

Terms of Reference

A. Background

The crisis in north-east Nigeria erupted in 2009 and remains one of the most severe in the world, resulting in the forced displacement of over 2 million people, acute food insecurity and nutrition concerns, and serious violations of international humanitarian and human rights law. Nine years after the eruption of the conflict, the problems still persist, with over 1.6 million IDPs and 8.5 million people needs emergency assistance in the three most heavily affected states in north-east region of Nigeria, namely Borno State, Adamawa State and Yobe State.

Recent assessment reveals that local authorities are significantly overstretched by the increase in solid waste generation due to the influx of IDPs (ranging from 30 to 45 percent of pre-crisis solid waste volumes). Waste collection in camps was generally good and organized, but disposal by open burning is widespread where camps are not integrated into existing municipal waste management; thus, the host communities bear the burden of insufficient coverage in the respective states. Responding to those needs, UNDP Nigeria developed a project: “Sustainable Waste Management and Environmental Protection in Borno State” with support from the EU. The overall objective is to strengthen post-conflict waste management and environment protection for longer-term resilience building and social stabilization of conflict-affected people and communities in Borno state. The project is designed to implement a set of targeted interventions in the following two priority areas in Borno state, especially the communities in Maiduguri, Bama and Biu through:

Restoration of sustainable quality basic services for waste management and hygiene: Provision of well-measured institutional capacity development training and incentive packages to the Borno State Environmental Protection Agency (BOSEPA), Local Government Authorities, Community workers (community members designated to support maintenance of community infrastructure) and youths.

Restoration of livelihoods and revitalization of local economic activity related to sustainable waste management: Revitalization of an inclusive environmentally-friendly, hygienic waste management practices and market-based skills development in target communities, especially for youth and women, to ensure access to sustainable employment opportunities, and emergence of environmental entrepreneurs.

Since inception of the programme in 2018 priority activities were undertaken in Restoration of livelihoods and revitalization of local economic activity related to sustainable waste management in target communities for the youths and women, to ensure access to sustainable employment opportunities and through cash for work and to support the emergence of environmental entrepreneurs. The project is targeting 12,240 beneficiaries (women: 6,420; men: 5,820) from three local government area: Maiduguri, Bama and Biu to benefit from Cash for Work and have engaged 4644 (women 1542, men 3102) in Maiduguri. The impact survey conducted by UNDP for the first pilot cash for work showed that the income earned through the Cash for Work intervention made a major difference in the lives of the beneficiaries and their families enabling access to basic needs while improving the waste management and environmental condition in their communities.

UNDP is currently profiling new beneficiaries to extend the cash for work activities in all three Local Government Area (LGAs) including Maiduguri, Bama and Biu. The awareness on sustainable waste

management and hygiene is still poor and community members are not well informed on the adverse effects of indiscriminate and improper disposal of waste and the benefits of waste recycling. UNDP is therefore launching awareness raising campaign on waste management and hygiene in the three LGAs to ensure greater outreach and effective public sensitization during the implementation of the cash for work projects and is seeking qualified service providers to participate in implementation of the awareness raising campaign activities in Maiduguri, Bama and Biu.

B. Approach

This intervention is focused on constructive community engagement to change the behaviour and attitudes of residents in the LGAs from lack of knowledge of waste management to consciousness and effective participation in waste management, environmental protection and hygiene. The following are steps to be followed to implement this assignment.

1. Stakeholders engagement to support preparations for project implementation.
2. Preparation of public information, communication strategy and community outreach plans.
3. Preparation of publicity materials.
4. Conduct awareness raising campaign and public sensitization activities.
5. Monitoring, Evaluation and Reporting.

C. Objective

The objective of the intervention is to ensure community awareness and participation in waste management and hygiene is significantly improved through effective community outreach and public sensitization.

D. Methodology

The following is the overall methodology to be followed:

1. Stakeholders engagement to support preparations for project implementation.

Review UNDP Rapid assessment on waste management situation in the local government areas.

Hold consultations with state and local officials, community leaders, faith-based leaders, women and youth groups and opinion leaders within the ward and communities to sensitize them on programme objectives, plans and strategies to ensure effective community outreach.

Community engagement and collaboration with national environmental institutions media agencies to fully participate in the preparations for project implementation.

