

Terms of Reference (TOR)

“Communication and Networking Expert for the Project:

Policy Reforms and Market Transformation of the Energy Efficient Buildings Sector of the I.R. Iran Project”

Interested applicants should directly send their CV and Cover letter to email address: eeeb.ceee@isti.ir.

Date of Advertisement: 17 June till 01 July 2021

Closing Date: 01 July 2021

Please make sure you will mention the applied position in the subject line of your email.

Short-listed candidates will be invited for Interview.

Position: Communication and Networking Expert (CNE)
Location: Project Office - Tehran
Post Level: Expert
Type of Contract: Individual Contract
Languages Required: Farsi, English
Duration of Initial Contract: 7 months (after a two-month Probation period)

Background

The objective of this project is to transform the energy efficiency of heating systems in buildings in Iran, resulting in an invigorated sector in which skilled and well trained engineers fit / retrofit efficient and low carbon heating systems in residences and other buildings, as required by demanding, well enforced building codes - thereby reducing heating bills for residents and national GHG emissions. It is envisaged that this will be achieved by (i) reviewing the legislative, policy and regulatory frameworks that impact building efficiency in Iran; revisiting the building code and products standards and labels and developing a supportive cross-sectoral energy efficiency strategy; enhancing professional infrastructure of energy service business through contributing to the development of a training system and smart maintenance of energy utility in buildings (ii) developing demonstration and pilot smart energy efficiency and environment building based on energy efficient and renewable energy measures in an existing demonstration building; implementing pilot project of hybrid energy efficiency system (hybrid of fossil and renewable energy sources) in specific and selected buildings, piloting of energy service business

in the framework of market transformation, and (iii) transforming the market by: introducing mechanisms of competitive energy efficiency and environment market, utilization of sectoral and temporal energy price differentials, facilitating trade of white certificates (energy efficiency and environment), developing policy framework for promoting energy service and energy efficiency business, identifying and formulating mechanisms for promoting development and diffusion of energy efficient technologies, preparing procedures for developing infrastructures for training energy service professionals and issuing professional certificates, developing a system of quality assurance of energy efficiency and environmental quality services in the building sector, developing a stakeholder awareness-raising campaign and developing proposals for financing mechanisms for households.

The project will operate through three main components:

- **Component 1:** Key laws, policies, strategies, regulatory documents, frameworks and studies are approved and in place to provide overall national direction for the cost-effective CO₂ mitigation/building EE measures and facilitation of cross-sectoral coordination and coherence for improved enforcement.
- **Component 2:** Improved heating systems and integration of SWH systems in privately owned residential buildings and government-owned buildings.
- **Component 3:** MEEE promoting ESCOs to nationwide transformation of construction techniques for a thermally insulated building shell and reduced heating loads as well as improved behaviour and attitude of building owners and administrators towards energy use in buildings.

The component 1 will provide conducive legal framework and set minimum technical requirements for energy performance of buildings. It will also develop and establish a compliance enforcement system for buildings energy code based on building 'energy passport' or 'energy performance certificates'¹, and supported by reference laboratory for testing the materials and equipment efficiencies.

The component 2 will develop and test operational procedures for implementing building improvements through application of appropriate technologies, production of white certificates, operationalization of EMIS, development and implementation of monitoring and verification (M&V) procedures, and along with building capacity of all involved stakeholders and created a

¹ Building's Energy Passport (BEP) or buildings Energy Performance Certificate (EPC) are documents produced by accredited parties clearly declaring whether or not a building complies with building energy code requirements

training program for rolling out the capacity building required for MEEE operation and EE market transformation.

The component 3 will among the outer outcomes develop and run a multi –year multi-channel public media promotion and awareness campaign aiming at changing attitude towards energy use and creating motivation for improving energy efficiency by the public at large at their homes and places of work. Component 3 will build on the results of the components 1 and 2 in order to integrate all of the results and trust for the overall market transformation strategy implementation. In addition to that, component 3 will specifically develop and implement a multi-year public awareness, promotion and information campaign with an ultimate aim to create demand for EE improvement services for buildings.

Main Purpose

Under overall supervision of the National Project Director (NPD) the Communication and Networking Expert (CNE) will report to the National Project Manager (NPM), and be responsible for effective communication and networking throughout the project implementation as well as overseeing sound engagement of different stakeholders/partners in project activities.

The CNE will help to ensure the highest level of information exchange, awareness raising, and public participation and general training and capacity building (Component 3) in accordance with annual work plans, and developed strategy for each theme. The main mandate of CNE will be to focus on **component 3, output 3.2 of the project.**

The work will be supervised and supported by the National Project Manager (NPM) and in the absence of NPM, by deputy of national project manager (DNPM).

Detailed responsibilities:

1. Implementation of the developed and designed Public Awareness and strategic Communication Plan; Communication plan that has been designed previously includes the followings:
 - Project brand, stationary, reporting style, standards and materials;
 - Project website, brochure, posters;
 - Bi-monthly newsletter and other information materials;
 - Internal project communication tools like project website, social medias etc.;
 - Communication links with other related project;
 - Expert network;
 - Stakeholders network and communication channel;

Vacancy Announcement

- Visual tools of public awareness like films, animations, video clips etc.;
 - Support for social media campaigns if included
2. Work closely with project staff members, consultants (i.e. national and international), partners and stakeholders to develop and implement the project Public Awareness and Communication Plan;
 3. Plan, design and monitor the public awareness campaigns for creating awareness on Energy Efficiency importance among the public at large, to stimulate demand for Energy Efficiency products, services and solutions;
 4. Provide communication input to project activities where appropriate in co-operation with the project staff;
 5. Play a leading role in establishment and development of project website and project social networks; maintain and upload content (news, files, documents, reports and ...); implement updates/changes;
 6. Prepare news (in Persian and English) of the project events, activities, and achievements; publish news to the EEEB target groups;
 7. Assist in activities related to conferences, seminars, training course, etc.
 8. Ensure style and communication quality vis-à-vis all PR activities;
 9. Ensure that highest level of stakeholder engagement is achieved in project activities at all levels;
 10. Prepare Monthly Status Report and Quarterly Progress Reports, deliver presentations and document best practices, lessons learned and success stories mainly including the effectiveness of the awareness raising programs in line with the UNDP communication rules and regulation (In Persian and English);
 11. Support any other activities requested by NPM.

Qualifications

- Minimum Bachelor's Degree in a related field;
- At least 5 years' experience in fields related to the assignment;
- Proven experience of participatory work in the energy efficiency and environmental fields;
- Excellent inter-personal, communication, networking and negotiating skills;
- Fluent English-language writing skills; (fluent speaking is an asset) and
- Demonstrated skills in office computer use – word processing, spreadsheets, databases and communication software.