

**Government of People's Republic of China
United Nations Development Programme**

Project Document

**Project Title:
China Environmental Awareness Programme**

Brief Description: The China Environmental Awareness Programme (CEAP) will assist the Center for Environmental Education and Communication (CEEC) of the State Environmental Protection Administration (SEPA) to launch a national campaign on the links between ecosystem change and human well-being to achieve the Xiaokang Society and MDG Goal 7 on environmental sustainability. This will include a high profile national environmental awareness campaign, and a set of local campaigns related to specific events and regional challenges. Assistance will also be provided for joint design with partners of a National Strategy on Capacity Development for Access to Information, Participation, and Remedy and a series of local pilot capacity development activities.



Signature Page

Country: People's Republic of China

UNDAF Outcome: Outcome 1 – Social and economic policies are developed and improved to be more scientifically based, human centred for sustainable and equitable growth

Expected CP Outcome: Outcome 3 – Enabling environment for civil society participation and its effective engagement in Xiaokang priority issue supported

Expected CP Output: Increased participation of civil society in the design and implementation of development policies/programmes

Government Coordinating Agency / Implementing Partner: China International Centre for Economic & Technical Exchanges (CICETE)

Government Cooperating Agency: State Environmental Protection Administration (SEPA) / Center for Environmental Education and Communications (CEEC)

Programme Period:	2006-2010
Programme Component:	Achieving the MDGs and reducing human poverty
Intervention Title:	China Environmental Awareness Programme
Budget Code:	00051418
Duration:	36 months, 2006-2009

Budget:	\$3,000,000
Allocated resources:	
• Government (CEEC) -	\$500,000
• Regular (UNDP) -	\$500,000
• Other:	
Third Party (Arcelor) -	\$2,000,000

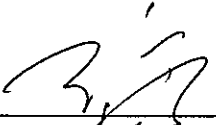
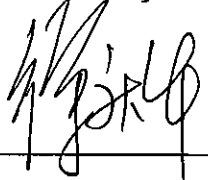
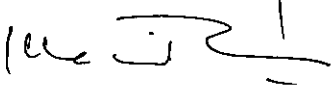
Agreed by:	Signature	Date	Name and Title
Government Coordinating Agency/ – CICETE: Implementing Partner		17/6. 2006	Director-General CICETE
Government Cooperating – SEPA: Agency		27/6	Director-General International Cooperation Department SEPA
UNDP:		28/6	Resident Representative UNDP



Table of Contents

Abbreviation and Acronyms.....	iv	
<u>Section I – Background</u>		
Part 1 – Situational Analysis		
1.1 Global Context	1	
1.2 China: Xiaokang and Environmental Sustainability.....	1	
1.3 Environmental Awareness in China.....	2	
1.4 Environmental Protection Law: Local Government & EPB.....	5	
1.5 Communication and Media: Environmental Advocacy.....	6	
1.6 Environmental Awareness: Changing Behavior.....	7	
Part 2 – Strategy		
Output 1 - Environmental Awareness Campaign.....	7	
Output 2 - Support for a National Capacity Development Strategy.....	11	
Output 3 - Capacity Building on Environmental Awareness.....	12	
Part 3 – Management Arrangements		
3.1 Implementing Agencies.....	13	
3.2 Project Management Office.....	14	
3.3 Partnerships.....	14	
3.4 Resource Mobilization.....	14	
Part 4 – Monitoring and Evaluation.....		15
Part 5 – Legal Context.....		17
Part 6 – Other Agreement.....		18
<u>Section II – Common Workplan and Budget.....</u>		19
Annex I – Draft Terms of Reference		
Annex II – Draft Sub-contract Terms of Reference		

Abbreviations and Acronyms

APR	Annual Project Report
AWP	Annual Work Plan
CCA	Chief Communications Advisor
CCTV	China Central Television
CDD	Campaign Description Document
CEAP	China Environmental Awareness Programme
CEEC	Center for Environmental Education and Communications
CICETE	China International Centre for Economic & Technical Exchanges
CPD	Country Programme Document
CSO	Civil Society Organization
DFID	Department for International Development, UK
EA	Environmental Awareness
EE	Environmental Education
EPB	Environmental Protection Bureau
EU	European Union
FON	Friends of Nature
GOC	Government of the People's Republic of China
GONGO	Government-organized non-government organizations
GV	Global Village
LDC	Least Developed Country
M&E	Monitoring & Evaluation
MA	Millennium Ecosystem Assessment
MDGs	Millennium Development Goals
MOFCOM	Ministry of Commerce of China
NEX	National Execution
NGO	Non-governmental organization
NPD	National Project Director
NPM	National Project Manager
PAG	Project Advisory Group
PMO	Project Management Office
PRC	People's Republic of China
PSA	Public Service Announcement
PSC	Project Steering Committee
SARFT	State Administration of Radio, Film & Television
SEPA	State Environmental Protection Administration
STT	Subject to Tender
TBD	To be determined
TOR	Terms of Reference
TVC	Television commercial
UNDAF	United Nations Development Assistance Framework
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNTGEE	UN inter-agency Theme Group on Energy & the Environment

Section I – Background

Part 1. Situation Analysis

1.1. Global Context

The Millennium+5 Summit in September 2005 brought together world leaders to review progress towards achieving the *Millennium Development Goals* (MDGs). The MDGs are a set of eight inter-connected goals that UN member states pledged to achieve by the year 2015, with an over-arching goal of reducing extreme poverty by half by the year 2015. Launched in 2003, UNDP's global MDG Campaign aims to raise awareness in developed and developing countries on actions needed to meet these pledges and to provide inspiration and vision in a process to promote and encourage local advocacy campaigns. The goal of the MDG Campaign is to encourage, inspire and enable constituencies to use the MDG package to advocate for responsive programmes and policies.

While the world as a whole is *on track towards achieving MDG Goal 1 – Halving Extreme Poverty by 2015*, this is, in large part, due to positive trends in China and India. The stark reality is that a majority of countries, particularly among the LDCs and in sub Saharan Africa, are not likely to meet the poverty reduction goal, while many of the other targets will not be achieved in time. However, trends for *MDG Goal 7 – Environmental Sustainability tell a different story*, and may well hamper the ability of countries to sustain social development achievements beyond 2015. While considerable progress has indeed been made through expanded use of renewable energy, expansion of protected areas, phase out of ozone depleting substances, etc, the world is off track towards achieving MDG 7.

1.2. China: Xiaokang and Environmental Sustainability

The links between human well-being and ecosystem degradation are complex, and the current fragility of China's ecosystems may well pose serious challenges to sustaining high levels of growth into the first decades of the 21st century. China's rapid growth over the past decades, while drastically reducing levels of extreme poverty, has also had major impacts on the country's natural resources. The ability of natural systems to provide services such as food, water and climate regulation all stand at the cross-roads. Pollution has become a major public health issue while also threatening fragile soils and water supplies, and is also an increasing source of social unrest. As China moves ahead in this new century, the harmful effects of ecosystem degradation will be increasingly borne disproportionately by the poor, and could be an increasing source of growing inequities and disparities. The harmful consequence of this trend could grow significantly over the next decades unless pre-emptive action is taken.

The degradation of ecosystems could grow significantly worse during the next decades and may well be a barrier to sustaining China's impressive achievement towards reaching the national goal of achieving the Xiaokang (Well-Off) Society by 2020, and the MDGs by 2015. Already many of the regions in China facing the greatest challenge of achieving targets under the Xiaokang and MDG frameworks coincide with those facing significant ecosystem degradation challenges. The challenge of reversing trends of degradation while meeting increasing demands for natural resources can be partially met by strengthening frameworks for policies, institutions and practices – effective national and local environmental governance regimes.

In order to achieve Xiaokang, targets set by the 11th Five-Year Plan and the MDGs, China aims to quadruple its GDP by 2020, while doubling energy use. This brings great challenges to improve energy efficiency, and to decrease the impact of carbon emissions on the global climate. But increasingly China must also take actions to adapt to the impacts of climate change within China itself - impacts on flood and drought frequency and intensity, and the implications for water governance regimes. An urgent need exists to link foreign investment planning with sound ecological and land use planning to prevent social discord over resource use, and impacts on biodiversity and other globally critical resources.

Furthermore, as China takes on an increasing role in the world economy, she also expands her "ecological footprint" with growing impacts on the global ecosystem. The emergence of China as a primary driver of the global economy in the 21st century could also bring significant impacts to the global environment, in terms of growing aggregate contributions to climate change, as well as impact of surging consumption of commodities on sustainability of natural resource and biodiversity on critical ecosystems in Asia and beyond. This emergence of China, and other large developing countries, into the center of the world economy brings great hope for the future, but also brings great risks for the global ecosystem as global and regional carrying capacities face unprecedented pressures.

1.3. Environmental Awareness in China

Achieving the Xiaokang Society, 11th Five-Year Plan and MDG 7 on Environmental Sustainability requires action at the national level and while the Government of China has taken significant actions in this regard, levels of environmental awareness remain low and continue to hamper overall efforts. The scope of the challenge in a country of 1.3 billion people with a vast landscape and a rapidly growing economy, and the need to diversify approaches and actions by local communities and other actors, requires national ownership and tailoring of the MDG Campaign to China's individual situation. The *China Environmental Awareness Programme* (CEAP) seeks to achieve this goal.

Management of environmental protection in China is shared by many agencies and actors. The State Environmental Protection Administration (SEPA) is the most important administrative body within the PRC government in the area of environmental law. It formulates, organizes, and supervises the implementation of laws and regulations relating to the environment including law drafting, monitoring, enforcement, environmental impact assessments, and research. The PRC has been active in developing a legal framework for environmental protection and is estimated that environmental legislation make up a tenth of the laws enacted by the National Peoples' Congress and its Standing Committee over the last 20 years. Since 1979, when China's first Environmental Protection Law was formulated, numerous laws and administrative regulations have been passed. On 20 February 2006, stringent disciplinary measures designed to ensure that the PRC Government's own staff effectively administer its environmental laws came into force. The PRC's investment in environmental protection had hovered around 0.8% of GDP during the 9th Five-Year Plan but increased significantly to 1.3% of GDP in the 10th Five-Year Plan (about US\$85 billion). It is believed that at a minimum, 2.19% of GDP is necessary to simply keep the environment from deteriorating further.

Public Opinion Surveys -

During the last decade, many opinion surveys of environmental awareness have been carried out in China by provincial Environmental Protection Boards (EPBs), International Environ-

ment Monitoring Inc., National Research Center for Science and Technology for Development, Beijing Normal University, and various national and international market research companies with mixed results. In a public opinion poll conducted in 2000, environmental degradation and protection was cited as the number one concern by three thousand urban Chinese in ten cities, followed by unemployment, children's education, social stability and crime. However, in a 2002 Internet poll of Chinese citizens by the *People's Daily*, the environment ranked tenth as a concern behind other social concerns – a staggering drop in priority and importance compared to that of the 2000 figures.

According to the latest survey conducted by SEPA's China Environmental Culture Promotion Society in September 2005, the data revealed that while the awareness of the general public on environmental protection is again rising, participation and action remain low. Furthermore, public attention to negative environmental issues (i.e. pollution) is much higher than those of sustainable development and environmental protection. The reasons for higher public sensitivity to pollution is due to its direct impact on their day-to-day lives, concepts that are further reinforced by intense media coverage.

Public participation on environmental protection is low with over 80% of the respondents not actively engaged in any environmental initiative. Access to information remains an issue with only 16% of the general public with knowledge of the environmental protection hotline established by the government and an even lower percentage 9.2%, have ever taken action to dial the number. 76% of the general public felt that environmental protection is an urgent issue that required immediate action and 79% believed that the government should invest more on environmental matters. Integration of environmental topics as part of the primary education was a popular choice as a means to raise awareness.

Most awareness surveys have been undertaken in connection with urban pollution, as this has been a critical issue for several years. The protection of endangered species and the establishment of national protected areas have also caught the imagination of the general public and of the media, and local and national surveys have reflected these concerns. Many opinion surveys however have been generalized and elicited rather basic levels of responses to somewhat crude alternatives or positions. The important environmental questions are often related to alternatives, trade-offs, costs, relativities, and it is not as easy to measure attitudes to these more complex issues.

High income levels also generally translate into higher levels of environmental education and a greater number of citizens complaints about environmental issues. In wealthier provinces, the number of complaints is up to five to seven times higher than in less-developed regions. Complaints serve an important purpose as it brings into light issues that local EPBs are often unaware of. For example, in Dalian, 40% of the almost 2,000 cases investigated stemmed from citizen complaints. Major cities throughout China have set-up hotlines to allow local people to report on environmental concerns. However, as indicated above, on average only a limited percentage of the population actually have ever dialed or benefited from the service. **CEAP will serve to address this issue through two measures – 1.) to educate and raise environmental awareness to the local citizens and 2.) provide mechanisms for citizens to access information and become active participants to China's environmental protection.**

Past and Current Environmental Awareness Campaigns -

Some government leaders and members of the public are aware of the links between ecosystem degradation and sustaining social development, but there is still widespread scepticism among many local government officials and the private sector, and low levels of awareness among the general public and the media. Several ongoing environmental awareness activities are being undertaken throughout China, mostly activities embedded within environmental projects with the donor and NGO communities.

