

## Developing comprehensive outreach content on Low Carbon Urban Freight in Indian cities under “EcoLogistics -Low Carbon Freight for Sustainable Cities” project

### Terms of Reference

<p><b>Title</b></p>	<p><b>Developing public outreach content on Pilots of electrification of Urban Freight sector as part of the “EcoLogistics -Low Carbon Freight for Sustainable Cities” project</b></p>
<p><b>Time (2 Months)</b></p>	<p>TOR published on ICLEI South Asia website – 16-08-2022</p> <p>Last date of acceptance of proposals: 05-09-22</p> <p>Identification of winning proposal and selection of consultant – 07-09-2022</p> <p><b>Draft communication Strategy for public outreach content: T+ 14 days</b></p> <p><b>Finalization of Strategy, structure of content for outreach content: T+28 Days</b></p> <p><b>Submission of draft final outreach content on Low Carbon urban freight: T+ 56 Days</b></p>

### **Background:**

Urban freight includes a wide variety of services, from waste collection trucks to construction trucks or commercial related trucks. Urban freight transport has significant environmental and social impacts such as GHG emissions, poor air quality, noise pollution, road accidents and traffic congestion which hampers urban life quality. Therefore, growing number of global cities are including urban freight in their plans to reduce their emissions.

With the above context, ICLEI South Asia is implementing EcoLogistics project involving cities Kochi, Panaji, and Shimla. The project will focus on enhancing capacities, strategies, and policies to promote low carbon urban freight through local action. This project will advance the

development of effective regulatory, planning, and logistical instruments at all levels of government to support low-carbon freight.

## **Description of the Project**

A first of its kind global initiative, the project is being implemented in Argentina, Colombia, and India. The EcoLogistics project will assist cities to develop Low Carbon Action Plan for Urban Freight, support implementation of demonstration projects in cities, and suggest national policy recommendations for the urban freight sector. The project is supported by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMU) through its International Climate Initiative (IKI) program.

## **Outcome of the involvement:**

Through a comprehensive public outreach content, ICLEI South Asia intends to sensitize and encourage stakeholders towards decarbonizing the urban freight sector. The outreach content will contribute to generating awareness among relevant stakeholder regarding various externalities related to urban freight and need to consider it as priority area as part of overall urban development. The outreach content must holistically encompass all activities and their alignment with expected goals of the EcoLogistics project. Overall, the outreach content is expected to focus on following objectives:

- Showcase the necessity of electrification of urban freight sector
- Highlight the positive impact of pilots in three cities
- Create awareness about benefits of Low carbon urban freight
- Design of Outcome report of pilots in Shimla, Kochi and Panaji
- Design of national summary report of EcoLogistics baseline in Kochi, Shimla and Panaji.

## **Target Stakeholders:**

- Primary stakeholder includes business, trade and user communities that may benefit from efficient goods movement additionally also target stakeholders such as :
  - National Government ministries (MoHUA, Department of Logistics, Ministry of Commerce and Industries, Ministry of Road Transport and Highways, NITI Ayog)
  - Local Authorities in three project cities i.e., Kochi, Panaji, and Shimla (Municipal Corporations, RTO, Traffic police, Collectorate office etc.)
  - Citizens

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## **Timeline:**

Timeframe for current involvement shall be 2 Months.

## **Scope of Work :**

Following are the scope of work for the documentation assignment which is of a total duration of two months from assigning the work:

1. Documentation of EcoLogistics pilot project: the outcome report must be in accordance with the objectives mentioned earlier. The consultant shall put efforts to creatively design, do the layout work and provide the InDesign and camera-ready versions of outcome reports
2. Social Outreach messaging : The consultant shall develop at least 15 creative graphical outreach content to deliver the impact of sustainable urban freight to various stakeholders. Additionally , the consultant shall also develop 180 social media post.
3. Language of the content: The consultant is to develop the content in English language. It should specifically keep donor, policy makers, and government organization in focus.
4. Duration: The consultant is expected to develop total 4 reports and outreach content.
5. Finalization of outreach content and reports: ICLEI South Asia shall finalize the content after due review. The consultant shall incorporate all suggestions, alterations and comments given by ICLEI South Asia, within the timeline, as a part of the assignment.

## **Deliverables**

- The InDesign and pdf versions of outreach content developed

## **Final Product -Copyright**

The Ownership & Copyright of the final output and any part of its shall solely vest with ICLEI – South Asia. Any unauthorized use of final or raw footage and reproduction in full or partial would have legal implications.

## Qualification and Experience

- The consultant is expected to have at least 05 years of relevant experience in documentation of similar projects. Experience of similar project on subject of urban development shall be preferred.
- The consultant is expected to have prepared at least 05 documents related developmental themes in the past 5 years.

## Proposal Submission

- The Terms of Reference (ToR) can be downloaded from the ICLEI South Asia website([southasia.iclei.org](http://southasia.iclei.org)).
- The financial & technical proposals should be submitted as separate documents.
- The Proposal should be submitted with title “**Developing comprehensive outreach public outreach content on Low Carbon Urban Freight in Indian cities under “EcoLogistics -Low Carbon Freight for Sustainable Cities” project**”
- The Proposal can be submitted by applicant through email on or before DD/MM/YYYY
- The proposal shall be submitted in two parts, viz.
  - Part I: Technical Proposal.
  - Part II: Financial Proposal.

## Terms and conditions:

- In case of any doubt/query regarding any portions of ToR, the applicant should send it by mail to contact person mentioned in ToR.
- ICLEI South Asia reserves the right to reject any proposal, and to annul the selection process and reject all proposals at any time, without thereby incurring any liability to the affected applicant or any obligation to inform the affected applicants of the grounds for such decision.
- It should be noted that the project is being implemented in Kochi, Shimla, and Panaji
- The decision of ICLEI South Asia will be final.
- Detailed work order will be issued to winning applicant within 7 days of announcing the results.

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- The selected applicant is to forward the signed and sealed work order to ICLEI at the earliest or not more than 7 (seven) days of issue of work order.