Coordinate with Ministry of Environment, BOSEPA, Ministry of Urban Planning, Ministry of Information and Culture, Ministry of Poverty Alleviation and Youth Empowerment and other relevant Ministries, Department and Agencies to inform them about the project and to obtain necessary permits for placement of publicity materials.

Hold consultation with Lawans /Local Authorities for recruitment of community awareness officers from the local community / ward.

2. Preparation of public information, communication strategy and community outreach plans.

Collaborate with the project stakeholders including the technical committee on waste management to ensure effective participation in the design of the communication strategy and community outreach plans to ensure the waste management programme objectives are adequately contextualized in the communication to the public.

Ensure different channels and tools including radio, TV and local community channels of communication are utilized to disseminate the information.

Ensure all messages, slogan etc are made suitable to local audience, validated by the Waste Management Committee and are pre-tested before they are rolled out.

Ensure the benefits of the CfW clean-up work done in communities and those on-going are promoted in radio, talk shows, TV and around communities.

Ensure communities are informed about the newly established solid management system i.e “community waste collection and sorting centres “ and promote the uses and benefits of the centres and the advantages of a clean environment and how to safely dispose, collect and recycle waste.

3. Preparation of publicity materials

(Detailed list with specification of publicity items, equipment and tools required is included in Financial Proposal Form G)

Prepare messages and designs for printing on billboards, posters, fliers/ leaflets and stickers and ensure publicity materials are validated by the waste management committee before production and distribution.

- Provide site work/road side safety notice in compliance with UNDP waste management standards.
- Ensure compliance with UNDP visibility procedures on required equipment, tools and at work sites.

Publicity Items	Quantity for Lot 1 Maiduguri	Quantity for Lot 2 Biu	Quantity for Lot 3 Bama
Billboard (5'x10')	5	4	3
Posters (Size A3) /Design & Print	5,000Pcs	5,000Pcs	4,000Pcs
Fliers/Leaflets (8.5"x5.5") /Design & Print	10,000Pcs	8,000Pcs	5,000Pcs
Stickers (8.5"x2.75") /Design & Print	10,000Pcs	8,000Pcs	5,000Pcs
Radio Spot Advertisement / jingles	12	12	12

Publicity Items	Quantity for Lot 1 Maiduguri	Quantity for Lot 2 Biu	Quantity for Lot 3 Bama
TV Shows	12	12	12
Community Theater /Shows at venue identified by Local Authorities/Lawans	24	20	18
Press Release	4	4	3

4. Conduct awareness raising campaign and public sensitization activities

Conduct effective sensitization of community members, community organizations, traditional and religious leaders about the issues relating to waste management (public health, environmental pollution, disaster risk and child labour) and the income generating opportunities that proper waste management offers.

Organize behavioural change campaign at community-level through theatre plays and advocacy meetings, town hall meetings, focus groups discussions - women's groups, youth groups and using local methods and media to promote the core values and benefits of the waste management programme.

Conduct public information and awareness raising campaigns using channels such as radio, TV, print media, billboards etc.

Organize community-level theatre plays and advocacy meetings using innovative communication skills and materials for public awareness.

Create public interest in awareness of the benefits arising from a clean environment and proper waste management.

Visit all the communities listed in the wards and all areas where cash for work lean up exercise were conducted or on-going and use mega phones, distribution of fliers, stickers etc to disseminate the project information to the public.

Publicise results of the cash for work projects in communities cleaned and those on-going, highlighting drainages cleaned and amount of solid waste evacuated from the communities using images from previous and on-going cash for work projects.

In collaboration with the waste management entrepreneurship project organize public competition to identify annual waste management heros (champions).

Ensure placement of billboards are in strategic locations to attract public attention.

Distribute fliers, stickers and place posters at local and state institutions, market facilities, educational institutions and all public facilities approved by the waste management committee.

5. Monitoring, Evaluation and Reporting

Monitor project activities, work performance and ensure safety standards and quality control.

Carry out baseline, midline and endline evaluation of awareness raising campaign and public sensitization activities at the community and national levels.

Carry out random household and institutional surveys on the perception of the awareness raising campaign and public sensitization activities.

Prepare and submit monthly reports to UNDP according to the approved UNDP waste management reporting format.

