plan.</td>
<td>4 weeks after contract signature</td>
</tr>
<tr>
<td>Developing key buildings &amp; construction messages to convey at real-estate pavilion</td>
<td>8 weeks before COP26</td>
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<tr>
<td>Organization of relevant communications events at or in anticipation of the buildings and real estate pavilion</td>
<td>Start 8 weeks before COP26</td>
</tr>
<tr>
<td>Develop key communications materials including brochures, videos.</td>
<td>4 weeks before COP26</td>
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</table>
2. **Profile of the consultant**

The CV submitted by the consultant should include information on relevant experience with similar projects. The qualifications specified below represent the requirements to reach the maximum number of points.

**Qualifications**

- **Education/training** (2.1.1): University qualification (German ‘Diplom’/Master) in Communications; Environmental/climate sciences/policy; engineering; architectures; economics or other field relevant to the assignment.

- **Language** (2.1.2): Excellent business language skills in English. Knowledge in French, Spanish, or another UN language is an advantage.

- **General professional experience** (2.1.3): 10 years of professional experience in the environmental sector, ideally with a focus on the built environment.

- **Specific professional experience** (2.1.4): 5 years in the field of climate/environmental communication in an international context; experience with communications around the UNFCCC climate summits is an advantage.

- **Other** (2.1.8): Experience in networking, partnership building, and event organization as well as experience working with the private sector is an advantage.

If this description fits, please send your CV and short info on your availability to info@peeb.build by 9 June 2021. We will shortlist the most suitable candidates and share the full ToRs with all shortlisted candidates.