

TERMS OF REFERENCE

ATTRIBUTION COMMUNICATIONS RESEARCH

Background:

It is increasingly important for policy development, decision-making and investments at the national and local scale to take into account changing patterns of climate extremes. While general information about climate change projections is widely available, developed and developing country decision-makers often lack information about the extent to which specific extreme weather events in their location are more or less likely in a changing climate. Having such information in the immediate aftermath of an extreme weather event can aid planners and policy makers to pursue more climate resilient investments during rebuilding, relocation, and recovery at a local level. It is also critical that this information is available not only in resource rich settings but also in the most vulnerable regions where events can cause the largest impacts and where the media and the general public are asking questions about the root causes of disasters and about their own vulnerability.

The Climate Centre is a joint venture between the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Netherlands Red Cross. It is an international reference center supporting the Red Cross and Red Crescent Movement and its partners in reducing the impacts of climate variability and change, including extreme weather events, on vulnerable people. The Centre works at the interface of science, policy and practice, and is expanding its work on attribution.

Purpose:

The Climate Centre has received an award from the Climate and Development Knowledge Network (CDKN) to strengthen networks, technical capacity and communications of near real time attribution of extreme weather events in East Africa and South Asia. At a global level this work is done in partnership with members of the World Weather Attribution consortium which, in addition to the Climate Centre, includes: Climate Central, the University of Oxford Environmental Change Institute, the Royal Netherlands Meteorological Institute, and the University of Melbourne

Under this project, CDKN and the Climate Centre seek an expert research partner to undertake in-depth communications research on the communication of attribution information in Kenya and India. The goal of this research is to enhance communication efforts on the findings of near-real time attribution results to decision-makers such as humanitarian professionals, city planners, as well as to the media and the general public shortly after an extreme weather event takes place. The findings of this research should advise on the most effective way to communicate attribution information to key decision makers and the general public for maximum clarity. Additional communications recommendations to increase positive action taken based on this information is also sought.

Scope of Work:

The Climate Centre seeks consultancy services to formulate, test, revise and validate communication phrases and other communications approaches for near-real time attribution analysis, with a focus on Kenya and India.

The consultant(s) will deliver the following outputs:

- 1) Undertake an in-depth communications research on how to translate scientific, probabilistic attribution information into language for the general public that is clear and simplified while retaining technical integrity. The following research work should consider communication in English, Hindi and Swahili:
 - a. Conduct a literature review of communicating uncertainty in climate information and how to best communicate variability (inter-annual and decadal) vs. long term climate change trends.
 - b. In consultation with the partnership, define metrics of “success” in communicating attribution statements and utilize these metrics to test proposed statements. These metrics should consider: comprehension of the technical content, interpretation of implications of such content, and motivation to take action. The target audiences for these statements will be policy makers and the general public.
 - c. Identify, test, revise and validate specific phrases for communicating attribution information in non-scientific terms in English (both target countries), Swahili (Kenya) and Hindi (India) to decision-makers and the general public for future use through mass media.
 - d. Pair simplified attribution statements with existing scientific attribution statements for the use by the core attribution team and extended stakeholders when communicating the findings of near real time attribution information.
 - e. Explore ways of communicating attribution findings through non-text, visual formats.
- 2) Assess the willingness of decision makers and the general public to take action based on the validated communication language.
 - a. Identify who can be the most trusted communicators of attribution information as well as the most trusted communication channels. (for example, written press, radio, government leaders, local leaders, tv etc)

Specific outputs will include:

Deliverable	Timeline (from project start)
1. Literature review of research on communicating uncertainty in climate information in general and with specific focus on Kenya and India, identifying critical gaps.	Within 2 weeks
2. Inception report to better define the above mentioned deliverables, including identifying metrics of success for testing attribution statements and outlining research methodology.	Within 4 weeks
3. Hold mid-way meeting with project team to share initial findings from communications research.	10 weeks
4. Develop final report, in English, including matrix of attribution statements and associated public communications channels in English, Hindi and Swahili	14 weeks
5. Attend project final lessons learned meeting to share research findings	16 weeks

Other consultancy specifications:

Duration: total 3 – 4 months, starting 1st December

Work station: Primarily home-based, with travel to Kenya and India

Reporting to: Julie Arrighi, Manager, Urban and Disaster Risk

Requirements/Skills and experience sought:

The Climate Centre seeks expertise and knowledge of communicating uncertainty and climate information.

The qualified consultant will have

- Demonstrated success in developing and conducting research into the communication of complex climate uncertainty in simplified terms.
- Experience working in India and Kenya
- Ability to conduct research in Hindi and Swahili
- Familiarity with work of the Red Cross and Red Crescent movement or the international humanitarian relief sector preferred

All activities related to this project will be subject to the principles and values of the Red Cross /Red Crescent movement.

Selection Process:

Consultants should submit a proposal, which must include the following: (i) a background statement on the organization or individual including reference to past work; (ii) a statement on the proposed deliverables, including a detailed work plan; (iii) a financial proposal, including cost breakouts per major activity, and (iv) updated curriculum vitae for key staff showing qualifications and experience. The attached template should be used to organize the elements of the proposal.

The last date of submission is 5pm CET on 16 November 2016. Please send your application with required supporting documents to the following email addresses (attribution@climatecentre.org and applications@climatecentre.org) with the subject line “**RAISING RISK AWARENESS COMMS RESEARCH (Name and organization)**”. For questions, please contact (attribution@climatecentre.org) and applications@climatecentre.org. Shortlisted consultants will be contacted for an interview on or before the week of 21st November 2016.

Payment Terms:

Payments are all-inclusive and are contingent upon the receipt and approval of above stated deliverables. Payments will be staged based on completion of the deliverables according to the following schedule: completion of literature review (Deliverable #1) – 30% payment; completion of inception report (Deliverable #2) – 30% payment; completion of final report (Deliverable #3) – 40% payment.