



**COOPERATION
CAMEROUN-PROGRAMME
DES NATIONS UNIES POUR
LE DEVELOPPEMENT**



TERMS OF REFERENCE

**FOR THE RECRUITMENT OF A CONSULTANT IN VIEW OF
DEVELOPING A NATIONAL COMMUNICATION PLAN AND TOOLS
ON ABS WITH A FOCUS ON *Echinops giganteus* and *Mondia whitei***

I.BACKGROUND

The Convention on Biological Diversity (CBD) was adopted on 5 June 1992 at the Earth Summit in Rio de Janeiro and it entered into force in 1993. Its objectives are biodiversity conservation, sustainable use of its components and access to genetic resources and the fair and equitable sharing of benefits arising from the use of genetic resources (ABS). To effectively implement the third objective, there was need to negotiate an international regime that will promote and safeguard the fair and equitable sharing of benefits arising from the utilization of genetic resources. This need was further accentuated by developing countries who have for a long time been complaining of misappropriation of their genetic resources by developed countries.

In response to this situation, at the 7th meeting of the Conference of the Parties in 2004, an Ad Hoc Committee was established with the mandate to develop and negotiate an international regime on access to genetic resources and fair and equitable sharing of benefits specially to implement Article 15 (access to genetic resources) and 8 (j) (traditional knowledge) of the Convention. After 6 years of negotiations, the Nagoya Protocol on ABS was adopted in the city of Nagoya, Japan on 29 October 2010. It establishes legal certainty and transparency for both providers and users of genetic resources.

Cameroon Country, Party to this Convention has been an active member in all the negotiating processes of the protocol and thanks to its enormous biological and cultural potential it benefited from GEF / UNEP funds to develop its policy on ABS. It is in this light that an ABS Strategy was elaborated and validated in 2012 and an action plan validated in 2016. Subsequently, partnership agreements were signed between Magha-Bamumbu and Lewoh local communities in the Southwest Region with a French company V MANE FILS on the exploitation of two genetic resources (*Echinops giganteus* and *Mondia whitei*).

In 2016, Cameroon benefitted through the Ministry of the Environment, Nature Conservation and Sustainable Development benefited from GEF / UNDP funding, a medium sized project whose aim is to build capacities at the national and local levels to develop value chains for *Echinops giganteus* and *Mondia whitei* that are compliant with ABS principles enshrined in the Nagoya Protocol.

II. GENERAL OBJECTIVE

The main objective of this assignment is to develop a national communication plan and tools on ABS with a focus on *Echinops giganteus* and *Mondia whitei*) that will facilitate access to information and to assure visibility of the principles of Nagoya Protocol atfor a better participation of local population and improvement of their livelihoods in particular and the economy in general.

III. SPECIFIC OBJECTIVES

- ✓ Identify the needs of beneficiaries (population of Magha-Bamumbu and Lewoh) in terms of communication.
- ✓ Propose a national communication plan on ABS with an implementation mechanism focusing on the communities of Magha-Bamumbu and Lewoh.
- ✓ Propose awareness and communication tools in the dialect of the people of Magha-Bamumbu and environs.
- ✓ Propose awareness and communication tools in the dialect of the people of Lewoh and environs.

IV. DELIVRABLES

- ✓ **Deliverable to specific objective 1 (SO1):** Document containing communicational needs of the people of Magha-Bamumbu and Lewoh.
- ✓ **Deliverable to specific objective 2 (SO2):** Document containing a national communication strategy on ABS with an implementation mechanism focusing on the communities of Magha-Bamumbu and Lewoh.
- ✓ **Deliverable to specific objective 3 (SO3):** Document containing awareness and communication tools in the dialect of the people of Magha-Bamumbu and environs.
- ✓ **Deliverable to specific objective 4 (SO4):** Document containing awareness and communication tools in the dialect of the people of Lewoh and environs.

V.ACTIVITIES/METHODOLOGY

1. General requirements

The consultant should provide a methodology for this work that will include questionnaires and other instruments as well as a work plan that contains at least one field visit. The methodology should demonstrate how specific objectives will be achieved. All this will be validated by the project team.

2. Activities/specific methodology

The work sequence may be broken down as follows:

- Elaboration and validation of work plan and methodology;
- Production of midterm reports and participation in working session to examine reports;
- Participation in validation workshop.

The deliverables will be examined during a midterm working session.

VI.VALIDATION OF DELIVERABLES

*J=date of signature of contract (calendar days).

Monitoring table for deliverables and deadlines

Steps	Deliverables	Quality criterion	Delivery date	Means of verification	Date de verification
1. Identify the needs of beneficiaries (population of Magha-Bamumbu and Lewoh) in terms of communication	Document containing communicational needs of the people of Magha-Bamumbu and Lewoh	<p>Criteria of approach To identify the communication needs of beneficiaries, the consultant will conduct a systematic review of the situation through literature review and will go to the field precisely to Magha-Bamumbu, Wabane, Alou, Menji (Lebialem Division) to carry out surveys of individuals and institutions on existing means of communication both traditional and modern.</p> <p>Criteria of form Results should be presented in text and tabular forms</p> <p>Criteria of contents Describe existing means of communication and tools in and around Magha-Bamumbu and Lewoh villages, especially amongst the different cultural groups (women, children, men, traditional councils) bring out their strengths and weaknesses, assess the communicational needs of these two localities</p>	J+12	Examination of draft document during a working session with Project team and UNDP	
2. Propose a national communication plan on ABS with an implementation mechanism focusing on the communities of Magha-Bamumbu and Lewoh	Document containing a national communication plan on ABS with an implementation mechanism focusing on the communities of Magha-Bamumbu and Lewoh	<p>Criteria of approach To propose a communication plan, the consultant will conduct a systematic review of the situation through literature review and will go to the field precisely to Magha-Bamumbu, Wabane, Alou, Menji (Lebialem Division) to carry out surveys of individuals and institutions on existing means of communication both traditional and modern.</p> <p>Criteria of form Results should be presented in text and tabular forms</p> <p>Criteria of contents Proposed plan should be adapted to the project area and be flexible enough for extension to national coverage of other</p>	J+15	Examination of draft document during a working session with Project team and UNDP	