The past five years have seen a large number of environmental protection initiatives in China, accompanied by propaganda, promotion, media comment and celebratory public events. Many impressive partnerships have been formed between private business organizations and NGOs (national and international), and high level meetings have often taken place between officials and community-based advocates of environmental protection and conservation. The WWF, The Nature Conservancy, and Conservation International among others have all implemented significant conservation and protection projects, generally with the assistance of business sponsorship or with foundation support, or in collaboration with international donors.

SEPA itself has a cluster of institutional partners, generally non-profit organizations, acting as gateways or bridges to the mass media and news organizations, and undertaking promotion and awareness activities e.g. the Center for Environmental Education and Communication (CEEC), the China Environmental Culture Promotion Association, the China Forum of Environmental Journalists. In addition there is a rich resource base of creative and talented individuals and organizations in China, many of whom have developed significant expertise in the environmental sector, ready to produce high quality media products.

International development partners are currently active in many geographical areas and sectors in China – for example, DFID in the area of environment and poverty, CIDA on climate change, the EU with biodiversity and clean technology. NORAD is working in the Western provinces on issues of business & the environment and is forging strong links between Chinese and Norwegian Youth NGOs, while SIDA is working with the CEEC on a green schools project.

In addition, CEEC has also conducted international cooperative projects with the World Resources Institute to promote environmental sustainability as part of the MBA curriculum through the BELL program (Business, Environment, Learning and Leadership), with the American Bar Association in Environmental Governance Training focusing on local EPBs, with the Foreign and Commonwealth Office (FCO) of UK on environmental public participation, and with JICA on environmental technology training. Co-ordination of efforts and prevention of duplication of effort and resources will be critical as all of these projects have included strong components to promote effective communication, awareness and public participation. Thus, the second main outputs of the programme will be to support capacities for coordination in the field of environmental education and communication through a partnership building and national strategy development process.

The contributions from the private sector have also played an important role in promoting environmental awareness in China. Since the late-1990's, inputs from ExxonMobile, Xerox, Shell, BASF, Unilever, GM, GE, Alcoa, SwissRe, and ITT, etc, have been supporting environmental education and outreach programs. The China-Mobil Environmental Education Fund, green communities, nationwide youth competition on environmental tech-innovation, composition, advertisement and web-design etc, youth exchange between China mainland

and Hong Kong, and ranges of exhibitions and conferences are just some examples of the private sector's participation and investment in environmental sustainability.

Government-organized non-government organizations (GONGOs) and environmental NGOs, such as Friends of Nature (FON) and Global Village (GV) have played a significant role in the promotion of environmental conservation and protection. For example, FON has focused efforts on environmental education, publishing popular science-oriented books on environmental protection and involving the public on conservation efforts. GV's main purpose is to raise public awareness of the environment in China through television programs and has been seen as a pioneer in the area of media and the environment. GV produces a weekly television program on CCTV known as *Time for the Environment*. International NGOs have also been active in pushing environmental conservation. WWF, in partnership with the Ministry of Education and BP, have sponsored an environmental education initiative since 1997, working to embed "Education for Sustainable Development" into the Chinese formal education system for 200 million schoolchildren.

1.4 Environmental Protection Law: Local Government & EPB

In 1989, the Environmental Protection Law established the "environmental responsibility system" (*huanjing baohu mubiao zerenzhi*). The system, by definition decentralizes the management and responsibility of environmental protection in the hands of local officials who, in partnership with the local EPBs, would collaborate to improve and address environmental problems. Essential decision making, new policy tools, engaging the public and linking with international actors fall within the portfolio of these leaders. Additionally, the 2,500 local EPBs spread throughout the country with roughly 60,000 employees rely on the local government for a majority of the support, including budget and resources for operation. Many of these EPBs are ill-equipped and lack the appropriate capacity to manage the necessary tasks to support the local governments on environmental protection. A survey conducted in 1994 revealed that one provincial EPB reported that almost 90% of its rural environmental protection officials were unqualified, and their offices were grossly understaffed. Of the 139 counties, only 17 had first- or second-rank environmental protection bodies which legally empowered the offices to enforce environmental protection laws. As this sample indicates, capacity building within local EPBs is critical to fully address the environmental sustainability issue. As part of the environmental awareness efforts, CEAP will support capacity building and provide training opportunities to local EPBs so that it may provide basic general services to the public (access to information, proper management of the hotline system, etc).

Additionally, the commitment level of the local government, in particular the mayor or governor, will largely influence how a particular province or community responds to environmental problems. For example, Shanghai, Xiamen, Zhongshan, Dalian and Guangzhou, all cities recognized for their environmental protection efforts, are represented by mayors who have made environment a top priority. With the confidence of mayoral support, local EPBs are empowered and encouraged to develop policy initiatives and implement enforcement measures that promote environmental protection. In this connection, it is essential that environmental awareness activities target senior local officials and leaders to help champion environmental protection. As a key activity under CEAP, an environmental leadership training course will be developed to provide learning opportunities to mainstream environmental policies and activities into planning and management.

1.5 Communication and Media: Environmental Advocacy

A successful campaign in China is dependent on the development of meaningful communication messages. These need to be based on a solid set of indicators (knowledge and behavior items) resulting from a specific problem analysis relating to the identification of the awareness deficits. Once the indicators have been established, messages defined, and a satisfactory baseline of existing knowledge and behavior has been developed, the design of the awareness campaign can be initiated. The messages must be clear and specific in terms of knowledge, or in terms of behavior: The crucial questions to ask are: *Who (exactly) do we want to speak to? What do we want to tell them? What do we want these people to do (or not do)?*

For a message to be successful, the information within it needs to be accessible, accurate, timely, complete and relevant. To be effective, the messages need to be packaged in a way that appeals to significant social or psychological factors e.g. incentive/reward, role models, civic duty, community interest etc. It must be presented in an appropriate language and idiom, and pre-tested for clarity, appropriateness, and memorability with a sample target audience. The most suitable media can then be selected for the most cost-effective coverage of the target audience.

People respond differently to different formulations of technical messages. Awareness campaigns need to specify the target groups as closely as possible. Different media have different appeals to distinct groups and while most media influence to a certain extent, it is more effective to carefully select the appropriate medium for a particular target audience. Literacy and cultural sophistication will both play a significant factor on communication. In this respect presentation materials developed to suit poor rural communities will be packaged differently with how the same message will be presented to city-dwellers. The pervasiveness of television and the widespread broadcasting of international programs mean that relatively high production values (i.e. the professionalism and smartness of the productions) are now expected even by relatively isolated communities. If low production values are maintained in the production of locally broadcast television commercials, the result is a lack of credibility. It is safer to aim for the highest affordable (even though most expensive) production values and better to have a few high quality products than a large number of poor quality programs.

According to a 2001 public opinion poll, almost 79% of Chinese indicated that they learned about environmental protection-related issues primarily from television and radio. **CEAP's central theme will be to utilize and harness the power of the media as purveyors of environmental information and awareness building.** Chinese television, in particular, has played a critical role in environmental protection efforts through investigative journalism on environmental issues and concerns. One of the most popular television programs in the past and present is *Focus*, which went on air on CCTV-1 in 1994 and became a phenomenon drawing 200-250 million viewers - a fifteen minute investigative program revolving around environment and social matters. Due to the popularity of the show, related programmes have followed suit to attract viewers - such as *Economics 30-minutes* (CCTV-2) and *News Investigation* (CCTV-1). These programmes, and others, have also contributed in informing top government officials on environmental matters. The function of the media, therefore, plays a prominent role in raising the awareness of both government and the general public.

1.6 Environmental Awareness: Changing Behavior

Environmental awareness is a state of being aware of environmental problems - knowing that such problems exist, the root causes and ways to mitigate them. It is frequently stated that it is a product of the following three things:

- ✓ Environmental Knowledge - what you know
- ✓ Environmental Attitudes - what you think and feel
- ✓ Environmental Practices - what you do

Although there is no absolute or reliable method of assessing changed attitudes, one good indicator commonly used is in tracking changed actions. It is what people *do* that reveals their true attitudes, not what they *say* they do. Awareness comes down to the possession of new knowledge and the practice of new behaviors. New knowledge and changed attitudes alone do not solve environmental problems - only changes in practice. People have a tendency to change behaviors only if others do *and* if there is a perceived benefit or incentive.

It requires time and capital investment to change people's practices. People start changing old habits when they see some new benefits at little cost to them, are motivated with incentives, or are convinced of environmental hazards to their health and to their families' well-being. Behavior change does not occur simply from having more or better information. It is important for the credibility of communication messages that the barriers to increased well-being are perceived to be lowered by the adoption of specific new policies and regulations for example, and that the launch of new environmental policies or regulations is synchronized with effective communication inputs.

Part 2. Strategy

Output 1 - Environmental Awareness Campaign

Activity 1.1 National Campaign Framework:

A key to success for the *achievement of MDG 7 on Environmental Sustainability* is to raise general levels of awareness in the public on the importance of ecosystem services to sustaining China's major achievements in social development in the long-term. In this connection, the programme will **support "a Campaign to influence Campaigns" by uniting partners** active in the environmental education and communication community around one core belief that; "a balance between environment and development is achievable" (with the right local policies and priorities), with a package of "communication tool kits," products and high profile events as an effective rallying point for change.

The power of the media and outreach will serve as the centrepiece and strength of CEAP as an element of environmental activism and awareness building. This will include a strong **National Campaign** to run over the period of the programme (2006-2008) and a select number of **targeted local campaigns** focused on specific events (e.g. 2008 Olympics in Beijing, the Shanghai World Film Festival, etc) and specific regions where the ecosystem-human well-being complex is particularly critical (e.g. sustainable consumption issues in the southeast and ecological vulnerability in the north and west). The campaign will work with a number of national umbrella organizations through the coordination of the Center for Environmental

Education & Communication (CEEC) e.g. networks of authorities, communities and media, to reach out to constituencies at the national level.

The campaign will not attempt to create a message per environmental theme (e.g. pollution, biodiversity, energy, etc) but rather will provide an **overarching message** through various media products and events focusing on the inter-connectedness and co-dependence of ecosystem change, human well-being and basic environmental rights to clean air, water, etc. The detailed strategy for these campaigns will be elaborated as a matter of priority under the leadership of a Chief Communications Advisor, to be recruited under the programme.

In addition to UNDP's Global MDG Campaign, CEAP will also incorporate and leverage the **partnership of sister UN agencies** such as the United Nations Environment Programme (UNEP) in the development of the national and local campaigns. CEAP will draw upon UNEP's deep knowledge, resource, and expertise of developing *environment specific* campaigns which have been featured throughout the world. Global campaigns such as the World Environment Day and the Clean Up the World Campaign, a community based environmental campaign that inspires and empowers communities to clean up, fix up and conserve their local environment, will assist in the development of an effective campaign for CEAP.

A main support to the programme will come from leveraging UNDP's Global MDG Campaign materials and ongoing national environmental awareness activities in China as rallying points for the promotion and mobilization of local action to create the conditions for the achievement of MDG 7 on environmental sustainability. The programme will seek to apply a comprehensive framework focused on ecosystem change and human well-being rather than focusing on individual environmental themes. A key strategy will be to use, to the extent possible, the comprehensive **Millennium Ecosystem Assessment (MA)** Global Report launched by the UN and the Government of China in 2005 (in English and Chinese) with its clear messages and media products on future scenarios and consequences of ecological change to human well-being and achieving of the MDGs.

It is envisioned that the programme will bring together a consortium of leading local and international partners from the private sector, civil society and government to deliver a powerful, long-lasting and effective campaign. Professionalism, high level visibility and branding will be vital to reach the public and in bringing key partners to the table. Tailored to each target group, the campaign will utilize a cross-media platform approach, delivering messages specific to the media consumption profile of each audience, including TV, radio, internet, mobile phone networks, print, outdoor advertising.

Partnership will be explored with the **Beijing Olympic Committee** under CEAP linking campaign activities surrounding the 2008 "Green" Olympics, including TV, film and radio events, with prominent local and national actors, athletes and environmentalists. The potential CEAP-Olympic campaign will serve as a platform for China to showcase its environmental achievements to an international audience. CEAP's national campaign and awareness building activities may also be linked to the Beijing Olympics.

Activity 1.2 - Multi-Media Campaign Strategy, PSAs, Publications & Materials:

With almost 79% of the Chinese public learning about environmental protection-related issues through television and radio, CEAP will commission a series of high-quality, innovative, visible multi-media environmental awareness campaign consisting of **public service an-**

nouncements (TV, print, radio, internet, mobile telephone), films, documentaries, TV shows, events/performances, and goodwill ambassadors. Branding of the campaign will include preparation of a suitable message, logo and media products which will all be based on the input of media experts and a professional public relations firm. A national campaign and communications strategy will be developed outlining the process and activities required to raise environmental awareness (i.e. Youth Competition Series, etc). Once the logo and over-arching messages are completed, the programme will develop and distribute brochures, posters, t-shirts and related materials, messages, talking points and fact sheets. In addition, CEAP will also work to support the development and circulation of a national environmental magazine that CEEC currently manages through partnership with UNEP. The campaign will also seek to identify national and local celebrities that will act as *goodwill ambassadors* and help focus media attention on MDG 7 and environmental sustainability. These individuals might be high profiled environmental leaders, pop-stars and athletes with a strong bearing on younger constituencies in major cities.

