

Terms of Reference
Environmental Sustainability Consultant

Project title:	Green2Compete
Assignment title:	Environmental Sustainability Communication Consultant
Duty station:	ITC, Geneva
Travel:	Yes
Contract type:	60 days of work over three months with the view to further prolong the contract in 2021

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization supporting the internationalization of SMEs. Its joint mandate combines a focus on expanding trade opportunities with the aim of fostering sustainable development. The Sustainable and Inclusive Value Chains (SIVC) section in the Division for Enterprises and Institutions (DEI) is hosting ITC's work in relation to gender, voluntary sustainability standards and environmental sustainability.

In relation to the topic of environmental sustainability, Green2Compete is ITC's new and ambitious strategy aiming to place environmental sustainability at the heart of MSME competitiveness. Its goal is to enable MSMEs from developing countries to become more competitive through green production and trade. The Green2Compete initiative will drive the implementation of the strategy and serve as an umbrella to ensure coherence among ITC's interventions in relation to the green transition. The work of the initiative is structured in the following areas, namely: (1) mainstreaming of green competitiveness into ITC's work, (2) establishment of a consistent corporate reporting mechanism, (3) development of tools and approaches that can be used by MSMEs and related multipliers, (4) dialogues and inputs for a mutually supportive trade and environment agenda, and (5) partnerships and outreach to achieve scale.

Given the recent launch of the strategy, ITC is seeking an International Consultant to support in the detailed design and implementation of ITC's Green2Compete strategy with a particular focus on communication.

Description of Duties/Responsibilities

The Consultant will work under the direct guidance of the Associate Programme Officer, who is coordinating the implementation of the strategy, and will undertake the following duties:

- Support the development and implementation of a communication strategy for Green2Compete
- Support the update ITC's corporate website in relation to environmental sustainability by creating related content (e.g. texts, selection of pictures) and by coordinating with ITC's corporate communications team
- Contribute to the online branding of Green2Compete and prepare social-media content (e.g. Twitter, Instagram, etc.)
- Prepare the content of communication materials about Green2Compete incl. powerpoint presentations and brochures, including:
 - Presentation and brochure about ITC's work on environmental sustainability

- Case studies about project results, in particular about SMEs that improved their competitiveness through the application of environmentally friendly business practices
 - Tools and methodologies in relation to environmental sustainability
 - ITC's publications in relation to environmental sustainability
- Coordinate the work of a graphic designer on the communication materials and provide feedback
- Support the development of the structure of an online platform where ITC's offering in relation to environmental sustainability can be hosted
- Conduct research on the landscape of potential partners for ITC in relation to environmental sustainability as well as international events and conferences in relation to trade and environment where ITC could be present
- Contribute to the finalization of a publication in relation to green competitiveness

Expected Outputs and Timelines

- End of January:
 - Contributed to development of communication strategy
 - Research on partner landscape conducted
 - Overview of events/conferences prepared
- End of February
 - Website updated
 - Social media content prepared
 - Communication materials prepared
- End of March:
 - Contributed to the finalization of a publication
 - Contributed to the development of the structure of an online platform

Skills

- Competent user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint)
- Competent user of Indesign and related design tools is an advantage
- Attention to detail
- Ability to work independently and to solve problems
- Flexibility and ability to work under pressure and tight deadlines
- Excellent communications skills, both oral and written
- Excellent communication, diplomatic, presentation skills and ability to maintain effective partnerships and working relations in a multi-cultural environment with sensitivity and respect for diversity

Education

- Undergraduate degree (BA/BSC or other)
- Advanced degree (MA/MSc or other)
- Post-graduate degree (PhD or other)
- Secondary school
- Other

Indicate the field of studies:

in communications, corporate sustainability, environmental studies, business administration, economics, or related field.

Experience required (number of years in which area

At least three years of relevant professional experience in the private sector, with international organizations or technical assistance providers. Experience in communications, especially in the

areas of environmental sustainability, climate resilience, transition to a green economy or access to green finance would be an asset.

Language

Fluency in English

Contact

Prospective candidates are invited to submit their application by sending their CV and brief motivation letter to Annegret Brauss (abrauss@intracen.org).