E. Location of Target communities

Lot 1 – Maiduguri (8 Wards)

WARD	COMMUNITIES
Maisandari	(1). Jiddari (2). Polo (3). Dala (4). Yan Doya (5). Abuja Shareton (6). Kolollori (7). Sulumri (8). Damboa Road (9). Molia Quarters (10). Giwa Barrack
Maimusari	(1). Miari (2). Mairi kwait (3). Kwanan Yobe (4). Gwange West (5). Dekechari
Gomboru Liberty	(1). 505 Housing (2). Dikwa lowcost
Shehu South	(1). Shehuri South (2). Fizzan (3). Baban Layi
Gomari	(1).Binta Sugar (2).Old Airport (3). 777 (4). 1000
Gwange	(1) Gwange
Bulabulin	(1) Bulabulin
Bolori 1 and 2	(1). Baga Road (2). Chezcoan (3). Jajeri (4). Dubai (5). Bayan Texaco (6). Shuwari 1,2,3 (7). Pompomari (8). Federal Lowcost (9). Shagari Lowcost

Lot 2 – Biu (5 Wards)

WARD	COMMUNITIES
Dugja	(1) Brikuthli (2) Zara Mirnga (3) Batittil (4) Bakin Kasuwa (5) Bayan Tasha (6) Tabra Tsahuyam (7) Njukuku
Sil-Umthla	(1) Drakwatam (2) Mandara Abdu I (3) Tashan Dan Fulani (4) Tse-Tse Layout (5) Barwi (6) Garwashina.
Galdimare	(1) Mandara Abdu II (2) Ken-Ken (3) Tabra Plasar (4) Nassarawa (5) Yimi Plasar.
Zarawuyaku	(1) Zara Midala (2) Bayan Prison (3) Kogu (4) Bubal Wada (5) Mbulamel.
Yawi	(1) Filin Jirgi (2) Usman Dala (3) Kabura (4) Yawi (5) Kigir (6) Jugwal (7) Barracks.

Lot 3 - Bama (2 Wards)

WARD	COMMUNITIES
1) Shehuri, Mairi and Hausari	1). Abuja Bulabuli 2). Anguwan Yashi 3). Askiram 4). Babakura Alhamdumi 5). Bololo 6). Bulama Modu Wanzama 7). Custom 8). Ex-Boarding 9). Hausari B 10). Kaigamari 11). Kengeleri 12). Mairi 13). New York 14). Ngomari 15). Post Office 16). Shuwari 17). Shettimari 18). Talwari 19). Hausari 20). Waziriri 21). Yerima Gwoza 22). Zanna Masu
2) Kasugula	1). Alh. Dala 2). Alh. Darman 3). Bulama Bashir 4). Bula Borti 5). Anguwa Shanu 6). Bukar Tela 7). Kwali Kwali 8). Kiri Kasamma 9). Kasugula A 10). Layin Kongo 11). Mudulmari 12). Malarima 13). Nguroлитariya 14). Shuwari 15). Tandari 16). Usman Sallari 17). Tasha Buttuwa 18). Moloi

Deliverables

Inception report including a detailed implementation plan within two week after signing on the contract.

Weekly Update Report on Planned Activities

Monthly progress report.

Final Report

Project Duration

Project implementation period is 6 months

Qualifications of the Successful Service Provider

Official Registration as required by the Laws of Nigeria

General Organizational Capability which is likely to affect implementation: management structure, financial stability and project financing capacity, project management controls, extent to which any work would be subcontracted

Experience in management of community engagement, conducting community outreach and public awareness campaign programme.

Experience in mobilization for participatory activities, conducting awareness raising campaign, public sensitization and community outreach activities in waste management, health and sanitation or environmental management projects in post-conflict areas. Past similar community mobilization and local governance intervention experiences in the ECOWAS Region or in Nigeria is an asset. Expertise of the service provider should be demonstrated in the Technical Proposal, clearly illustrating the methodologies and proposed activities.

Quality assurance procedures and risk mitigation measures (familiarity with the economic, security and political situation in the north-east Nigeria. Previous experience in North-East Region will be considered as an asset)

Organizational Commitment to Sustainability.

(If applicable)-Organization is compliant with ISO 14001 or ISO 14064 or equivalent or Organization demonstrates internal policy documents and implementation of an effective environmental management system and Greenhouse gas emission control.