Activity 1.3 – Local Campaign Framework

In **local campaigns**, messages will target specific audiences and events and encourage local constituencies for change. CEAP will undertake a specific local campaign in Western China. A key strategy will be to use the Millennium Ecosystem Assessment (MA) Western China Report launched by the Government of China in 2005 with its clear messages and media products on future scenarios of ecological change in the region and links human well-being and Xiaokang Society goals. Campaigns to support local EPBs and CEEC offices will be considered to build local campaign development capacity. Additionally, local environmental NGOs have had a significant impact in raising environmental consciousness among the Chinese people and will also play a role in the development of local campaigns. The NGOs will assist in the creation of China “specific” messages that will incorporate traditional Chinese values and customs around the theme of “respect for nature.” Finally, CEAP will coordinate with on-going grassroots campaigns and, if appropriate, to assist in the development of their campaigns through the Campaign Resource Center (mentioned below).

Links will be made between national over-arching campaign and local awareness raising activities under ongoing programmes between various donors, NGOs and the Government – all of which have built in awareness activities for their specific areas, and produce specific media products. Examples of parallel national programmes include:

- *SEPA* - China Biodiversity Partnership Framework (CBPF), UNDP-implemented EU China Biodiversity Programme, Persistent Organic Pollutants (POPs) programme
- *NDRC* – Renewable Energy Commercialization, End-Use Energy Efficiency Programme (EUEEP) in various provinces
- *MOST* - Clean Development Mechanism (CDM) programme, Fuel Cell Buses in Shanghai/Beijing, Clean Energy Action Program in 18 cities
- *UNESCO* – Man and Biosphere programme (MAB)

Activity 1.4 – Environmental Leadership Training:

The programme will support the Government’s requirements to **enhance senior leaders’ understanding of, and commitment to, sustainable development strategies in accordance with the implementation of Xiao Kang and MDG goals.** CEAP will offer an opportunity for senior leaders in China to build their capacity in leadership and management, introducing

relevant international good practices and experiences based on the national context. The programme will link with an already existing programme, UNDP's Leadership Development Project, to enhance its senior leader training curriculum through the integration of an environment course. In this connection, an environment module will be developed to ensure all participating senior leaders will be given an opportunity to further enhance their understanding and awareness of China's environmental issues and challenges.

Activity 1.5 – Business and Environment:

It is abundantly clear that environmental problems from climate change, biodiversity loss to sustainable consumption can only be solved through the **active participation and engagement of the private sector with its vast technical, managerial and financial resources and expertise**. In addition to the campaign forum working group, the CEAP will develop innovative activities together with key private sector partners to strengthen the relationship between business and environment. Concepts include interactive TV debates introducing green solutions, partnering with academic institutions for the development of the CEEC-sponsored *Bell-Green* MBA curriculum, as well as involving the private sector with the local communities to raise environmental awareness and practices.

Activity 1.6 – Green Media Network:

The programme **builds networks in China of environmental journalists to create and disseminate green content**. The network will actively promote Green issues and provide broadcast slots for PSA campaigns organized by the network. Members will also be able to take part in different organized Green Media events – i.e media work shops, tours to different environmental projects, attendance at internationally sponsored media training events, etc. Media products will include movies and TV shows on future scenarios of ecological change in China and the world. It will also include collaborations with Sina.com as a leading web-server in China, to integrate green content as an increasing source of awareness for the younger generation.

Activity 1.7 – Campaign Resource Center:

In addition to running its own national and local campaigns, CEAP will establish a **Campaign Resource Centre (CRC)** to serve as a service centre to assist national programmes, local NGOs and members of civil society design and enhance their own campaigns. Creating a high-quality, effective media campaign can be time consuming and expensive. The CRC will act as a **service provider, offering technical guidance, know-how and resources to streamline and assist organizations create and develop innovative awareness raising packages**.

The CRC will also provide services in the development and management of CEAP's national and local campaigns. In this connection, the Centre will serve to improve coordination amongst the multitude of environmental campaigns being executed by various stakeholders. These campaigns will be linked to the overall CEAP campaign to prevent duplication of efforts and to present a uniform, consistent and well-planned message to the general public.

To further enhance CRC's advisory capacity, the Centre will function as the information clearinghouse for environmental awareness for CEAP. **Annual polls, surveys and assessments will be conducted to ascertain the level of environmental awareness and the im-**

pact of CEAP within the general public and government. A gap analysis will be executed to map out the needs and focus of new campaigns – which will be based on a scientific and quantitative manner from the first-hand data collected by the Centre. The information will assist CRC enhance both CEAP’s national campaigns as well as advise local NGOs and donor programmes to identify niche target groups.

It will be important to invest in disseminating information, consolidating trust and ensuring good working relationship with partners that hold high credibility in this field of work. In this connection, the CRC will facilitate the establishment of the **Campaign Forum with Advisory Group**, representing key target constituencies to guide the formulation of the national and local campaigns. The involvement of stakeholders representing a vast spectrum – government, culture, business, and media – will play a vital role in the development of a more powerful effective campaign. CEEC will serve as the Secretary of the Advisory Group where meetings will be held every 3 months to coincide with the Steering Committee meetings. The format will allow campaign recommendations resulting from the Advisory Group be reviewed and approved by the Steering Committee on a timely manner. The group will consist of the following members: *Government authorities and legislators (national and local), Media – print, television, radio and internet, Cultural leaders and celebrities – artists, actors, athletes, etc, Private sector – national and multinational, and Civil society organizations*

The campaign will link with existing local authorities’ networks to build partnerships to inspire, educate and mobilize mayors and local and provincial legislatures. *Local authorities* play an increasingly important role in the environment debate in some areas. In east coastal areas the programme will focus on advocacy for sustainable consumption policies; and in the north and western area on how to promote sustainable use of natural resources. The campaign will encourage local governments to promote MDG 7 as a rallying point for local constituents. For this purpose the programme will seek to have experts from within local government seconded to the programme. The programme will also work with local governments on the development and advocacy of a “green index”. Such an index will create awareness on benefits of pro-environment policies and will help build credibility for local efforts in this direction.

CRC will create a dedicated **website** with interactive content fuelled by nationwide activities and events as a tool for information dissemination and outreach to the widest audience. Partners could include Sina.com (most popular portal). Content will include information on events and activities, in depth information on environmental issues through short films, photos and text online, download and mobile distribution. This will encourage national and local participation and will include at least the following: best practices database, calendar dates for CEEC events, media kit, and a campaign kit. The site will also allow partners agencies to showcase their individual campaigns and efforts around individual environmental goals. It will be an inter-active site for those interested in learning more about the MDGs, to share ideas and to join the campaign.

Output 2 - Support for a National Capacity Development Strategy

Activity 2.1 Development of National Strategy

Through the improved levels of awareness raised by the campaign process, CEAP’s long-term goal is to leverage the strengthened awareness to support improved decision-making and policy implementation in environmental matters. To this end, the programme will support the design of a National Strategy on capacity development for improved access to information,

participation and remedy in environmental decision-making. The Access Initiative assessment framework will be utilized as the key mechanism for the development of the National Awareness Strategy. Activities under this component will also build on existing Access Initiatives currently being undertaken by CEEC with the British Council, UNEP, etc.

Awareness through access to information: Awareness through access information enables decision makers to make better decisions; broad access to information promotes better decisions by mobilizing demand for sustainable solutions to problems; and access to information empowers citizens to take a more active role in providing improved environmental performance independently of the state.

Awareness and access to participation in decision-making: Turning increased awareness into improved participation can help integrate environmental and social concerns and support sustainable development objectives. It can ensure that all relevant issues – ranging from defining the scope of a problem to developing solutions for it – are addressed.

Awareness and access to redress and remedy: Awareness to remedy enables decision makers, individuals and stakeholders the opportunity to protect their rights to information and participation and to contest decisions that are not in the interest of environmental and social concerns. It can ensure that certain mechanisms are in place for individuals to address environmental issues through a legal structure.

This will be supported by CEEC in its national mandate for coordinating various environmental awareness and communication activities undertaken in China. To this end, the programme will support a partner's forum for joint design of the national strategy.

Activity 2.2 – Baseline Assessment and Gap Analysis

This process will support programmatic approaches and synergies between activities in China. Some key challenges for developing the strategy will include:

- A *reliable baseline* for levels of access will be a vital precursor for national strategy design. Similarly a map of existing and planned awareness activities will be a reference.
- Build *local credibility and legitimacy* of EPBs as an effective rallying point for meeting environmental education and communication challenges.
- Encourage, inspire, assist and *link with existing campaigns* and movements and create partnerships with target audiences.
- Encourage donors and NGOs to *share and disseminate best practices* on access and environmental education and communication among partners.
- Encourage and enable local *ownership of the process and partnerships* between CEEC and local affiliates through development of joint local-national targets and campaigns.

Output 3 - Capacity Building on Environmental Awareness

Activity 3.1 – Pilot Projects for Capacity Building

It is vital that **lessons learnt** from previous and ongoing programmes are not lost. Partner's forum will consolidate tools and methodologies and other experiences gathered during the implementation of other awareness and education programmes in China. The programme will build on previous successful interventions and methods, develop innovative approaches, test new methodologies, and capture best practices so that these may be disseminated to a wider

audience of practitioners. **Initial pilot projects for capacity building** may focus on training selected local environmental protection bureau staff to implement improved access to information, participation, redress, and environmental awareness raising activities.

Other activities include the development of packages of education tools and materials, to assist teachers in primary and middle schools, particularly in relatively underprivileged areas of China. The programme may also prepare materials to give to *schools* that enable and encourage student activities on environmental issues including plays, drawings and competitions. The message would be “you will be an adult by 2015 and how would you like to see the environment then?” Around this issue national and locals competition with a final award would mobilize school and media attention. Pilot projects will be designed with CEEC based on a demand-driven approach to leverage and maximize the impact of the resources allocated under this component.

Part 3. Management Arrangements

3.1. Implementing Agencies

The programme will be executed under the standard UNDP National Execution (NEX) modality. The China International Center for Economic and Technical Exchanges (CICETE) is the **Government Coordinating Agency** on behalf of the Ministry of Commerce of China (MOFCOM) and **the Implementing Partner** directly responsible for the Government’s participation in each annual work plan (AWP) of this project. The AWP describes the specific results to be achieved and will form the basic agreement between UNDP and the Implementing Partner on the use of resources. CICETE as the Implementing Partner is responsible and accountable for managing the project, achieving the project outputs, and for the effective use of UNDP resources. The reference to “Implementing Partner(s)” shall mean “Executing Agency (ies)” as used in the SBAA.

UNDP, in close collaboration with MOFCOM/CICETE, will be responsible for successful program management. For that purpose, UNDP will play project assurance role through its oversight and monitoring functions of projects.

The Center for Environmental Education and Communication (CEEC) of SEPA is the **Government Cooperating Agency**, which is responsible for the functions or areas being addressed by the project. CEEC will supervise all operational activities, led by a *National Project Director* (NPD) to be appointed by SEPA/CEEC. The NPD will be supported by a *Project Management Office* (PMO) to be hosted by SEPA/CEEC and established by the NPD in compliance with NEX recruitment and procurement rules. Service providers for specific activities (website development, technical research, etc) will be engaged where required based on NEX recruitment and procurement rules. The NPD will submit to UNDP Quarterly Reports explaining progress in achieving results.

A **Project Steering Committee** (PSC) will be formed for the project to include SEPA/CEEC, UNDP and CICETE. It will convene every 6 months to review progress and guide the overall policies and directions for the project based on the Annual and Quarterly Reports provided by the Cooperating Agency.

To assist in the project implementation the Implementing Partner would engage different **Responsible Parties** which are goods/services providers or contractors responsible for provision

of project inputs. These responsible parties can be engaged by the Implementing Partner through the NEX programming process or procurement rules. Under CEAP, a qualified media and PR firm will serve as the lead organization for film, TV and photo related activities under the national campaign as indicated in the Annual Workplan and Budget.

3.2. Project Management Office (PMO)

A *National Project Manager* (NPM) will be recruited to lead the PMO and all operational activities and budget management functions (see TOR in Annex). S/he will be supported by short-term international *Chief Communications Advisor* (CCA) for technical inputs to activities and various other staff including administrative and finance managers, etc. Upon programme inception, the NPM will develop Terms of Reference for these posts. Sub-contracts will be issued to various institutes and non-governmental organizations to undertake specific activities indicated in the Annual Workplan and Budget. *Procurement* of goods (equipment, etc) and services (experts, organizational sub-contracts, etc) by the PMO will follow UNDP NEX Guidelines for open and competitive selection.

3.3. Partnerships

The programme will support a Partner's Forum on environmental education and communication to jointly design and assist in the implementation of CEAP activities. The forum's effectiveness and ultimate success will depend upon the active participation of national partner institutions. National campaigns will involve partnerships with sister agencies such as the Ministry of Education and China Central Television, etc, as well as partners for specific events or target audiences such as the Beijing Olympics Committee, Sina.com and other web-based media outlets. Local campaigns will involve partnerships with local partner agencies, local counterparts of CEEC as well as municipal governments such as those in Shanghai and other large urban areas.

Furthermore, the Partner's Forum will also include UN agency members of the UN Theme Group on Environment, (UNEP, UNESCO, FAO, WHO, etc) for specific activities and try to ensure linkages and support to CEEC as a common UN system. This will be done in line with the UN Development Assistance Framework (UNDAF) which prioritizes environmental education and communication as a common outcome for the UN in China. This will include providing overall UN messages and advocacy materials to CEEC for its critical work, including the UN's global MDG Campaign framework.

