Environment, Forest and Climate Change Commission

Forest Sector Transformation Unit

Terms of Reference (ToR)

GENERAL INFORMATION

Description the work: Consultancy Service for Developing National Communications Strategy and Tool Kits for Environment, Forest and Climate Change Commission (EFCCC)

Project/Program Title: REDD+ Investment Plan (RIP)

Duty Station: Addis Ababa

Type of the Contract: National Consulting Firm

Duration: 65 Days

Expected Start Date: Immediately after concluding the contract agreement

I. BACKGROUND

The major environment, forestry and climate change challenges in Ethiopia include rising temperature, variability of rainfall, drought and floods, fluctuation of water availability, diseases, pests and forest fire, deforestation, forest and land degradation, increased demand for wood and biomass energy, and migration and conflict arising from competition for access to natural resources. Based on its national and global commitments, the Government of Ethiopia has been taking steps to implement climate action, protect, restore and promote the sustainable use of forests, halt and reverse land degradation and biodiversity loss.

The Environment, Forest and Climate Change Commission (EFCCC), has been established to ensure environmental safety to facilitate Ethiopia's green economic growth agenda; coordinate the implementation of the CRGE strategy; and to realize the socio-economic and ecological benefits of forest resources through improved development, conservation and utilization.

Accordingly, the EFCCC has made progress on the following: a) reverse the loss of forest cover through protection, restoration, afforestation and reforestation; b) enhance forest-

based economic, social and environmental benefits by improving the livelihoods of forest dependent people; c) promote governance frameworks by issuing and implementing polices and laws to create clean and green environments in the country; and d) enhance cooperation, coordination, coherence and synergies on environment, forest and climate change related issues at all levels, across sectors, development partners and other stakeholders.

Article 43 and 44 of the Ethiopian Constitution (1995) recognize clean and healthy environment as fundamental rights of citizens. In this regard, the government of Ethiopia emphasizes the need to organize, mobilize, and engage communities, stakeholders and partners to play an important role in ensuring the sustainable management of the environment, forest and climate change sector. The National Green Legacy launched in 2019, which resulted in planting 350 million tree seedlings in a single day and the plan to plant five billion seedlings during the 2020 planting season is a testimony to the effort being made to regreen Ethiopia through direct public participation. The EFCCC has, therefore, an important role to play in informing the public about environment and forest sector issues and the actions that need to be taken to advance reducing the negative effects of climate change.

The EFCCC, in addition to supporting citizens through improving access to appropriate technology and skills (to enable them actively take part in sustainable environment and forest management), needs to provide them with timely and reliable information and data in the most effective and efficient way. This needs to be guided by a well-designed and articulated communication strategy and action plan, which will be instrumental in disseminating information, increasing awareness, showcasing the Commission's accomplishments in implementing polices, strategies and programs. In addition, it will play an important role in mobilizing resources and public engagement for advancing EFCCC's mission.

The EFCCC through Forest Sector Transformation Unit (FSTU) and the support of UNDP Ethiopia Country Program would like to employ a national consulting firm to develop a communication strategy and action plan for the EFCCC.

II. OBJECTIVES

The overall objective of this consultancy work is to develop a national communication strategy and action plan including communications toolkits and materials for EFCCC to regularly inform the public and its stakeholders about the state of the environment, forests and the threat of climate change and the progress EFCCC makes to address the challenges by taking advantage of existing and emerging opportunities.

The specific objectives include:

- Describe the state of communication in EFCCC by analyzing success stories, gaps/challenges and opportunities and summarize the attitudes and practices (concerning environment and forest management and reducing vulnerability to climate change) of the public, and the shifts that need to be made – showing where Ethiopia is and where it wants to be;

- Develop a communication strategy that a) streamlines the acquisition, organization, management and dissemination of information; b) facilitates the provision of information to policy and decision-makers, faith leaders, religious organizations, the general public, academic and research institutions, government agencies, the private sector, civil society organizations, schools, art and cultural centers, the media, development partners, etc. concerning the state of Ethiopia's environment, forest and climate change sector;

- Identify appropriate Information Education and Communication/Behavior Change and Communication (IEC/BBC) information packages; and appropriate communication channels;

- Develop sample communication materials and tools including a roadmap for the preparation/production and dissemination modalities monitoring and evaluation checklist (indicators of change);

- Develop appropriate communication toolkits and materials that could be used to change identified harmful behaviors and practices that are detrimental to the sustainable management of environment, forests and mitigating of climate among identified audiences;

- Identify knowledge, skill and competency gaps concerning communication among key personnel of EFCCC and recommend appropriate remedial actions.
- Prepare performance monitoring and evaluation action plan for EFCCC and HR department as far as effective communication is concerned.

