

Terms of Reference

Request for Expression of Interest Consultancy to Develop Communication and Visibility Plan for the CCARDESA Knowledge Management Herding for Health (H4H) Project

April 2025

A. BACKGROUND

The Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA), a partner to the IKI Growing Greener consortium, is implementing a Herding for Health (H4H) Knowledge Management Project, to support the IKI Growing Greener through documentation and dissemination of H4H knowledge. The consortium is working in semi-arid to arid grasslands, savannas and shrublands in Botswana, Madagascar, South Africa, and Zambia to combat desertification, enhance biomass and biodiversity, increase soil carbon, and build resilience to climate change. The IKI Growing Greener project applies principles of the Herding for Health (H4H) model for livestock and rangeland management, using strategic rotational grazing and herding to ensure improved livestock health and land productivity, while reducing degradation. Improved livestock health and productivity enables Agro-pastoralists (both men and women) to earn more from animal products, making them more resilient to climate shocks. As informed by the H4H model, the IKI Growing Greener project uses different strategies in each country in response to the local context, and CCARDESA's role is to support the dissemination of related knowledge across the Southern African Development Community (SADC) region. CCARDESA works through local non-governmental organizations (NGOs) with long experience in the regions, ensuring that these approaches will endure even after the project has ended.

The Knowledge Management project is being implemented under the "Restoration and sustainable agropastoral systems in open arid landscapes across Southern Africa (Growing Greener) Project". The consortium is led by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and implemented together with Conservation International (CI), the Peace Parks Foundation (PPF), and the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA). CI and PPF, the technical leads, are responsible for delivering on Outputs I and II. PPF is implementing the project in Zambia, while CI operates in the other three countries. GIZ will lead Output III and serve as a key liaison to the national and regional political partners. CCARDESA will lead Output IV (capacity to scale sustainable landscape management is enhanced), working with the other partners on information sharing and dissemination to the SADC region.

B. OBJECTIVES OF THE IKI GROWING GREENER PROJECT

1. Adopt innovative, tech barrier-free, community-led, agro-pastoral practices and nature-based solutions
2. Develop soil and landscape restoration economies
3. Establish enabling regional/national policies for sustainable land use in open land ecosystems
4. Enhance capacity to scale up sustainable management practices across Southern Africa

Therefore, CCARDESA's role in the IKI Growing Greener Project addresses the project's knowledge management and communication requirements. This being done through work package where it is envisaged that the following will be achieved.

1. Work package 4.1: Produce materials and organize trainings for farmers and local organizations
2. Work package 4.2: Produce materials and training for local government and others working in the field
3. Work package 4.3: National and regional information-sharing

C. OBJECTIVE OF THE ASSIGNMENT

The primary objective of this assignment is to develop an H4H Projects Communication and Visibility Plan that will:

1. Enhance awareness of the Herding for Health Project among critical stakeholders, including policymakers, communities (including farmers), development partners, and the private sector.
2. Ensure consistent and strategic messaging across various communication platforms.
3. Strengthen CCARDESA's leadership in Knowledge Management and Communication within the project.
4. Promote stakeholder engagement and visibility of the H4H Project's impact.
5. Align with CCARDESA's communication strategy, SADC regional policies, and donor visibility requirements.

D. SERVICE AND SCOPE OF WORK

To meet the objective of this assignment, CCARDESA is seeking the services of a highly experienced **Consultant** to develop the communication and Visibility plan.

The consultant/team will be required to:

1. Conduct a Communication Needs Assessment as per the work packages under OUTPUT IV, including i) identifying key stakeholders, their information needs, and preferred communication channels; ii) assessing existing communication and visibility efforts within the Growing Greener implementing organizations, and recommending areas for improvement.
2. Develop a Strategic Communication and Visibility Plan, including i) defining key messages and branding guidelines, ii) outlining communication goals, target audiences, and appropriate platforms iii) proposing media engagement strategies, including press releases, interviews, and digital content development iv) Recommend stakeholder engagement approaches, including knowledge-sharing events and partnerships.
3. Prepare content development and Knowledge Management, including design templates for knowledge products (fact sheets, policy briefs, newsletters, and case studies); developing guidelines for social media engagement, website updates, and community outreach and establishing a repository of success stories, lessons learned, and best practices.
4. Prepare a digital and Traditional Media Strategy including i) Develop a social media strategy tailored to the target audiences. ii) Recommend the use of video storytelling, podcasts, webinars, and infographics to enhance outreach. iii) Identify traditional media opportunities, including radio, TV, and newspapers, for broader reach.
5. Undertake capacity Building and Training tasks, including i) Training project staff and implementing partners on effective communication and knowledge-sharing techniques, ii) Providing guidance on media engagement, branding compliance, and storytelling for impact.
6. Propose monitoring, Evaluation, and Learning (MEL) Framework for Communication, including i) Define Key Performance Indicators (KPIs) to track communication success, ii) Establishing feedback mechanisms to measure audience engagement and information uptake, iii) Ensuring alignment with donor reporting requirements and SADC visibility guidelines.

E. DELIVERABLES

The consultant/team is expected to produce the following:

1. Inception Report detailing the methodology, work plan, and timelines
2. Draft Communication and Visibility Plan (including branding and messaging framework).
3. Validation workshop of the draft Communication and Visibility Plan incorporating feedback from CCARDESA and IKI partners.
4. Knowledge Management Templates and Content Development Guidelines.
5. Media Engagement and Social Media Strategy.
6. Training Materials and Workshop Report.
7. M&E Framework for Communication aligning to the project indicators

Deliverable	Description	Format	Timeline
Inception Report	Methodology, workplan, timelines	PDF or Word	5 days
Draft communication plan	Branding, messaging, and strategy	Word or PPT	5 days
Media Engagement and Social Media Strategy.	Strategy	Word/PDF Word	3 days
Final communication plan	Revised based on feedback	Word and PDF	2 days
Knowledge products	Templates for Newsletters, Factsheets and case studies etc	Word/PDF	2 days
Validation Workshop	Presentation and stakeholder feedback Workshop report	PPT/Workshop	Will be factored in the Validation workshop Concept Note
Training Materials	Guidance Notes	Word and PDF	3 Days

F. QUALIFICATIONS AND WORK EXPERIENCE

1. Masters in Communications or Media or Journalism or any closely related field
2. A strong background in strategic communication, public relations, and knowledge management in agriculture, environment, or rural development.
3. Experience in developing visibility strategies for donor-funded projects in the SADC region.
4. Familiarity with SADC regional policies, CCARDESA's mandate, and rangeland management or agroecology principles.
5. Experience working in the SADC region
6. At least 7 years experience in the communications development sector;
7. Demonstrable ability to write very clear reports,
8. Proven ability to work both independently and as part of a team;
9. Good interpersonal skills and experience in working with a diverse group of people;
10. Experience in working in Southern African countries, especially for international organisations in the agricultural sector; and
11. Knowledge of SADC languages would be an added advantage

G. DURATION

The assignment is expected to be completed within 20 days. It will commence on the day the individual signs the agreement.

H. Duty Station

The assignment will be conducted virtually, but it will include one trip to the validation workshop depending on the location of the Consultant.

I. ASSIGNMENT MANAGEMENT

The CCARDESA ICKM Officer will be the focal point person for CCARDESA.

You can submit your expression of interest to:

The Executive Director

Attn: Procurement Officer

CCARDESA Secretariat

Private Bag 00357, Gaborone, Botswana

E-mail: procurement@ccardesa.org