The role to be played by donor community partners, civil society and non-governmental organizations in the review of baseline levels of environmental awareness, ongoing environmental awareness projects and design of national strategy for capacity development will be critical to the success of CEEC coordination efforts. Through a series of pilot capacity building activities, the programme seeks to strengthen local alliances between CEEC, non-government agencies and communities. The program will prevent the duplication of efforts and instead, serve as a value-add and platform to link various environmental awareness activities to the national campaign for wider exposure and benefit.

3.4 Resource Mobilization

The CEAP will be designed under a modular modality where programme activities are packaged individually for sponsorship to allow flexibility in mobilizing additional resources. To

attract and further mobilize funding from local EPBs and NGOs, the local campaign and sub-project activities will be designed to consider the needs and requirements of the local partners. Additional resources will be mobilization throughout the lifetime of the programme with special emphasis on private sector and bilateral donors. A CEAP Resource Mobilization Strategy will be developed during the inception phase with SEPA/CEEC, UNDP and CICETE to coordinate fund raising efforts. A structured mechanism will be developed to engage the donor and private sector to support and further enhance CEAP through both financial and sharing of best practices.

Part 4. Monitoring and Evaluation

A **Project Inception Report** will be prepared immediately following the Inception Workshop. It will include a detailed First Year/Annual Work Plan divided in quarterly time-frames detailing the activities and progress indicators that will guide implementation during the first year of the project. This Work Plan would include the time-frames for meetings of the project's decision making structures, including the dates of specific field visits, support missions from the UNDP-CO or consultants, as well as time-frames for meetings of the project's decision making structures. The Report will also include the detailed project budget for the first full year of implementation, prepared on the basis of the Annual Work Plan, and including any monitoring and evaluation requirements to effectively measure project performance during the targeted 12 months time-frame.

The Inception Report will include a more detailed narrative on the institutional roles, responsibilities, coordinating actions and feedback mechanisms of project related partners. In addition, a section will be included on progress to date on project establishment and start-up activities and an update of any changed external conditions that may effect project implementation. When finalized the report will be circulated to project counterparts who will be given a period of one calendar month in which to respond with comments or queries. Prior to this circulation of the IR, the UNDP-CO and CICETE will review the document.

Quarterly Reports shall be submitted by the NPD to UNDP through CICETE describing the achievement made in relation to the approved work plan and budget expended for the quarter. The reports shall be the basis of review for the Steering Committee meetings during its quarterly review meetings. The report shall note any significant problems and risks encountered whether any variance in progress was noted and how the problems were resolved or shall be addressed in the following quarter.

Annual Project Reports (APR) shall also be submitted by the NPD to UNDP through CICETE describing the progress during the year and proposed work plan for the following year for approval. The APRs will also be submitted to the Steering Committee at the start of each year to review and clarify annual work plan for the subsequent year.

Budget Revisions will be signed by CICETE and UNDP. An annual revision is mandatory and must be completed one month before the end of the calendar year. This is to reflect the final expenditures for the preceding year and to enable the preparation of a realistic plan for the provision of inputs for the current year. Other budget revisions may be undertaken as necessary during the course of the project. It is expected that significant revisions will be cleared with the UNDP-CO for consistency with the rules and regulations before being approved.

Terminal Report will also be submitted to UNDP and CICETE at the end of the project lifetime for review by a terminal tripartite review meeting in the last month of project operations. The project proponent is responsible for preparing the Terminal Report and submitting it to UNDP-CO and CICETE. It shall be prepared in draft at least two months in advance of the TTR in order to allow review, and will serve as the basis for discussions in the TTR. The terminal tripartite review considers the implementation of the project as a whole, paying particular attention to whether the project has achieved its stated objectives and contributed to the broader environmental objective. It decides whether any actions are still necessary, particularly in relation to sustainability of project results, and acts as a vehicle through which lessons learnt can be captured to feed into other projects under implementation or formulation.

Monitoring and Evaluation (M&E) of the programme will be undertaken in line with the CPD results matrix and monitoring and evaluation plan. The Government and UNDP will be responsible for setting up the necessary M&E mechanisms, tools and conducting reviews, in order to ensure continuous monitoring and evaluation of the programme, with the view to ensuring efficient utilization of programme resources as well as accountability, transparency and integrity. The Implementing Partner will provide periodic reports on the progress, achievements and results of their projects, outlining the challenges faced in project implementation as well as resource utilization as articulated in the AWP. The reporting will be in accordance with the procedures and harmonized with UN agencies to the extent possible.

The Implementing Partner agree to cooperate with UNDP for monitoring all activities supported by cash transfers and will facilitate access to relevant financial records and personnel responsible for the administration of cash provided by UNDP. To that effect, the Implementing Partner agrees to the following:

1. Periodic on-site reviews and spot checks of their financial records by UNDP or its representatives;
2. Programmatic monitoring of activities following UNDP's standards and guidance for site visits and field monitoring;
3. Special or scheduled audits. UNDP, in collaboration with other UN agencies (in consultation with the Government Coordinating Agency) will establish an annual audit plan.

Annual audit will be carried out under the current modality agreed by UNDP and CICETE during the project life.

Learning and Knowledge Sharing will also be a main focus on the programme. Results from the project will be disseminated within and beyond the project intervention zone through a number of existing information sharing networks and forums. The project will participate, as relevant and appropriate, in UNDP sponsored networks, organized for Senior Personnel working on projects that share common characteristics. The project will identify and participate, as relevant and appropriate, in scientific, policy-based and/or any other networks, which may be of benefit to project implementation through lessons learned. The project will identify, analyze, and share lessons learned that might be beneficial in the design and implementation of similar future projects. Identifying and analyzing lessons learned is an on-going process, and the need to communicate such lessons as one of the project's central contributions is a requirement to be delivered not less frequently than once every 12 months. Necessary expertise will be recruited to provide a format and assist the project team in categorizing,

documenting and reporting on lessons learned. To this end a percentage of project resources will need to be allocated for these activities.

To secure experiences learned under the programme are not lost, PMO will ensure that methodologies are institutionalized within CEEC and local partner organizations. All technical procedures will be reduced to easily assimilated formats so that they may be readily replicated with the minimum of supervision. The principles of message development, pre-testing, campaign design, media commissioning / supervision and impact evaluation are expected to be some of the core content of the replication packages produced by the programme.

Part 5. Legal context

This Project Document shall be the instrument referred to as such in Article I of the Standard Basic Assistance Agreement between the Government of the People's Republic of China and the United Nations Development Programme, signed by the parties on 29 June 1979. The host country executing agency shall, for the purpose of the Standard Basic Assistance Agreement, refer to the government cooperating agency described in that agreement. The following types of revisions may be made to this Project Document with the signature of the UNDP resident representative only, provided he or she is assured that the other signatories of the Project Document have no objections to the proposed changes:

1. Revision in, or addition of, any of the annexes of the Project Document;
2. Revisions which do not involve significant changes in the immediate objectives, outputs or activities of the project, but are caused by the rearrangement of the inputs already agreed to or by cost increases due to inflation; and
3. Mandatory annual revisions that rephrase the delivery of agreed project inputs, or reflect increased expert or other costs due to inflation, or take into account agency expenditure flexibility.

Part 6. Other Agreement

1. Schedule of Payment

Table: Statement of Schedule of Payment by Source of Fund			
1. Government cost sharing			
	Time	Amount (US\$)	Percentage of Total
First payment	1-09-2006	\$55,000	11%
Second payment	1-03-2007	\$225,000	45%
Third payment	1-03-2008	\$190,000	38%
Fourth payment	1-01-2009	\$30,000	6%
2. Third Party cost sharing			
	Time	Amount (US\$)	Percentage of Total
First payment	01-06-2006	\$500,000	25%
Second payment	21-04-2007	\$870,000	43%
Third payment	21-04-2008	\$630,000	32%

Section II – Annual Workplan & Budget

Annual Work Plan

Year 2006

EXPECTED CP OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES <i>List all activities including M&E to be undertaken during the year towards stated CP outputs</i>	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET			
		Q1	Q2	Q3	Q4		Source of Funds	Budget Description	Amount (US\$)	
<p>CP Output: 3.2 – Increased participation of civil society in the design and implementation of development policies and programmes.</p> <p>Target: 3.2 – Dialogue, consultation and needs assessment on CSO development issues conducted with related government agencies, donors, CSOs and other stakeholders</p> <p>Environmental awareness and capacity to address environmental issues raised through visible high-profile campaign, strategy and</p>	<p>1. National campaign on links between ecosystem change and achievement of the Xiaokang Society and MDG Goal 7</p> <p>1.1. National campaign framework developed. Launch campaign activities and events (for example, the Environmental Forum as part of the CEAP-kick-off) - PR / Marketing firm subcontract.</p> <p>1.2. TV/radio PSAs, film, print, internet, and TV shows.</p> <p>- Subcontract - 2 TV PSAs, 2 Radio PSAs, internet content / advert, and print adverts</p> <p>1.3. Local campaign framework and events developed for Western China</p>	X				CICETE/CEEC	UNDP CEEC Arcelor	72100 Contractual Services - Companies	\$20,000 \$10,000 \$95,000	
			X				CICETE/CEEC	UNDP Arcelor.	72100 Contractual Services - Companies	\$20,000 \$95,000
					X		CICETE/CEEC	CEEC	71300 Local Consultants	\$15,000

<p>training.</p> <p>Indicator – Extent of participation of civil society in the design and implementation of development policies/ programmes</p>	<p>- Framework developed and campaigns identified – planned with NGOs, local EPB, etc (such as photograph competition in Western provinces, etc)</p>							Arcelor	72100 Contractual Services – Companies	\$20,000	
									UNDP	74500 Miscellaneous - Meetings	\$5,000
				X					UNDP	71300 Local Consultants	\$5,000
									UNDP Arcelor	71400 Contractual Services – Individual	\$10,000 \$20,000
				X					Arcelor	71300 Local Consultants	\$5,000
									Arcelor CEEC	71400 Contractual Services – Individual	\$35,000 \$10,000
									UNDP Arcelor CEEC	71400 Contractual Services – Individual	\$5,000 \$10,000 \$5,000
				X					Arcelor	74500 Miscellaneous - Meetings	\$5,000
									UNDP Arcelor CEEC	74500 Miscellaneous - Training	\$20,000
				X					Arcelor	71200 International Consultants	\$25,000

<p>ment, training and WG facilitation. Website developed.</p> <ul style="list-style-type: none"> - Chief Communications Advisor, - 3 PMO local staff (Communications, Website and Finance) - National Consultant – polling research/analyst 									71300 Local Consultants	\$30,340		
									CEEC	71600 Local Travel	\$5,000	
									UNDP	72200 Equipment & Furniture	\$15,000	
									CEEC	74500 Miscellaneous – Meetings, Training	\$5,000	
									UNDP	74100 Reporting	\$2,000	
<p>2. National strategy on capacity development for access to information, participation, and remedy in environmental decision making</p>												
<p>2.1. Participatory design of a national strategy, through consultations with key officials, NGOs, practitioners in a Partners Forum. Includes resource mobilization and implementation strategy.</p>								X	CICETE/CEEC	Arcelor	71400 Contractual Services – Individual	\$15,000
											71300 Local Consultants	\$18,050
										UNDP	71600 Local Travel	\$5,000
											74500 Miscellaneous - Meeting	\$5,000
											74100 Reporting	\$1,000
											71400 Contractual Services – Individual	\$28,000
<p>2.2. Baseline assessment of existing capacities and gaps in access to information and participation, awareness and redress.</p>								X	CICETE/CEEC	Arcelor	71300 Local Consultants	\$18,000
											71600 Local Travel	\$10,000

								74500 Miscellaneous - Meeting	\$10,000
								74100 Reporting	\$2,000
3. Pilot local capacity building for environmental awareness									
						X	CICETE/CEEC	Arcelor	\$17,900
3.1 Design and implement a training program for CEEC and selected EPB staff to implement improved access to information, participation, redress, and environmental awareness raising activities.									
2006 Total: UNDP - \$136,000; CEEC - \$55,000; Arcelor - \$500,000 (\$467,290+\$32,710)									
								Out 1	\$493,340
								Out 2	\$112,050
								Out 3	\$52,900
								Support Services*	\$32,710
TOTAL									\$691,000

* Support Services – A total of US\$130,841 during the 3-year programme will be taken as a cost-recovery services fee by UNDP and CICETE for the management of the third-party Arcelor funds (US\$2,000,000). The support services consist of the following: project formulation, project management, financial management, general oversight & monitoring, and reporting of the Arcelor funds.