III. SCOPE

The consulting firm will carry out the following key activities:

- Analyses the state of EFCCC's existing communication strategy, objectives, type of communications, communication tools/mediums outreach system/mediums and target groups including undertaking and undertake SWOT analysis to clearly identify effectiveness, coverage, strengths, gaps and weakness of the communication so far;
- Conduct communications needs assessment or situation analysis on the three subsectors (environment, forestry and climate change) and identify the level of Knowledge, Attitude and Practice (KAP) of potential audiences through a rapid assessment;
- Identify communications and KAP gaps that could hinder the achievement of EFCCC's objectives because of short comings in communication;
- Examine EFCCC's communication infrastructures, resources, staffing/personnel, communication flows and so on to meet demands and objectives including the use of information technology;
- Identify and develop core EFCCC's focus/thematic areas, communication system, target groups and means of communications (both within the commission and external audiences);
- Enrich finding of the situation analysis through participatory discussions of partners and stakeholders;
- Design a concise and realistic communications strategy and action plan that encompasses environment, forest and climate change functions;

- Identify and define the roles and responsibilities of key actors in EFCCC involved in oversight, coordination, facilitation and implementation of communication activities;

- Develop the communication strategy based on the report from the situation analysis;

- Design capability building toolkits like training manuals, materials and messages as per the findings of the KAP gap analysis report;

- Assess and evaluate feasible communication/media outlets (organizations and individuals) to establish partnerships for effective communications, wider outreach and influences;

- Prepare planned activities implementation programs and its respective responsible bodies;

- Develop simple guideline and action plan for core communication thematic areas that includes type of communication, audience/target groups (organizations and individuals), responsible, frequency/how often, mediums /means of communication and feedback, knowledge management and archive and so on.

IV. EXPECTED DELIVERABLES

- Inception report showing the detail methodology, activity timeline and communication toolkits and materials needed to conduct the assignment;

- Summary of the analytical report/synthetic table on findings of the communications gap assessment on the three subsectors;

- Draft Communications strategy and action plan and toolkits designed to help fulfill the mandate of the EFCC;

- A final communications strategy including action plan, toolkits and estimated budget for implementing the action plan;

- Detail action plan for developing and disseminating IEC/BCC messages through appropriate communication channels;

- Detail action plan for organizing advocacy campaigns and trainings on identified communication gaps;

- Monitoring and evaluation framework including indicators.

V. METHODOLOGY/APPROACH

The consulting firm will employ the following methodology with additional appropriate methods suggested by the NCF to achieve the intended objectives.

- Outline the proposed methodology and/or approach expected to be employed including the use of primary data or review and analysis of relevant secondary data sources;

- Undertake extensive desk reviews;

- Undertake consultative meetings and interviews;

- Assess and evaluate means/medias of communications based on objective criteria for the commission mission/focus areas (SOWT analysis);

- Develop suitable and comprehensive communication strategy and the necessary toolkits for environment forest and climate change sector;

- Prepare reports and organize validation workshops to get additional inputs;

- Prepare and submit the final report which entertains the various tasks detailed under session III (scope of task).

The consulting firm needs to consult with stakeholders including:

- Policy and decision-makers

- Faith Leaders and Organizations

- Bilateral and multilateral Development Partners including UN agencies

- Academics and research Institutions such as universities, colleges, research institutions, training centers

- Public Institutions: Federal and Regional organizations, commissions, public enterprises, public Agencies, corporations and etc.

- International, and National NGOs

- International and national private companies working in environment, forestry climate change areas

- Communities whose livelihood directly depends on forests:

- The public, private and social media including TV, radios, digital and print medium of communication

- Art and cultural centers
- Elementary and High Schools

VI. DELIVERABLES/OUTPUT

Deliverables	Expected Output	Duration
Inception report	Report including strategy and action plan outline, methodology, provisional report format, suggested annotated outlines of the deliverables. The inception report should include details of proposed initial focus group meetings. The inception report is also an opportunity for the Consultant Team and UNDP/FSTU/EFCCC to revise and prioritize the outputs of the work	5 calendar days after signing the contract
1st draft report	Interim report	45 calendar days after presentation of inception report
	Hold validation workshop to present findings and get inputs for refinement of the report	5 calendar days after submission of the Draft Report
Final Report on Annexes/Excel Data/GIS Data	Completed Final Report and database of potential sites	10 calendar days after validation workshop

VII. INSTITUTIONAL ARRANGEMENT/REPORTING RELATIONSHIPS

The work will be guided under the auspices of the EFCCC where the consultant should report to the Director of the FSTU. The consulting firm shall closely work with the Climate Change Specialist at the Ethiopia UNDP Country Program Office. In addition, the firm shall have consultations with key EFCCC management, mainly with the Commission's Communications Directorate.

VIII.   PAYMENT MILESTONES AND AUTHORITY

The consultant will be paid for the service according the following schedule.

Installment of Payment/ Period	Deliverables or Documents to be Delivered	Approval should be obtained	Percentage of Payment
1st installment	After approval of inception report.	EFCCC/UNDP CO	20%
2nd installment	Following submission and approval of the 1st draft strategy and toolkits submitted and validation workshop held, and minutes submitted.	EFCCC/UNDP CO	40%
3rd installment	Following submission and approval of the final communication strategy, toolkits and other necessary deliverables as indicated in the session III.	EFCCC/UNDP CO	40%

IX. REQUIREMENTS

The consultancy firm should have experience in conducting IEC/BCC research, designing, producing, disseminating information and communication materials and developing communication strategy of at least seven years in Ethiopia.