		communities. It should also contain implementation mechanism i.e activities and how to execute them.			
3. Propose awareness and communication tools in the dialect of the people of Magha-Bamumbu and environs	Document containing awareness and communication tools in the dialect of the people of Magha-Bamumbu and environs	<p>Approach The consultant will have to carry out a literature review as well as take a fieldtrip to Lewoh, Magh-Bamumbu, Buea to discuss with the different local councils, cooperatives and NGO to identify their needs with regards to the whole ABS process</p> <p>Form Results should be presented in tables and text format</p> <p>Contents Awareness and communication tools should be in the most popular dialect used in Magha-Bamumbu and Wabane subdivision, tools should be handy, readable, easily communicable, visible, easy to understand, with images, works of arts, etc.</p>	J+18	Examination of draft document during a working session with Project team and UNDP	
4. Propose awareness and communication tools in the dialect of the people of Lewoh and environs	Document containing awareness and communication tools in the dialect of the people of Lewoh and environs	<p>Approach The consultant will have to carry out a literature review as well as take a fieldtrip to Lewoh, Magh-Bamumbu, Buea to discuss with the different local councils, cooperatives and NGO to identify their needs with regards to the whole ABS process</p> <p>Form Results should be presented in tables and text format</p> <p>Contents Awareness and communication tools should be in the most popular dialect used in Lewoh, Menji and Alou subdivisions, tools should be handy, readable, easily communicable, visible, easy to understand, with images, works of arts, etc.</p>			

3. SUPERVISION

The consultant will work closely with the project team (National Project Director, Project Manager and Project Assistant) to whom he will report regularly on the progress of the mission. In carrying out his mission, he will be accompanied by a technical team composed of the Taskforce of the Nagoya Protocol of the Department of Standards and Control of MINEPDED.

4. CONSULTANT'S PROFILE/QUALIFICATION OR REQUIRED EXPERTISE

The consultant in charge of the mission must meet the following requirements:

- Holder of a Master's Degree in Mass Communication, Law, Social Sciences;
- At least 03 years working experience in the domain of Communication/natural resource management;
- Must have conducted a similar study;
- Good mastery of English and pidgin languages as well as good writing skills;
- Availability to execute the contract.

4.1 TECHNICAL EVALUATION TABLE

RECRUITMENT OF A CONSULTANT IN VIEW OF DEVELOPING A NATIONAL COMMUNICATION PLAN AND TOOLS ON ABS WITH A FOCUS ON <i>Echinops giganteus</i> and <i>Mondia whitei</i>							
Domains of evaluation	Highest Mark	01	02	03	04	05	06
1. Level and pertinence of training (20 pts) Holder of a Master's Degree in Mass Communication, Law, Social Sciences	20 pts						
2. Experience in similar works At least 03 years working experience in the domain of Communication/natural resource management	20pts						
3. Conduction of similar study	20 pts						
4. Mastery of pidgin and English languages and good writing skills	20 pts						
5. Availability to execute contract	20pts						

5. CHRONOGRAM OF ACTIVITIES

The consultant will present a timetable of activities taking into account deadlines indicated in the evaluation table.

6. DURATION

The mission is scheduled for a period of 23 days from the date of signing of contract by consultant.

7. TERMS OF SUBMISSION

The consultant will be required to submit a technical bid and financial offer to be reviewed and validated by UNDP.

Technical Bid

- ❖ Observations on terms of reference;
- ❖ The proposed methodology should be accompanied with specific or appropriate tools for collecting, processing and analyzing data which will result to valid scientific, social and economic conclusions;
- ❖ Details of the activities;
- ❖ A schedule and deadlines for carrying out the various activities;
- ❖ CV + photocopy of national identity card + legalized copy of diploma;
- ❖ Confirmation that the consultant is free from any engagement during the mission period and two relevant references in the area of competence;
- ❖ A list of similar missions carried out with references by the consultant.

Financial Bid

- ❖ The Submission letter signed, dated should indicate the amount of the tender;
- ❖ The list of unit prices with detailed costs.

The financial and technical offers, written in French or English, will be placed in two separate envelopes marked "technical offer" and "financial offer". These two envelopes shall be enclosed in a single envelope bearing, to the exclusion of any other distinctive emblem, the address of the Awarder of the bid with the following:

“To be opened only in session” and **“DEVELOPMENT OF A NATIONAL COMMUNICATION PLAN AND TOOLS ON ABS WITH A FOCUS ON *Echinops giganteus* and *Mondia whitei*”**.

9. REPORT

At the end of the mission the consultant will have to submit an interim report to be validated during a validation workshop and a final report which will take into account all the observations made during the national validation workshop.

The final version of the products of the study will be delivered in five (05) hard copies and an electronic file on DVD / CDROM. All data acquired remains the property of the sponsor and must be submitted at the end of the study in electronic format (.docx, .xlsx, .pptx, .pdf, .shp). However, the map data must be provided in shapefile (.shp) format.