Annual Work Plan

Year 2007

EXPECTED CP OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES <i>List all activities including M&E to be undertaken during the year towards stated CP outputs</i>	TIMEFRAAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q1	Q2	Q3	Q4		Source of Funds	Budget Description	Amount (US\$)
<p>CP Output: 3.2 – In- increased participation of civil society in the design and implementation of development policies and programmes.</p> <p>Target: 3.2 – Dialogue, consultation and needs assessment on CSO development issues conducted with related government agencies, donors, CSOs and other stakeholders</p> <p>Environmental awareness and capacity to address environmental issues raised through visible high-profile campaign, strategy and training.</p> <p>Indicator – Extent of par-</p>	<p>1. National campaign on links between ecosystem change and achievement of the Xiaokang Society and MDG Goal 7</p> <p>Campaign activities and events. - <i>Subcontract - 2 campaign events using goodwill ambassadors</i></p> <p>1.2. TV/radio PSAs, film, print, internet, and TV shows. - <i>3 TV PSAs, 3 Radio PSAs, internet content / advert, mobile phone, and TV program</i></p> <p>1.3. Local campaign and events implemented. - <i>6 local campaigns launched with NGOs, local EPBs, etc</i></p>	X				CICETE/CEEC	UNDP CEEC Arcelor	72100 Contractual Services - Companies 74100 Reporting Costs	\$7,000 \$10,000 \$95,000 \$1,000
		X		X		CICETE/CEEC	CEEC Arcelor	72100 Contractual Services - Companies	\$50,000 \$115,000
		X		X		CICETE/CEEC	UNDP	71300 Local Consultants	\$15,000
								72100 Contractual Services - Companies 71600 Local Travel	\$95,000 \$100,000 \$5,000

<p>icipation of civil society in the design and implementation of development policies/ programmes</p>	<p>1.4 Environmental Leadership Training Programme developed (int'l / domestic). - <i>Training Conducted</i></p>	X		X			CICETE/CEEC	UNDP	71300 Local Consultants	\$5,000
	<p>1.5 Business and Environment Best Practices outreach activity – TV, Green MBA, etc</p>	X		X			CICETE/CEEC	UNDP	71300 Local Consultants	\$15,000
								Arcelor	72100 Contractual Services – Companies	\$65,000
	<p>1.6 Support capacity building for Networks of Green Media</p>		X			X		CEEC	74500 Miscellaneous - Training	\$50,000
								UNDP	71400 Contractual Services – Individual	\$20,000
	<p>1.7 Campaign Resource Center – advisory services, polling/awareness assessment, training and WG facilitation. Website developed. - Chief Communications Advisor, - 3 PMO local staff (Communications, Website</p>							Arcelor	74500 Miscellaneous - Meetings	\$5,000
									74500 Miscellaneous - Training	\$35,000
		X		X		X		CICETE/CEEC	Arcelor.	71200 International Consultants
								UNDP	71300 Local Consultants	\$44,784
								UNDP	71600 Local Travel	\$5,000
									72200 Equipment & Furniture	\$2,000

	and Finance) - National Consultant – polling research/analyst								CEEC	74500 Miscellaneous – Training 74100 Reporting	\$10,000 \$2,000
2. National strategy on capacity development for access to information, participation, and remedy in environmental decision making											
	2.1. Participatory design of a national strategy, through consultations with key officials, NGOs, practitioners in a Partners Forum. Includes resource mobilization and implementation strategy.	X	X	X			CICETE/CEEC	UNDP Arcelor	71400 Contractual Services – Individual	\$9,000 \$46,000	
							UNDP Arcelor	71300 Local Consultants		\$20,000 \$43,130	
							Arcelor	71600 Local Travel		\$10,000	
							UNDP	74500 Miscellaneous - Meeting		\$25,000	
	2.2. Baseline assessment of existing capacities and gaps in access to information and participation, awareness and redress.	X	X				CICETE/CEEC	Arcelor	74100 Reporting	\$6,000	
							UNDP Arcelor	71400 Contractual Services – Individual		\$50,000	
							UNDP	71300 Local Consultants		\$3,000 \$50,000	
3. Pilot local capacity building for environmental awareness											
								UNDP	71600 Local Travel 74100 Reporting	\$15,000 \$10,000	

3.1 Design and implement a training program for CEEC and selected EPB staff to implement improved access to information, participation, redress, and environmental awareness raising activities.	X	X	CICETE/CEEC	UNDP CEEC	71300 Local Consultants	\$20,000 \$10,000
					71600 Local Travel	\$10,000
					74500 Miscellaneous - Training	\$54,170
2007 Total: UNDP - \$155,000; CEEC - \$225,000;					Out 1	\$811,784
Arcelor - \$870,000 (\$813,084 + \$56,916)					Out 2	\$287,130
					Out 3	\$94,170
					Support Services	\$56,916
TOTAL						\$1,250,000

Annual Work Plan

Year 2008

EXPECTED CP OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES <i>List all activities including M&E to be undertaken during the year towards stated CP outputs</i>	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET			
		Q1	Q2	Q3	Q4		Source of Funds	Budget Description	Amount (US\$)	
1. National campaign on links between ecosystem change and achievement of the Xiaokang Society and MDG Goal 7										
<p>CP Output: 3.2 – In-creased participation of civil society in the design and implementation of development policies and programmes.</p> <p>Target: 3.2 – Dialogue, consultation and needs assessment on CSO development issues conducted with related government agencies, donors, CSOs and other stakeholders</p> <p>Environmental awareness and capacity to address environmental issues raised through visible high-profile campaign, strategy and training.</p> <p>Indicator – Extent of par-</p>	<p>Campaign activities and events.</p> <p>- <i>Subcontract - 2 campaign events linked to Olympics</i></p>	X	X			CICETE/CEEC	Arcelor	72100 Contractual Services - Companies	\$90,000	
	<p>1.2. TV/radio PSAs, film, print, internet, and TV shows.</p> <p>- 3 TV PSAs, 3 Radio PSAs, internet content / advert, mobile phone, and TV program</p>	X		X			CICETE/CEEC	UNDP	74100 Reporting Costs	\$1,000
	<p>1.3. Local campaign and events implemented.</p> <p>- 4 local campaigns launched with NGOs, local EPBs, etc</p>		X				CICETE/CEEC	CEEC Arcelor	72100 Contractual Services - Companies	\$60,000 \$70,000
			X			CICETE/CEEC	Arcelor	71300 Local Consultants	\$15,000	
							CEEC Arcelor	72100 Contractual Services - Companies	\$80,000 \$70,000	
							Arcelor	71600 Local Travel	\$10,000	

<p>icipation of civil society in the design and implementation of development policies/ programmes</p>	1.4 Environmental Leadership Training Programme developed (int'l / domestic).	X		X			CICETE/CEEC	Arcelor	71300 Local Consultants	\$5,000
	1.5 Business and Environment Best Practices outreach activity – TV, Green MBA, etc	X		X			CICETE/CEEC	UNDP	71300 Local Consultants	\$15,000
								Arcelor	72100 Contractual Services – Companies	\$5,000
	1.6 Support capacity building for Networks of Green Media	X		X			CICETE/CEEC	CEEC	74500 Miscellaneous - Training	\$40,000
								UNDP	71400 Contractual Services – Individual	\$20,000
	1.7 Campaign Resource Center – advisory services, polling/awareness assessment, training and WG facilitation. Website developed. - 3 PMO local staff (Communications, Website and Finance) - National Consultant – polling research/analyst	X		X	X		CICETE/CEEC	Arcelor	74500 Miscellaneous - Meetings	\$5,000
								Arcelor	74500 Miscellaneous - Training	\$40,525
								Arcelor	71300 Local Consultants	\$45,000
								CEEC	71600 Local Travel	\$5,000
								Arcelor	72200 Equipment & Furniture	\$2,000
							CEEC	74500 Miscellaneous – Training	\$5,000	
							UNDP	74100	\$1,000	

									Arcelor	Reporting	\$1,000
2. National strategy on capacity development for access to information, participation, and remedy in environmental decision making											
2.1. Participatory design of a national strategy, through consultations with key officials, NGOs, practitioners in a Partners Forum. Includes resource mobilization and implementation strategy.					X	CICETE/CEEC	Arcelor		71300 Local Consultants	\$10,000	
									74500 Miscellaneous - Meeting	\$18,830	
							UNDP Arcelor		74100 Reporting	\$4,000	
									71400 Contractual Services - Individual	\$1,000	
2.2. Baseline assessment of existing capacities and gaps in access to information and participation, awareness and redress.						CICETE/CEEC			71300 Local Consultants		
COMPLETED									71600 Local Travel		
									74100 Reporting		
3. Pilot local capacity building for environmental awareness											
3.1 Design and implement a training program for CEEC and selected EPB staff to implement improved access to information, participation, redress, and environmental awareness raising activities.					X	CICETE/CEEC	Arcelor		71300 Local Consultants	\$35,000	
							UNDP		71600 Local Travel	\$10,000	
							Arcelor		74500 Miscellaneous - Training	\$105,430	
2008 Total: UNDP - \$71,000; CEEC - \$190,000; Arcelor - \$630,000 (\$588,785 + \$41,215)										\$665,525	
										Out 1	
										Out 2	\$33,830
										Out 3	\$150,430

		\$41,215
	Support Services	
		\$891,000
TOTAL		



Annual Work Plan

Year 2009

EXPECTED CP OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q1	Q2	Q3	Q4		Source of Funds	Budget Description	Amount (US\$)
<p>CP Output: 3.2 – In- created participation of civil society in the design and implementation of development policies and programmes.</p> <p>Target: 3.2 – Dialogue, consultation and needs assessment on CSO development issues conducted with related government agencies, donors, CSOs and other stakeholders</p> <p>Environmental awareness and capacity to address environmental issues raised through visible high-profile campaign, strategy and training.</p>	<p>1. National campaign on links between ecosystem change and achievement of the Xiaokang Society and MDG Goal 7</p> <p>Campaign activities and events.</p> <p>- <i>Subcontract – Final Campaign</i></p> <p>1.2. TV/radio PSAs, film, print, internet, and TV shows.</p> <p>- <i>T.V. & Radio PSAs, internet content / advert, mobile phone.</i></p> <p>1.3. Local campaign and events implemented.</p> <p>- <i>Local campaigns completed with NGOs, local EPBs, etc</i></p>	X				CICETE/CEEC	UNDP	72100 Contractual Services - Companies	\$20,000
		X	X			CICETE/CEEC	UNDP	72100 Contractual Services - Companies	\$30,000
		X				CICETE/CEEC	CEEC	71300 Local Consultants	\$10,000
							UNDP CEEC	72100 Contractual Services - Companies	\$30,000 \$5,000
					CEEC	71600 Local Travel	\$5,000		

Indicator – Extent of participation of civil society in the design and implementation of development policies/ programmes	1.4 Environmental Leadership Training Programme developed (int'l / domestic).	X					UNDP	74500 Miscellaneous - Training	\$15,000
	1.5 Business and Environment Best Practices outreach activity – TV, Green MBA, etc	X			CICETE/CEEC	UNDP	72100 Contractual Services – Companies	\$20,000	
							74500 Miscellaneous - Training	\$10,000	
	1.6 Support capacity building for Networks of Green Media <i>COMPLETED</i>				CICETE/CEEC		71400 Contractual Services – Individual		
							74500 Miscellaneous - Meetings		
							74500 Miscellaneous - Training		
	1.7 Campaign Resource Center – advisory services, polling/awareness assessment, training and WG facilitation. Website developed. - 3 PMO local staff (Communications, Website	X			CICETE/CEEC	UNDP	71300 Local Consultants	\$15,000	
							71600 Local Travel	\$2,000	
							72200 Equipment & Furniture	\$2,000	

and Finance) - Final Evaluation											74100 Reporting	\$4,000
2. National strategy on capacity development for access to information, participation, and remedy in environmental decision making												
2.1. Participatory design of a national strategy, through consultations with key officials, NGOs, practitioners in a Partners Forum. Includes resource mobilization and implementation strategy.	CICETE/CEEC	UNDP Private Sec.	71300 Local Consultants	74500 Miscellaneous - Meeting	74100 Reporting							
<i>COMPLETED</i>												
2.2. Baseline assessment of existing capacities and gaps in access to information and participation, awareness and redress.	CICETE/CEEC	UNDP Private Sec.	71400 Contractual Services - Individual	71300 Local Consultants	71600 Local Travel	74100 Reporting						
<i>COMPLETED</i>												
3. Pilot local capacity building for environmental awareness												
3.1 Design and implement a training program for CEEC and selected EPB staff to implement improved access to information, participa-	CICETE/CEEC	UNDP CEEC Private Sec.	71300 Local Consultants	71600 Local Travel								

ANNEXES

ANNEX I – Draft Terms of References

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title: National Project Director (in-kind)
Location: Beijing, China with travel to various provinces
Duration: 36-months, 2006-2009

Background

The National Project Director is ultimately responsible and accountable to UNDP for the execution of the project on behalf of CICETE, the Implementing Partner and CEEC, the Implementing Agency. S/he will act as the focal point and responsible party for execution of the project and will ensure that all Government inputs committed to the project are available to the project in a timely manner. S/he will also act as the approving authority for staff appointments and for advances and expenditure.

NPD is a state employee designated by the Implementing Agency and entrusted for the overall guidance and coordination of the project implementation. It is an unpaid position covered by the Government as an in-kind contribution to the project. The NPD is accountable to the Implementing Partner, Implementing Agency and UNDP for the production of the project outputs, appropriate use of the project resources provided by UNDP and other donors, and coordination of the UNDP project with other programmes and projects implemented in China in the area of environmental sustainability.

Description of Responsibilities:

1. Approve project work plans, budget revisions and if necessary project revisions;
2. Chair the Project Steering Committee;
3. Responsible for all project activities, for coordination of those activities with other involved governmental and non-governmental organisations
4. Ensure that Chinese legislation, rules and procedures are fully met in the course of the project implementation;
5. Approve terms of references, selection of project staff and reports produced by the project manager and the key experts/contractors;
6. Approve procurement actions;
7. Certify the annual and quarterly work plans for the project and request quarterly advance payments of project funds according to UNDP's approved procedures
8. Approve/certify project monitoring reports (APRs), audit reports and evaluation reports;
9. Facilitate liaison and cooperation with the central Government authorities in the course of the project implementation;
10. Report to the Implementing Partner, Implementing Agency and UNDP on the use of the project resources and achievement of the project outputs;
11. Liaise with UNDP and project partners as required, on a regular basis, to build an effective partnership for the successful delivery of expected project outputs
12. Ensure clear decision-making process for project implementation so that project activities are planned well in advance and necessary resources are available

The work of the NPD will be supported by the National Project Manager, CICETE and the UNDP office in Beijing. If appropriate, the NPD may partially delegate his/her responsibilities to the National Project Manager per existing agreements.