The consulting firm should deploy a team composed of the following expertise:

- **Lead Communications Specialist**: At least MA degree in Journalism, Communications, or other related field with a minimum of 10 years of experience and familiarity with environment, forest and climate change issues in Ethiopia;

- **Communication Researcher**: At least BA Degree in the areas of Journalism, Communications. Additional training in Environment, Natural Resource Management and Climate Change and related fields with experience in developing media and

communication messages and materials including print media, and in the production of radio and TV programs, experience with social media, etc. of more than 10 years;

- **Sociologist/Anthropologist**: At least MA degree in Sociology and Social Anthropology or other related fields of social science with at least 10 years demonstrated experience working on community-based development projects preferably focusing on environment, forest and climate change;

- **Senior Forest Landscape Consultant**: At least MSc degree in Forestry, Natural Resource Management or other related field with more than six years demonstrated experience working on community-based forest and environment related projects; and

- Proven experience (sample required) in developing communications strategy, designing training materials and IEC/BCC messages.

X. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Consultancy Firm is expected to submit both the Technical and Financial Proposals. Accordingly; the firm will be evaluated based on Cumulative Analysis as per the following conditions:

- Responsive/compliant/acceptable as per the Instruction to Bidders (ITB) of the Standard Bid Document (SBD), and

- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals is:

   a) Technical Criteria weight is 70%

   b) Financial Criteria weight is 30%

Criteria	Weight	Max. Point
	70%	100
▪ Criteria a. Educational relevance: close fit to post		10 pts
▪ Criteria b. Understanding the scope of work and organization of the proposal		50 pts
▪ Criteria c. Experience of similar assignment		30 pts
▪ Criteria d. Previous work experience in Ethiopia/Africa		10 pts
Financial (Lower Offer/Offer*100)	**30%**	**30**

XI. LOGISTICAL SUPPORT

The EFCCC will provide office space for the consultants and UNDP will facilitate access to UNECA

UNDP will facilitate arranging vehicle to the field and DSA only. Other related costs such as workshop/meetings/trainings will be covered by the NC and need to make sure that these costs are considered in the financial proposal

XII. CONFIDENTIALITY AND PROPRIETARY

The consulting firm shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information without prior written consent from the client. Proprietary interests on all materials and documents shall remain property of EFCCC. This assignment will be administrated by the United Nations Development Program (UNDP), and all relevant UNDP rules, policies and procedures will apply.

XIII. PROPOSED STANDARD TECHNICAL PROPOSAL EVALUATION CRITERIA

Below are the Standard Technical Proposal Evaluation Criteria along with respective allocated weight template for Requester's subsequent review.

	Summary of Technical Proposal Evaluation Forms	Score Weight	Points Obtainable
1	Expertise of Firm / Organization	30%	300
2	Proposed Methodology, Approach and Implementation Plan	40%	400
3	Management Structure and Key Personnel	30%	300
	T O T A L	**100%**	**1000**
Technical Proposal Evaluation (FORM I)			
Expertise of the Firm / Organization			**Points Obtainable**
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing		**50**
1.2	General Organizational Capability which is likely to affect implementation - Financial Stability - Loose consortium, Holding company or One firm - Age/size of the firm - Strength of the Project Management Support - Project Financing Capacity - Project Management Control		**90**
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)		**15**
1.4	Quality assurance procedure, warranty		**25**
1.5	Relevance of: - Specialized Knowledge - Experience on Similar Program / Projects - Experience on Projects management in the Region		**120**

	- Work for UNDP/ major multilateral/ or bilateral programs	
	S U B T O T A L	**300**
Technical Proposal Evaluation (FORM II)		
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	**30**
2.2	Have the important aspects of the task been addressed in enough detail?	**25**
2.3	Are the different components of the project adequately weighted relative to one another?	**20**
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	**55**
2.5	Is the conceptual framework adopted appropriate for the task?	**65**
2.6	Is the scope of task well defined and does it correspond to the TOR?	**120**
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	**85**
	S U B T O T A L	**400**
Technical Proposal Evaluation (FORM III)		
Management Structure and Key Personnel		
3.1	**Team Leader: Lead Communications Specialist** General Qualification Suitability for the Project	
	- Leadership/coordination Experience	**50**
	- National experience in the topic	**50**
	- Educational preparation and professional experience in the area of specialization	**50**
	- Language qualification and evidence of publications	**50**
	S U B T O T A L	**200**
3.2	**National:** Communication Researcher General Qualification Suitability for the project	
	- Educational and professional experience in his/her perspective area of specialization	**25**
	- Language qualification	**25**
	S U B T O T A L	**50**
3.3	**National–** Sociologist/Anthropologist and Senior Forester (one each)	
	General Qualification	
	Suitability for the project	
	- Educational and professional experience in their area of specialization	**25**
	- Language qualification	**25**
	SUB TOTAL	**100**