(If applicable)-Organization is a member of the UN Global Compact or Humanitarian Coordination mechanism (e.g., Inter-Agency Standing Committee (IASC), Cluster/Sector Coordination)

Organization demonstrates significant commitment to sustainability through some other means, for example internal organization policy documents on women empowerment, renewable energies or membership of trade institutions promoting such issues.

STAFFING REQUIREMENT: LOT 1 - MAIDUGURI

Service provider must have the following minimum number of staff among others and corporate specialization to deliver services to the intended beneficiaries:

One (1) Team Leader who must possess at least advance degree preferable Master's degree in Social Sciences Education, Public Relations, Communication or any other related field with minimum of five (5) years of experience in similar or related work. Fluency in English is required and fluency in Kanuri and Hausa will be considered an asset.

One (1) Deputy Team Leader who must possess at least a bachelor's degree or higher in Social Sciences, Education, Public Relations, Communication or any other related field and with atleast two years of experience in similar or related work. Fluency in English is required and fluency in Kanuri and Hausa will be considered an asset.

One (1) Public Relation Officers in each LGA and must have at least a diploma or certificate and minimum of atleast one (01) year months of experience in similar or related work. Fluency in English is required and fluency in Kanuri and/or Hausa is a must.

Two (2) Community Awareness Officers who must have at least a diploma or certificate and minimum of 6 months of experience in similar or related work and familiar with the LGA . Fluency in English is required and fluency in Kanuri and/or Hausa is a must

STAFFING REQUIREMENT: LOT 2 - BIU

Service provider must have the following minimum number of staff among others and corporate specialization to deliver services to the intended beneficiaries:

One (1) Team Leader who must possess at least advance degree preferable Master's degree in Social Sciences Education, Public Relations, Communication or any other related field with minimum of five (5) years of experience in similar or related work. Fluency in English is required and fluency in Kanuri and Hausa will be considered an asset.

One (1) Deputy Team Leader who must possess at least a bachelor's degree or higher in Social Sciences, Education, Public Relations, Communication or any other related field and with atleast two years of experience in similar or related work. Fluency in English is required and fluency in Kanuri and Hausa will be considered an asset.

One (1) Public Relation Officers in each LGA and must have at least a diploma or certificate and minimum of atleast one (01) year months of experience in similar or related work. Fluency in English is required and fluency in Kanuri and/or Hausa is a must.

Two (2) Community Awareness Officers who must have at least a diploma or certificate and minimum of 6 months of experience in similar or related work and familiar with the LGA . Fluency in English is required and fluency in Kanuri and/or Hausa is a must

STAFFING REQUIREMENT: LOT 3 - BAMA

Service provider must have the following minimum number of staff among others and corporate specialization to deliver services to the intended beneficiaries:

One (1) Team Leader who must possess at least advance degree preferable Master's degree in Social Sciences Education, Public Relations, Communication or any other related field with minimum of five (5) years of experience in similar or related work. Fluency in English is required and fluency in Kanuri and Hausa will be considered an asset.

One (1) Deputy Team Leader who must possess at least a bachelor's degree or higher in Social Sciences, Education, Public Relations, Communication or any other related field and with atleast two years of experience in similar or related work. Fluency in English is required and fluency in Kanuri and Hausa will be considered an asset.

One (1) Public Relation Officers in each LGA and must have at least a diploma or certificate and minimum of atleast one (01) year months of experience in similar or related work. Fluency in English is required and fluency in Kanuri and/or Hausa is a must.

Two (2) Community Awareness Officers who must have at least a diploma or certificate and minimum of 6 months of experience in similar or related work and familiar with the LGA . Fluency in English is required and fluency in Kanuri and/or Hausa is a must

SCOPE OF PROPOSAL PRICE AND SCHEDULE OF PAYMENTS (6 MONTHS)

Outputs (Upon approval of)	Percent age	Timing	Condition for Payment Release
Inception report including implementation plan	20%	Within two weeks after signing of the contract.	Upon meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.
1 st Month progress report	15%	Within two weeks after the 1 st month following contract award.	
2 nd Month progress report	15%	Within two weeks after the 2 nd month following contract award.	
3 rd Month progress report	15%	Within two weeks after the 3 rd month following contract award.	
4 th Month progress report	15%	Within two weeks after the 4 th month following contract award.	
5 th Month progress report	10%	Within two weeks after the 5 th month following contract award.	
Final Report	10%	Upon acceptance of final report.	