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title: National Project Manager
Location: Beijing, China with travel to various provinces
Duration: 36-months, 2006-2009

The National Project Manager is a state employee designated by the Implementing Agency responsible for the day-to-day operation and coordination of the project. It is an unpaid position covered by the Government as an in-kind contribution to the project. The NPM is accountable to the NPD, the Implementing Partner, Implementing Agency and UNDP for the production of the project outputs, appropriate use of the project resources provided by UNDP and other donors, and coordination of the UNDP project with other programmes and projects implemented in China in the area of environmental sustainability

Description of Responsibilities:

The NPM will be responsible for the overall daily coordination of all aspects of the project. Under the guidance of the National Project Director and the UNDP, the NPM will have the following specific duties:

1. Ensure smooth implementation of the project in accordance with the project document and UNDP's procedures. In particular, establish good administrative procedures for coordination of the project activities and ensure that the different parts of the project work well towards a common goal;
2. He/she shall liaise directly with designated officials of the PSC, existing and potential project donors, and others as deemed appropriate and necessary by the PSC or by the NPM him/herself.
3. He/she shall be responsible for coordinating, overseeing the preparation of, and the delivery of all substantive, managerial and financial reports from and on behalf of the project.
4. He/she will supervise all project staff in the PMO as well as the project budget. Certify attendance sheets, and oversee the establishment and operation of the project personnel performance assessment scheme.
5. Prepare an annual work plan on the basis of the project document, under the general supervision of the PSC and in close consultation and coordination with the NPD, UNDP;
6. Work with project staff members and consultants to help each one utilize a practical and simple method for helping to determine the impact of project activities – national and local campaigns, green media, training activities, of workshops (what do people learn?), the process of developing new policies (how are people changing the way they think or the way they act towards environmental sustainability?).
7. Coordinate, monitor and be responsible to the PSC for implementation of the Work Plan;
8. Ensure consistency among the various program elements and related activities provided or funded by other donor organizations;
9. Work with UNDP office to prepare Terms of Reference for consultants and contractors;
10. Foster and establish links with other related environmental awareness programs and, where appropriate, with other relevant regional programs;
11. Provide technical input to project activities where appropriate;
12. Work with stakeholders to develop an effective local campaign;
13. Be an ex-officio member of the PSC and be responsible for the preparation, organization, and follow-up necessary to the effective conduct of PSC business;
14. Submit quarterly reports of relevant project progress and problems to the PSC.
15. He/she will integrate the various co-funded initiatives with UNDP funded activities.
16. Serve as a fundraiser and lobbyist for activities included in the project but in need of funding

- from other partners.
17. Organize round table discussions on project successes and failures, per the work plan
 18. Encourage an atmosphere of adaptive management in the project office, where people focus on meaningful results "on the ground", rather than simply the spending of funds or reports.
 19. Oversee an effective ongoing project monitoring program and development of a process whereby the project assesses best practices as it gains experience.
 20. The NPM will collaborate with UNDP to ensure that specified tasks undertaken at the project sites are outsourced to suitable consultants and/or organizations.

Qualification Requirements:

- Advanced degree in a field relevant to the project (Environmental Science, Education, Social Sciences, Communications, etc.);
- Minimum of 7 years office management and administration work experience;
- Experience working with international organizations/agencies, governmental offices, and research organizations, preferred;
- Working fluency in office computer software;
- Excellent inter-personal skills and ability to work well with others;
- Reliability, initiative, thoroughness and attention to detail;
- Self-starting and ability to work independently under general guidance;
- Ability to work under pressure and multi-task;
- Willingness to work substantial periods of overtime upon short notice;
- Fluent written and oral communication in English language.

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title: Chief Communications Advisor (international)
Location: Beijing, China with travel to various provinces
Duration: Intermittent, 2006-2009

The position is a key part of UNDP's approach to strengthening and renewing emphasis on quality implementation of UNDP projects. The purpose of this position is to enable the project to maintain strategic direction during implementation, to sharpen the project's focus on quality outputs, and to emphasize a learning and adaptive approach to project management and implementation.

Description of Responsibilities:

Under the supervision of CEAP's National Project Director and in cooperation with UNDP China, the Chief Communications Advisor will accomplish the following tasks:

- Advise on the formulation process of the national campaign and communications strategy to be developed by a professional communications firm. He/she will be expected to contribute to the creative process and work closely with the contractor to ensure quality and accuracy of the awareness campaign to fit within the framework of the MDGs and Xiaokang goals;
- Assist in the coordination and implementation of the national campaign operations – assist day-to-day operations within the Campaign Resource Center (i.e., personnel, project website, etc), ensure the participation of relevant stakeholders, engage media partners to support delivery of the campaign message, and initiate dialogue and mobilizing resources for potential collaborations on campaign activities with new partners and organizations;
- Support and partner with ongoing UN, Government, NGO and Donor awareness campaigns on the environment. Work to link environmental activities to CEAP's national campaign as a platform and umbrella for all campaigns.
- Advise on the design and implementation of a local campaign strategy – identification of location, creation of message on a particular environmental issue and audience, and a communications strategy outlining the appropriate media medium for the delivery of the campaign. NGOs and relevant partners will be utilized to assist in the localization of the campaign.
- Support the CEAP advisory working group. He/she will be responsible for assisting members of the advisory group to obtain inputs and recommendations to guide the development of the national and local campaigns. The advisory group will consist of key constituents in government, media, culture, NGO and private sector.
- Support the function of the Campaign Resource Center (Activity 1.7 in project document). Provide advisory services to local NGOs and environmental protection bureaus in the development of local environmental campaigns.
- Initiate resource mobilization activity. Target donors, NGOs and private sector partners will be identified to secure additional funding to further support/expand ongoing programmes or to develop new campaign activities.

- Facilitate learning and adaptive approach to project management and implementation by asking questions of key project personnel, including: “What are we learning and how are we incorporating it into our project implementation process?” “Are we meeting our indicators of success?”
- Lead annual project management and evaluation exercise.
- Assist the PMO during the implementation of the inception phase.
- Provide advisory services to support project implementation (i.e., development of annual work-plan, lead strategic assessments, Working Group, Partners Forum, etc)
- Develop and disseminate lessons learned/best practices handbook derived from the project’s

Under the supervision of the National Project Director, the Chief Communications Advisor will work with members of the PMO to deliver the aforementioned tasks. UNDP, CICETE and CEEC will be active members in the development of the national and local campaign components.

Qualification Requirements:

- University degree in a relevant field (Communications, Marketing, etc.), advanced degree is an asset;
- Minimum of 10 years of relevant working experience;
- Demonstrated knowledge and network working in the multi-media industry environment - television, print, radio, internet and firm;
- Knowledge of development issues as related to communications and advocacy, environmental issues in China, working experience in China is an asset;
- Proven analytical and organizational skills for media related activities and events;
- Strong skills in and record of partnership development and services; ability to work and develop relationships with government, NGOs, private sector, etc;
- Deep understanding of the communication needs of target audiences;
- Experience with donor-assisted international projects, preferably with UNDP projects;
- Fluent written and oral communication in English language; Proficiency in Chinese language preferred;
- Strong communications and interpersonal skills.

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title: Communications Assistant (national)
Location: Beijing, China with travel to various provinces
Duration: 36-months, 2006-2009

The Communications Assistant will support the National Project Manager and the Chief Communications Advisor in the implementation and management of the day-to-day operations of the DRM programme. The purpose of this position is to ensure smooth coordination, communication and operations of the Project Management Office (PMO) through effective management of the programme's administrative requirements.

Description of Responsibilities:

1. Support the day-to-day operations of the project office;
2. Participate in the formulation and implementation of the national and local campaigns;
3. Assist the NPM in ensuring that the proper UNDP procedures are utilized when communicating with UNDP so as not to lose time in unnecessary delays.
4. Learn UNDP administrative procedures, processes, and requirements and provide administrative support to project staff;
5. Assure that necessary financial, procurement, disbursement and personnel matters are effectively addressed in close cooperation with colleagues in each of the Provincial and community offices.
6. Facilitate effective working relationships under each CEAP activity.
7. Keep lines of communication open among key project stakeholders to the extent possible.
8. Serve as a resource for the Campaign Resource Center;
9. Work closely with part-time project accountant on a continual basis;
10. Prepare internal and external correspondence for the Project Management Office, maintain files and assist in the preparation of documentation for meetings;
11. Co-ordinate and assist in travel arrangements, procurement and recruitment for the PMO;
12. Keep project implementation focused on producing quality results for the money spent in terms of changed human behavior and changed situations.
13. Assist in the preparation of press releases, statements and speeches on the project's activities;
14. Undertake such other duties as may be assigned by the NPM and CCA.

Qualification Requirements:

- University degree in a relevant field (Communications, Marketing), advanced degree an asset;
- Minimum of 3 years of relevant working experience;
- Demonstrated knowledge and network working in the multi-media industry environment - television, print, radio, internet and firm;
- Knowledge of development issues as related to communications and advocacy, environmental issues in China, working experience in China is an asset;
- Proven analytical and organizational skills for media related activities and events;
- Ability to work and develop relationships with government, NGOs, private sector, etc;
- Deep understanding of the communication needs of target audiences;
- Experience with donor-assisted international projects, preferably with UNDP projects;
- Fluent written and oral communication in English language;
- Strong communications and interpersonal skills.

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title: IT-Website Manager (national)
Location: Beijing, China
Duration: 36-months, 2006-2008

Background

A key to success for the *achievement of MDG 7 on Environmental Sustainability* is to raise general levels of awareness in the public on the importance of ecosystem services to sustaining China's major achievements in social development in the long-term. In this connection, CEAP will support "a Campaign to influence Campaigns" by uniting partners active in the environmental education and communication community around one core belief that; "a balance between environment and development is achievable", with a package of "communication tool kits," products and high profile events as an effective rallying point for change.

The power of the media and outreach will serve as the centerpiece and strength of CEAP as an element of environmental activism and awareness building. This will include a strong National Campaign to run over the period of the programme (2006-2008) and a select number of targeted local campaigns focused on specific events (e.g. 2008 Olympics in Beijing, the Shanghai World Film Festival, etc) and specific regions where the ecosystem-human well-being complex is particularly critical (e.g. sustainable consumption issues in the southeast and ecological vulnerability in the north and west). The campaign will work with a number of national umbrella organizations through the coordination of the Center for Environmental Education & Communication (CEEC) e.g. networks of authorities, communities and media, to reach out to constituencies at the national level.

CEAP will create a dedicated website with interactive content fuelled by nationwide activities and events as a tool for information dissemination and outreach to the widest audience. Partners could include Sina.com. Content will include information on events and activities, in depth information on environmental issues through short films, photos and text online, download and mobile distribution. This will encourage national and local participation and will include at least the following: best practices database, calendar dates for CEEC events, media and a campaign kit. The site will also allow partners agencies to showcase their individual campaigns and efforts around individual environmental goals. It will be an inter-active site for those interested in learning more about the MDGs, to share ideas and to join the campaign.

Scope of Services

Under the supervision of CEAP's National Project Director, the IT Web Manager will accomplish the following tasks:

1. Develop and manage project website. The internet portal will be dynamic and include interactive content featuring the latest multi-media functions – streaming video, chat, downloadable reports, photos, PSAs, etc. The website will be informative with new content, environment information, and CEAP campaign activities made available in a timely manner. The page will also include at least: best practices database, calendar dates for CEEC events, media and a campaign kit. The site will allow partners agencies to showcase their individual campaigns and efforts around indi-

vidual environmental goals. It will be an inter-active site for those interested in learning more about CEAP, to share ideas and to join the campaign.

2. Develop and manage a web marketing and outreach program to promote CEAP's web-based information products with their intended audiences, including PMO staff, CEAP's partners, and the general public
3. Reach out to audience groups to get feedback on CEAP's web content and products and propose appropriate changes, based on that feedback. Monitor and assess web-site performance, activities and feedbacks and submit a quarterly report on the development, impact and proposed ideas to improve and further advance the website.
4. Manage a system to respond to web-generated e-mail, ensuring that responses are timely and that they reflect well on CEAP.
5. Responsible for the coordination, facilitation and implementation of web-content developed for internet partner sites (i.e., Sina.com, China Internet Information Center, etc). Ensure that the information and content is accurate and revised on a consistent manner to build a strong readership following and core audience. PSAs, short-films and media material developed will be posted to partner sites as they become available.
6. Establish, support and provide day-to-day IT maintenance to the Project Management Office and Campaign Resource Centre.

Under the supervision of the National Project Director, the IT-Web Manager will work with members of the project management office and the national communications officer to delivery the aforementioned tasks.

