

Federal Democratic Republic of Ethiopia
Ministry of Environment and Forest
Terms of Reference for the development of National REDD+ Communications and
Advocacy Strategy

FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA
MINISTRY OF
ENVIRONMENT AND FOREST
/MEF/
TERMS OF REFERENCE
(TOR)
FOR
DESIGNING
A
NATIONAL COMMUNICATIONS AND ADVOCACY
STRATEGY
/NCAS/
TO
REDD+ ETHIOPIA PROJECT

November, 2013
Addis Ababa, Ethiopia

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1. Background

REDD+(Reducing Emissions from Deforestation and Forest Degradation) , plus Conservation of Forest Carbon Stocks, Sustainable Management of Forests and Enhancement of Forest Carbon Stocks, is a global ,multi sectoral initiative involving developing countries. In order to become “Ready for REDD+”, a country is required to develop a National Strategy or Action plan as part of the low-carbon emissions strategy, there by ensuring effective engagement and participation of stakeholders. In line with this, Ethiopia, is selected a REDD+ country in the Forest Carbon Partnership Facility (FCPF) in 2008. Committed to transforming the country’s economy into industrialization and achieving a Climate Resilient and Green Economy (CRGE) by 2025, it started the Readiness Preparation Proposal (R-PP) in April 2010, through a highly participatory process. It officially launched the implementation of the R-PP Assessment Note implementation in January 15, 2013. This is not to mention the REDD+ secretariat that it created in 2013 and housed at the Ministry of Agriculture (MoA) to oversee and coordinate day to day REDD+ national activities.

No doubt, Since then, lots of commendable results and preparations meant to help the project take off have been undertaken. Yet, some major activities like preparing various implementation strategies still remain to be accomplished.

Of the activities in the pipe line , formulating a sound communication and Advocacy strategy for REDD+Ethiopia is believed to be timely and important so as raise public awareness , promote activities identified in the R-PP and REDD+ strategy process, provide direction, coherence, and unity to organizational efforts and framework for action, improve performance; introduce discipline, enhance dialogue; building teamwork ,stimulateforwardthinking,facilitatetwowaycommunication,activeParticipation,Consulta tion,involvementandmobilization of all stake holders around one goal.

necessitated and triggered by these and other related tasks , REDD+ secretariat is inviting independent Consultant who can design for REDD+ Ethiopia a comprehensive National Communication and Advocacy strategy/ NCAS/ that will be embedded in National REDD+ Communication and advocacy check lists.

2. Objectives of the assignment

The General objective of this assignment is to develop a communication strategy that help REDD+ Ethiopia stakeholders make informed decision.

Specifically it helps to:

1. Increase public and stakeholder awareness of REDD+ Readiness process;
2. Mobilize stakeholder’s involvement in the REDD+ Strategy development;
3. Design implementation plan for the strategy;

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4. set out its monitoring and evaluation frameworks;

3. Scope of the work and tasks

In the process of preparing the REDD+ communication strategy, the consultant is required to accomplish, among others, the following tasks:

Task1. Identify the target audience;

Task2. Identify objectives and strategies for each targeted audience (undertake stakeholder mapping).

Task3. Identify and set appropriate communication tools and activities tailored to each audience,

Task4. Develop a style guide formats to ensure consistency and standardization of REDD+ Ethiopia publications and products;

Task5. Define REDD+ Ethiopia internal and external communication pathways and channels;

Task6. Design systems of engaging technical and opinion leaders on advocacy and outreach;

Task7. Develop and recommend public information campaign methods;

Task8. Plan and develop Capacity building activities for media and communication practitioners at all levels;

Task 9. Identify and develop a strategy for institutional capacity building activities;

Task 10. Define roles and responsibilities of actors involved in oversight, coordination, facilitation and implementation.

Task 11. Plan and develop monitoring and evaluation frame works for communication initiatives and activities;

Task 12. Prepare detailed action plan and schedule for the implementation of the communication strategy;

Task 13. Prepare resource list and estimated budget for the strategy;

Task 14. Design a two -way communication and information exchange, knowledge sharing and feed back mechanisms for REDD+ communities and experts ;

Task 15. Suggest formats and mechanisms of owing REDD+ Ethiopia logo, motto, website, domain, e-mail, and social media blogs .

Task 16. Identify communication out puts and indicators for measuring performance;

Task 17. Prioritize and Propose the types of media out lets to be used by REDD+Ethiopia;

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4. Duration

The assignment should be carried out in 60 days commencing by November 2013 and ending within 4 calendar days.

5. DELIVERABLES

The consultant is expected to submit the following deliverables.

- Prepare and submit an **inception report** that details specific methodologies, work plan, and data gathering instruments, subject to approval by REDD+ secretariat / **five days after the contract is signed**/;
- **Interim /Strategic Analysis/ Report**: subject to approval by REDD+ secretariat and a gap analysis of the communication needs of the REDD+ project and overall communication needs / five days **after the inception report presented**/;
- **Draft Communication Strategic Document** , subject to approval by REDD+ secretariat and to be Prepared and Presented to a stakeholders workshop / three days / .
- **Final communication strategy document with action plan** will have, among others , the following **out line** :-
 - Positioning: Suggested communication approach and products
 - Knowledge: Suggested communication approach and products to support knowledge sharing
 - Awareness: Suggested communication approach and products (incl. features, press tours; stakeholders exchange; videos, etc.)
 - Crisis Communication Approach: Suggested approach to crisis communication (incl. reputational risk assessment; crisis communication material; fact sheets and critical issues.)
 - Audiences (*detailed section*)
 - Detailed Annex with one-year work plan of activities and products; Budget for each activity and products; Schedule for the development of the activities and indicators to measure implementation progress. (*very detailed section*)
 - M&E plan
 - style guide
 - References
 - Annexes

Annex 1. The TOR

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Annex2. Survey instruments

Annex3Ddata generated

Annex4 people contacted, interviewed

And obviously include,

- Executive summary
- Introduction
- Back ground
- REDD+ Context (*short section*)
- Institutional Context (*short section*)
- The objective of the strategy (*short section*)
- SWOT/PEST analysis
- Stakeholders' analysis
- Methodology
- A Conceptual Approach (*detailed section*)

6. Submission formats

All deliverables should be

- in digital /electronic forms as well in two hard copies ,media files (Pictures, videos , etc) ,report and analytical briefings

7. QUALIFICATION

The Eligible consultants must:

- Posses Masters Degree in either mass communication/ public relations/ journalism / language and literature / sociology ,social studies , advertising/ communication analysis & planning/ marketing or related fields ,
- Have a minimum of eight (8) years experience (preferably with natural resource, environment and related areas)
- and /or have experience in developing communication strategies, conducting communications needs analysis and strategic design as well as in managing communication activities,
- Have excellent written and spoken knowledge of English and Amharic languages (Knowledge of other Ethiopian language is an advantage).
- be results-oriented, creative, confident and pro active who is able to work independently;
- Have Strong organizational, analytical and planning skills
- Have Competencies in use of computer and internet/information software

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- Have Good knowledge of the Ethiopian socio-political and cultural context and media landscape
- Be Experienced in working with Ethiopia governments, donors, civil society and media
- Team up or involve professionals in the field and tap on their experiences
- Follow through initiatives and meet deadlines

8. Application

The Individual Applicants should express first their interest and then submit their separate technical and financial proposals.

NB: - For more information, please visit REDD+ Ethiopia portal at the MOA website www.moa.gov.et - **/English -programs and projects-REDD+Ethiopia.**

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