Qualifications

- University degree in a relevant field (Computer Science, Information Technology, etc.);
- Minimum of 5 years of relevant working experience (web design/management);
- Demonstrated knowledge and network working in the multi-media industry environment - television, print, radio, internet and firm;
- Knowledge of development issues as related to communications and advocacy, environmental issues in China, working experience in China is an asset;
- Proven analytical and organizational skills for internet and web related activities and events;
- Strong skills in and record of partnership development and services; ability to work and develop relationships with government, NGOs, private sector, etc;
- Deep understanding of the communication needs of target audiences;
- Experience with donor-assisted international projects, preferably with UNDP projects;
- Fluent written and oral communication in English language;
- Strong communications and interpersonal skills.

Procedures

Interested and qualified consultants are invited to make a proposal describing:

- The name and CV of the applicant ;
- The proposed methodology, including approach, scoping, indicators, instruments;

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title:	Green Media Network Advisor (international)
Location:	Beijing, China with travel to various provinces
Duration:	Intermittent, 2006-2008

Background

A key to success for the *achievement of MDG 7 on Environmental Sustainability* is to raise general levels of awareness in the public on the importance of ecosystem services to sustaining China's major achievements in social development in the long-term. In this connection, CEAP will support "a Campaign to influence Campaigns" by uniting partners active in the environmental education and communication community around one core belief that, "a balance between environment and development is achievable", with a package of "communication tool kits," products and high profile events as an effective rallying point for change.

The power of the media and outreach will serve as the centerpiece and strength of CEAP as an element of environmental activism and awareness building. This will include a strong National Campaign to run over the period of the programme (2006-2008) and a select number of targeted local campaigns focused on specific events (e.g. 2008 Olympics in Beijing, the Shanghai World Film Festival, etc) and specific regions where the ecosystem-human well-being complex is particularly critical (e.g. sustainable consumption issues in the southeast and ecological vulnerability in the north and west). The campaign will work with a number of national umbrella organizations through the coordination of the Center for Environmental Education & Communication (CEEC) e.g. networks of authorities, communities and media, to reach out to constituencies at the national level.

It is envisioned that CEAP will bring together a consortium of leading local and international partners from the private sector, media, civil society and government to deliver a powerful, long-lasting and effective campaign. Professionalism, high level visibility and branding will be vital to reach the public and in bringing key partners to the table. Tailored to each target group, the campaign will utilize a cross-media platform approach, delivering messages specific to the media consumption profile of each audience, including TV, radio, internet, mobile phone networks, print, outdoor advertising.

Scope of Services

Under the supervision of CEAP's National Project Director and in cooperation with UNDP China, the Green Media Network Advisor will accomplish the following tasks:

1. Develop a Green Media Strategy – to build cooperation between SEPA/CEEC, SARFT and the media community, to create and disseminate green content, and build green capacities. The strategy will be linked to the CEAP awareness campaign and in the overall framework of the MDGs and Xiaokang goals;
2. Responsible for the coordination, facilitation and implementation of the Green Media Network – identification of key media members, promote dialogue and discussion through standardized meetings, workshops and attendance to media events. The Green Media Network will also serve as a means to test and comment on national and local campaign messages developed under CEAP;

3. Conduct a gap analysis, identify priority areas of intervention for capacity building, introduce global best practices, develop training programmes and carry out workshops to advance the quality of media content and coverage on environmental topics;
4. Develop and implement Green Media activities – production of TV shows (i.e., environmental rights, quiz shows, etc), documentary series, mobile and internet projects, PSAs, etc. Activities designed should focus on innovation and be used as a channel to experiment on message building and delivery from multi-platforms. Products should be in-line with the CEAP national campaign strategy.
5. Provide an international perspective on Green Media and journalism. Introduce good practices, techniques, and skills adopted in other countries to deliver and feature environmental messages and news.

Under the supervision of the National Project Director, the Green Media Network Advisor will work with members of the project management office and the national communications assistant to delivery the aforementioned tasks. UNDP, CICETE and CEEC will be active members and participants in the development of the Green Media Network.

Qualifications

- University degree in a relevant field (Communications, Marketing, etc.), advanced degree is an asset;
- Minimum of 10 years of relevant working experience;
- Demonstrated knowledge and network working in the multi-media industry environment - television, print, radio, internet and firm;
- Knowledge of development issues as related to communications and advocacy, environmental issues in China, working experience in China is an asset;
- Proven analytical and organizational skills for media related activities and events;
- Strong skills in and record of partnership development and services; ability to work and develop relationships with government, NGOs, private sector, etc;
- Deep understanding of the communication needs of target audiences;
- Experience with donor-assisted international projects, preferably with UNDP projects;
- Fluent written and oral communication in English language; Proficiency in Chinese language preferred;
- Strong communications and interpersonal skills.

Procedures

Interested and qualified consultants are invited to make a proposal describing:

- The name and CV of the applicant ;
- The proposed methodology, including approach, scoping, indicators, instruments;

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Job Title: Environmental Awareness Advisor (international)
Location: Beijing, China with travel to various provinces
Duration: Intermittent, 2006-2008

Background

CEAP's long-term goal is to support improved decision-making and policy implementation in environmental matters. To this end, the programme will support the design of a National Strategy on capacity development for improved access to information, participation and remedy in environmental decision-making. The Access Initiative assessment framework will be utilized as the key mechanism for the development of the National Awareness Strategy. Activities under this component will also build on existing Access Initiatives currently being undertaken by CEEC with the British Council, UNEP, etc.

Scope of Services

Under the supervision of CEAP's National Project Director and in cooperation with UNDP China, the Environmental Awareness Advisor will accomplish the following tasks:

1. Design a National Awareness Strategy (NAS) – in partnership with SEPA/CEEC, develop a comprehensive 5-year strategy on building public capacities for improved access to information, participation and remedy. The strategy will focus on actions (i.e. policy, training, etc) required at both the national and local government level. The Access Initiative assessment framework and other global best practices will be used as reference in the development of the National Awareness Strategy in close consultation with the Government. The NAS will build local credibility and legitimacy of EPBs as an effective rallying point for meeting environmental education and communication challenges. Similarly, the strategy will encourage and enable local ownership of the process and partnerships between CEEC and local affiliates through development of joint local-national targets and campaigns on environmental awareness. The draft strategy will be submitted to SEPA for consideration and adoption;
2. Develop a resource mobilization and implementation strategy to support the NAS. A road map will be created outlining the implementation requirements and priorities of the NAS in a phased approach. In addition to government resources, the success and effectiveness of the NAS will depend heavily on CEEC's ability to mobilize additional funding to support all of the requirements and activities identified in the strategy. A resource mobilization strategy will be drafted tailored to engaging the private sector, members of civil society, donor agencies and international finance organizations.
3. Conduct a baseline assessment of existing capacities and gaps in access to information, participation and remedy. A reliable baseline for levels of access will be a vital precursor for the design of the NAS. Similarly a map of existing and planned awareness activities will provide a good point of reference to avoid duplication of efforts.

4. Coordinate and help administer the annual Partner's Forum on environmental awareness and communication. The Partner's Forum will serve as a platform for key Government, UN, private sector and civil society members to discuss the NAS, to review the strategy, workplan and planned/ongoing activities. Will be responsible for the development of the agenda, venue, resource materials, participants and overall facilitation of the forum.

Under the supervision of the National Project Director, the Environmental Awareness Advisor will work with members of the project management office to delivery the aforementioned tasks. UNDP, CICETE and CEEC will be active members and participants in the development of the NAS and Partner's Forum.

Qualifications

- University degree in a relevant field (Environmental Management, Environmental Science, etc.), advanced degree is an asset;
- Minimum of 15 years of relevant working experience, particularly the knowledge of environmental governance;
- Demonstrated knowledge and network working in the multi-media industry environment - television, print, radio, internet and firm;
- Knowledge of development issues as related to communications and advocacy, environmental issues in China, working experience in China is an asset;
- Proven analytical and organizational skills;
- Strong skills in and record of partnership development and services; ability to work and develop relationships with government, NGOs, private sector, etc;
- Deep understanding of the communication needs of target audiences;
- Experience with donor-assisted international projects, preferably with UNDP projects;
- Fluent written and oral communication in English language; Proficiency in Chinese language preferred;
- Strong communications and interpersonal skills.

Procedures

Interested and qualified consultants are invited to make a proposal describing:

- The name and CV of the applicant ;
- The proposed methodology, including approach, scoping, indicators, instruments;

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Title: Project Management Office
Location: Beijing, China
Duration: 36-months, 2006-2009

A Project Management Office (PMO), a function within the Campaign Resource Center, will be formed in the Beijing offices of the Center for Environmental Education and Communication (CEEC). The office will serve as the primary liaison between UNDP, CICETE and CEEC on project related matters. The PMO will ensure project implementation proceeds smoothly through well-written work plans and well-oiled administrative arrangements that meet UNDP's requirements.

Project Management Office will be comprised of:

1. National Project Director (SEPA/CEEC supported position); through Gov. designated.
2. National Project Manager (SEPA/CEEC supported position); through Gov. designated.
3. Chief Communications Advisor (CEAP supported)
4. Communications Assistant (CEAP supported)
5. IT/Web Manager (CEAP supported)
6. Short-term national and international CEAP consultants

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Title: Project Steering Committee
Location: Beijing, China
Duration: 24-months, 2006-2008

The Project Steering Committee (PSC) is an institutionalized body to provide overall guidance and support to project implementation activities. The Government of China and the United Nations Development Programme will establish the PSC upon the signing of the project document. The PSC will meet for the first time once the Project Management Office has been established and work plans prepared for the first year of operation. The PSC will convene every three months thereafter to review progress based on the quarterly reports.

Although the Steering Committee will have decision-making power as well as an advisory function, it may not alter project objectives or output components. The Steering Committee may alter project activities and/or implementation arrangements, including arrangements for the sub-contracts (ensuring due process is followed), but only if there is clear and consistent evidence against project output indicators (based on progress reports and adaptive management outputs) that the project activities are failing to deliver project outputs, or the sub-contracts are failing to meet their obligations under their Terms of Reference.

The National Project Manager, supported by the PMO, will act as Secretary to the Steering Committee.

The membership of the PSC will be comprised of one DG or DDG level representative from each of the following institutions:

1. SEPA/CEEC (Chair of the PSC and National Project Director)
2. China International Centre for Economic & Technical Exchange (CICETE)
3. United Nations Development Programme (UNDP)

The responsibilities of the PSC as a whole and the individual members are to:

- Champion the progress of project activities within SC member's institution/government department
- Provide key policy guidance to project manager and to project implementation;
- Facilitate project work within each member's respective institution;
- Annually review and assess the progress of the Project and its components;
- Annually review and approve the work plan and updated budgets of the Project and its activities, including making the first judgment regarding the nature of any proposed adjustments and revisions, i.e., whether an adjustment or revision belongs to a substantive/significant one or a minor one;
- Provide strategic direction on the work plan;
- Support the cross-sectoral approach of the project by creating mechanisms for interaction with NGOs and other stakeholders; and,
- Continue to seek additional funding to support the outputs and activities of the Project beyond the lifespan of UNDP funding.
- Approve annual work plans prepared by the PMO
- Ensure necessary mainstreaming of project activities and outcomes into Government plans, poli-

cies and actions

- Disseminate lessons learned and encourage replication of best practices among SC member's institution/government department and relevant constituents.

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

Title: Inception Phase
Location: Beijing, China
Duration: First 3 months of the project

Introduction

The Inception Phase is an opportunity for the Project Team to become acquainted with the Project – its agreed strategy, expected outputs and outcomes, the stakeholders, the risks etc. It is also an opportunity to finalise any outstanding implementation details and present them to UNDP, CICETE, and SEPA/CEEC for clearance and then the Project Steering Committee for approval. The Inception Phase also brings new momentum to the project after the relatively quiet period during the project approval process.

UNDP will provide an initial cash advance for the Inception Phase upon receipt of the standard Cash Advance Request form from CICETE and SEPA/CEEC, for the costs of the deliverables listed below. No additional work plan will be required.

Inception Deliverables

The expected output of the Inception Phase is an Inception Report. The Report should address the following issues:

1. Finalize project institutional arrangements, including to:
 - Clarify the role of (and project links to) Provincial, County, Municipal and City Government levels. This includes reporting responsibilities for parallel co-financing
 - Finalize level of representation and individual membership of the Project Steering Committee and receive confirmation of willingness to participate. Develop rules of procedure for the Steering Committees
 - Clarify relationship between the Steering Committee,
 - Revise existing TORs in the Project Document if necessary
2. Clarify the role and responsibility of various team members for achieving the project outcomes. (For example, the TORs in the Project Document do not state any direct responsibilities for project outputs. This particularly needs to be clarified for the Site Technical Experts, however all positions should be cross-referenced)
 - Identify links and coordination between project positions and activities
 - Link each project position to the work plan and delivery of project outcomes
 - Strengthen links to project stakeholders (particularly national, provincial and local government, as well as local communities)
 - The NPM should also make recommendations to CICETE, SEPA/CEEC and UNDP for the appointment of project positions. Appointments should occur during the Inception Phase.
3. Provide an organizational chart of the project (donors, government, SEPA/CEEC, project bodies, project staff, contractors), including reporting lines. This should include:
 - Location of all staff and project teams

- Relationship of project positions within Provincial Government structures (including name, title and contact details of all government counterparts)
4. Develop an Adaptive Management framework for the implementation of the project, including:
 - Annual work planning process, linked to the rolling work plans. Should include the setting of yearly targets/milestones that are understood by all stakeholders
 - Ongoing work plan monitoring programs
 - Links to project outcome indicators (impact indicators), progress indicators aligned with the Annual Workplan and Budget
 - Practical, activity-level links to the Knowledge Management Strategy and Communications Strategy
 - Clarification of roles and responsibilities of all participants (Chief Technical Advisor, PMO, CICETE, SEPA/CEEC, UNDP, Provincial Governments etc.)
 5. Detail and finalize the TORs for all project sub-contracts, in-line with the information provided in the Project Document.
 6. Coordinate all co-financing sources with the project work plan. This should include arrangements for coordinating and monitoring co-financing funds held with Provincial Governments.
 7. With assistance from UNDP (including UNDP-China's Management Support Unit), review the capacity of SEPA/CEEC and the PMO to provide project execution services and day-to-day project management. Provide training on required UNDP reporting and project management requirements.
 8. Prepare a Project Operations Manual (in English and Chinese). Share with all relevant members and provide necessary training.
 9. Review the project's Monitoring Plan and expand if necessary. Ensure there are measurable indicators of impact at the Output, Purpose and Goal levels. Ensure baseline data are in place for all indicators. Review the progress indicators set out in the Annual Workplan and Budget and improve as necessary.
 10. Identify significant Project Risks (possible barriers to successful project implementation and identified externalities that may reduce project effectiveness). Prepare a detailed risk management strategy for project implementation.
 11. Prepare a detailed work plan for the first quarter of implementation. Prepare a project budget revision if necessary.

Inception Process

The NPM is expected to meet with all stakeholders during the Inception Phase. This may be a mix of individual appointments and group meetings and/or workshops.

In the spirit of cooperation underpinning this project, all parties should be invited to participate and contribute to the Inception Phase.

The Inception Phase should include formal and informal training for the Project Team by SEPA/CEEC. This should cover an induction into the organization, its procedures and arrangements, as well as a sharing of project-specific knowledge from existing SEPA/CEEC initiatives. The NPM and Project Team should also receive training from UNDP. This will include an overview of UNDP rules and procedures from UNDP-China, introduction to the office.

The NPM leads the Inception Phase (with assistance from the Chief Technical Advisor). CICETE, SEPA/CEEC and UNDP will provide copies of all relevant correspondence.

The Inception Phase is expected to take approx. 2-3 months, however flexibility exists to take account of the local situation and seasonal conditions. Monthly updates of the progress should be provided to the UNDP Resident Representative, through meetings at the UNDP office. More regular and informal contact should be maintained with responsible UNDP Program Managers.

The draft Inception Report should be shared with UNDP, CICETE and SEPA/CEEC as soon as available and before being circulated to other stakeholders. Preparatory meetings between CICETE, SEPA/CEEC and UNDP should be held well in advance of the Steering Committee in order to reach agreement on key issues before seeking Steering Committee approval. This will also be an opportunity to clarify UNDP's role in annual work plan reviews, measurement of progress indicators and impact indicators, and annual work planning exercises.

The agreed draft Inception Report should then be circulated for comments to all stakeholders before a revised final draft Inception Report is sent to Steering Committee members. The final draft should be sent to Steering Committee members no later than 2 weeks in advance of the first meeting.

ANNEX II – Draft Sub-Contract Terms of Reference

UNDP – Government of China China Environmental Awareness Programme (CEAP)

TERMS OF REFERENCE

SC-1: National Campaign Framework Development and Launch Event

BACKGROUND

A key to success for the *achievement of MDG 7 on Environmental Sustainability* is to raise general levels of awareness in the public on the importance of ecosystem services to sustaining China's major achievements in social development in the long-term. In this connection, CEAP will support "a Campaign to influence Campaigns" by uniting partners active in the environmental education and communication community around one core belief that; "a balance between environment and development is achievable", with a package of "communication tool kits," products and high profile events as an effective rallying point for change.

The power of the media and outreach will serve as the centerpiece and strength of CEAP as an element of environmental activism and awareness building. This will include a strong National Campaign to run over the period of the programme (2006-2008) and a select number of targeted local campaigns focused on specific events (e.g. 2008 Olympics in Beijing, the Shanghai World Film Festival, etc) and specific regions where the ecosystem-human well-being complex is particularly critical (e.g. sustainable consumption issues in the southeast and ecological vulnerability in the north and west). The campaign will work with a number of national umbrella organizations through the coordination of the Center for Environmental Education & Communication (CEEC) e.g. networks of authorities, communities and media, to reach out to constituencies at the national level.

The campaign will not attempt to create a message per environmental theme (e.g. pollution, biodiversity, energy, etc) but rather will provide an overarching message through various media products and events focusing on the inter-connectedness and co-dependence of ecosystem change, human well-being and basic environmental rights to clean air, water, etc.

It is envisioned that CEAP will bring together a consortium of leading local and international partners from the private sector, civil society and government to deliver a powerful, long-lasting and effective campaign. Professionalism, high level visibility and branding will be vital to reach the public and in bringing key partners to the table. Tailored to each target group, the campaign will utilize a cross-media platform approach, delivering messages specific to the media consumption profile of each audience, including TV, radio, internet, mobile phone networks, print, outdoor advertising.

This is intended to be a high profile campaign, using high quality media productions, and linking China's environmental and sustainable development goals and programs to global themes and international partnerships, obligations, treaties etc.

OVERSIGHT AND CO-ORDINATION

Administrative responsibility for preparation and implementation of this sub-contract will rest with the CEAP Program Manager, through his/her nominated representative. All activities will be conducted in close coordination with CEAP Project Management Office staff.

DEFINITION AND OBJECTIVES OF THE NATIONAL CAMPAIGN

A successful campaign needs to build a profile to which people can relate. A good communications strategy will ensure that the right information reaches your target audiences (supporters, decision-makers, opponents, public) both inside and outside the campaign.

The national campaign will integrate the following characteristics:

- Will speak up, draw a community's attention to an important issue, and directing decision-makers towards a solution;
- Will involve putting a problem on the agenda, providing a solution to that problem and building support for action to solve the problem.
- Will involve many specific, short-term activities to reach a long-term vision of change.
- Will be a series of actions directed at changing the policies, positions or programmes of an organization, company, institution, etc.
- Will involve working with people, government, private sector, and NGOs to make a difference;

In summary, the campaign will be an effort to *bring about behavior change*. It is not one single action, but a combination of a number of actions, reports and events put together in a sequenced plan.

The national campaign should be big enough to make a difference, but manageable enough to get short-term results. It should *build the base for future campaigns and actions*.

The target audience will be the general public – ranging from youth to elderly, rural to urban. The national campaign message will thus be simple to identify and impact the greatest number of people. Short-term targeted campaign activities will be undertaken throughout the course of the programme focused on select audiences.

SUB-CONTRACT ACTIVITIES

- 1) Develop a comprehensive national campaign and communications strategy in 2006 and implemented by CEEC and partners during the 36 month programme period, utilizing a multi-media platform, TV (PSAs, programs), radio, internet (website, content/adverts), print (news, magazine, billboards, posters, etc) and cell-phone/email messaging. The campaign will also conduct 2-3 events per year (concerts, contests, etc) in select venues and target locations in China.
- 2) As part of the strategy, identify key messages and themes to communicate to the target audience;
- 3) As part of the strategy, develop a slogan, media design identity (i.e., logo, brand, mascot, etc);
- 4) Identify and secure goodwill ambassadors to act as a spokesperson and public face for CEAP. Appropriate Chinese celebrities and personalities will be identified in such fields as entertainment, music, sports, arts, and culture to deliver the campaign message to the youth, young professionals, adults and elderly.
- 5) Develop a media plan with budgets and time-frames;
- 6) Develop a public relations and branding plan;
- 7) Prepare and coordinate high-profile CEAP venue to introduce to the general public the national campaign and programme objectives. The key messages, slogans, goodwill ambassadors and media products (i.e., mascot, logo, booklets, etc) will be presented. Mass-media and the general public will be invited to attend the event.

DURATION

The production and delivery of the aforementioned activities should not exceed 60 days, after contract signature.

QUALIFICATIONS

The interested party should include, as part of the proposal, appropriate qualifications of the team composition to undertake this service as well as a profile of the organization's past experience and achievements. The interested party is required to have a good track record, network and experience working in China.

BUDGET

A total of US\$125,000 is budgeted for the development of the national campaign and launch event as outlined above. The development of the national campaign identity – message, logo, mascot and selection of CEAP ambassador is inclusive of the budget. Multi-media communications – such as PSAs, website development, radio and print to support the strategy is not included as part of the budget and will be solicited under a separate TOR. Additional national campaign events outside of the launch will also be budgeted separately. A total of US\$239,000 is designated for additional national campaign events throughout the life of the 36-month programme. The contractor, therefore, should include as part of the national campaign strategy, appropriate events during the course of the campaign to support the key messages and themes. It is not guaranteed, however, that the contractor will implement the additional campaign events. Contracts to undertake these events will be based on UNDP rules and regulations and performance of the contractor in the delivery of the national campaign and communications strategy and launch event.

All associated management costs will be the responsibility of the contractor.

**UNDP – Government of China
China Environmental Awareness Programme (CEAP)**

TERMS OF REFERENCE

**SC-2: Multi-media Communications –
Production and Broadcast of TV, Radio and Print
Public Service Announcements**

BACKGROUND

A key to success for the *achievement of MDG 7 on Environmental Sustainability* is to raise general levels of awareness in the public on the importance of ecosystem services to sustaining China's major achievements in social development in the long-term. In this connection, CEAP will support "a Campaign to influence Campaigns" by uniting partners active in the environmental education and communication community around one core belief that; "a balance between environment and development is achievable", with a package of "communication tool kits," products and high profile events as an effective rallying point for change.

The power of the media and outreach will serve as the centerpiece and strength of CEAP as an element of environmental activism and awareness building. This will include a strong National Campaign to run over the period of the programme (2006-2008) and a select number of targeted local campaigns focused on specific events (e.g. 2008 Olympics in Beijing, the Shanghai World Film Festival, etc) and specific regions where the ecosystem-human well-being complex is particularly critical (e.g. sustainable consumption issues in the southeast and ecological vulnerability in the north and west). The campaign will work with a number of national umbrella organizations through the coordination of the Center for Environmental Education & Communication (CEEC) e.g. networks of authorities, communities and media, to reach out to constituencies at the national level.

The campaign will not attempt to create a message per environmental theme (e.g. pollution, biodiversity, energy, etc) but rather will provide an overarching message through various media products and events focusing on the inter-connectedness and co-dependence of ecosystem change, human well-being and basic environmental rights to clean air, water, etc.

It is envisioned that CEAP will bring together a consortium of leading local and international partners from the private sector, civil society and government to deliver a powerful, long-lasting and effective campaign. Professionalism, high level visibility and branding will be vital to reach the public and in bringing key partners to the table. Tailored to each target group, the campaign will utilize a cross-media platform approach, delivering messages specific to the media consumption profile of each audience, including TV, radio, internet, mobile phone networks, print, outdoor advertising.

This is intended to be a high profile campaign, using high quality media productions, and linking China's environmental and sustainable development goals and programs to global themes and international partnerships, obligations, treaties etc.

OVERSIGHT AND CO-ORDINATION

Administrative responsibility for preparation and implementation of this sub-contract will rest with the CEAP Program Manager, through his/her nominated representative. All activities will be conducted in close coordination with CEAP Project Management Office staff and UNDP China Office.

DEFINITION AND OBJECTIVES OF PUBLIC SERVICE ANNOUNCEMENTS

This Terms of Reference is developed for the production of a series of Public Service Announcements (PSA). The PSAs will be used to promote the key messages and themes developed under CEAP's national campaign strategy.

The target audience will be the general public – ranging from youth to elderly, rural to urban and based on the campaign strategy. The PSA content and message will be simple so that it may impact and reach the greatest number of people.

SUB-CONTRACT ACTIVITIES

- 1) Produce a series of public service announcements, at a minimum, two TV and radio spots with duration of up to two minutes each and two print adverts. The PSAs must be innovative and creative appealing to the general public. Appropriate research, sampling and testing of the message(s) will be conducted to ensure quality and effectiveness of the PSAs;
- 2) When possible, the contractor is encouraged to utilize the services and images of CEAP's goodwill ambassadors as the spokesperson for the PSA message;
- 3) Develop a distribution strategy. Negotiate and identify appropriate distribution and broadcast channel for the PSAs. Each TV and radio PSA produced will be broadcast, at a minimum, 60 times on a national network and where available, through multi-media platforms/outlets in buildings and public transport systems (i.e., *Focus Media*). Scheduling of the broadcast will take into consideration maximum exposure and audience. Broadcast of TV PSAs on CCTV-1 and/or CCTV-2 is strongly encouraged. Each print message will be advertised on a national newspaper and/or magazine and be issued, at a minimum, 12 times before the end of 2006. The contractor may consider using the print adverts for the production of posters, post cards and brochures.

DURATION

The production and delivery of the PSAs should not exceed 60 days upon contract signature. Broadcast arrangements should not exceed 60 days upon contract signature.

QUALIFICATIONS

The interested party should include, as part of the proposal, appropriate qualifications of the team composition to undertake this service as well as a profile of the organization's past experience and achievements. The interested party is required to have a good track record, network and experience working in China.

BUDGET

A total of US\$115,000 (TBC) is budgeted for the development of 2 TV, 2 Radio and 2 Print PSAs as outlined above. All associated management costs will be the responsibility of the contractor.