



Call for Application - Capitalisation and Communications Consultant

Date: December 09, 2019

Brief Background about CV4C project:

An empowered civil society, including indigenous peoples and local communities, with the capacity to access and analyse information, to monitor forest governance including forest land use policies, to advocate and to hold governments accountable are key to improve forest and land governance. This is central to the ongoing Forest Law Enforcement, Governance and Trade (FLEGT); Reduction of Emissions from Deforestation and Forest Degradation (REDD+) as well as other land use change processes.

As forest and land use policies are susceptible to corruption, ensuring transparency and accountability linked to FLEGT and REDD+ implementation is key to the credibility and viability of both processes. The current scale and pace of deforestation and forest degradation is alarming. This has a negative impact not only at a local level – on local economies, community livelihoods and ecosystem goods and services provided to the local population (timber and non-timber forest products, local climate, water availability, protection against erosion and natural disasters) but also globally, especially on climate change and biodiversity, desertification and poverty reduction.

Context of Action

Independent monitoring of forest and land use change activities is at very different stages of development in the five target countries. In Cameroon, official IFM projects ended in 2013 and since then CS has struggled to monitor the sector, due largely to lack of resources. Consequently there has been a reported increase in cases of corruption and illegalities. In the RoC the 2014 forest law provides a mandate for CS-IFM of VPA implementation. CAGDF took over from REM as the mandated forest monitor in 2013 but it has operated largely alone. Promoting a wider, decentralised cadre of monitors, including interaction with the evolving national REDD+ strategy, is a key focus of the Action in this country. In CAR there has been limited progress with the VPA due to the recent armed conflict. Although CS-IFM is provided for in the VPA texts, it is still in its infancy in this post-conflict context, and CS is relatively 'young' with under-developed competencies and skills. In DRC the VPA negotiations have completely stalled, however the country has made the most significant progress with REDD+ in the Congo Basin. Mandated IFM is conducted by OGF. Despite this range of forest governance monitoring efforts, there remains a significant lack of appreciation and acceptance of IFM amongst

decision makers in the Congo Basin. In Gabon and CAR for instance, there is a limited knowledge about IFM, whilst in Cameroon there is reluctance from government and private sector to engage with independent monitors. Monitoring findings are rarely acted on by forest authorities and the very role of civil society in monitoring is still contested. Additionally, the monitoring work done by CS, IPs and communities is not readily taken into account by the private sector, law makers, anti-corruption committees, importers and Competent Authorities (CAs) in Europe. The Citizen Voices for Change, Congo Basin Forest Monitoring Project (CV4C) was designed to address some of these issues.

Start date:

January 1, 2017

End date: December 31, 2020

Overall Objective

Strengthen the contribution of non-state actors (NSA) –civil society (CS), Indigenous Peoples (IP) and community organisations – to improving forest governance, sustainable forest management and the contribution of forests to development in five Congo Basin countries.

Specific Objective

Strong and effective target NSAs monitor forest governance and forest land use change, inform relevant processes particularly FLEGT and REDD+, and contribute to effective responses from law enforcement and policy making agencies in five Congo Basin countries.

Consultancy Objective

To enhance the visibility and communication of project activities. The Project Communication and Capitalisation Consultant will be responsible for the development, management and implementation of end of project communication strategy for the CV4C project.

Scope of Work

1. Develop, implement and manage in close collaboration with focal person in CIDT a comprehensive Communication Strategy for external communication and outreach that encompasses all CV4C implementing partners. The strategy will cover the period of the remaining project life finishing in March 2021. The strategy will highlight and promote key project activities and outputs by means of capitalising on existing (and future) implementing partner project outputs, social media outputs and news items; and developing CV4C project communication and visibility practices. This could include but is not limited to the following tasks:
 - Conduct a rapid communication needs assessment for CV4C project.
 - Achieve consensus on objectives and aims of the CV4C Communication Strategy.
 - Support the development of new communication products and campaigns.
 - Lead the development of communication materials, such as informational/promotional videos, web articles, social media posts and newsletters to meet internal and external communication needs.
 - Delivery of internal media and communications backstopping to partners.
 - Provision of strategic communications support.

2. Provide, as needed, communication support to the work of CIDT in the Congo Basin. This could include, but is not limited to the following:
 - Ensure that CV4C communicates and reports on its strategic focus and activities clearly, coherently and consistently, to stakeholders, primarily to Donor, and the wider public to promote transparency, accountability and understanding of CV4C's work
 - Working in close collaboration with the communications staff and focal points of CV4C implementing partners
 - Advocate key messages to a broad range of external stakeholders and provide hands-on support to the communication needs of CV4C implementing partners
 - Coordinate communication and outreach efforts of the CV4C project
 - Review and, as required, update the communication strategy in close consultation with the focal person within CIDT

3. Perform any other related tasks as asked by senior management/supervisor.

Expected outputs and deliverables:

The consultant is expected to work towards an agreed work plan and timeline to achieve the stated outputs:

- Create and implement a communications plan
- Interviews and footage collected from country visits (5) and communication materials produced, including human interest stories, photos and videos
- CV4C website and social media platforms updated with regular content
- Curate and manage quarterly project newsletters

Duration of the Work

The duration of the Consultant's assignment is from January 2020 until project finish March 2021 (15 months).

Qualifications of the Successful Expert

The selected candidates shall possess the following education, experience and competencies:

- Bachelor's Degree in media relations, journalism, publishing or any related discipline, an MSc desirable
- At least 5 years of work experience relevant to the assignment, including at the international level.
- At least 2 years of practical experience of using social media and online communication and media tools for international development projects.
- Experience in developing communications strategies
- Proficiency in editing and copywriting skills, including articles, reports, social media content, press releases.
- Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems
- Relevant work experience and understanding of international development contexts is an asset particularly in the area of climate change, forestry, civil society, advocacy
- Outstanding communication, networking and negotiation skills
- Excellent computer skills

- Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative
- Display cultural, gender, religion, race, nationality and age sensitivity
- Build strong relationships with internal and external actors
- Demonstrates openness to change and ability to manage complexities
- Able and available to travel to 5 project countries in the Congo Basin (accompanied by CIDT staff)

Language skills

Fluency in oral and written French (essential) and English.

Evaluation of Proposal

Cumulative analysis: The proposals will be evaluated using the cumulative analysis method with a split 70% technical and 30% financial scoring.

The proposal with the highest cumulative scoring will be awarded the contract.

Applications will be evaluated technically, and points are attributed based on how well the proposal meets the requirements of the Terms of Reference using the guidelines detailed in the table below: When using this weighted scoring method, the award of the contract may be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Technical Criteria weighting: 70%

Financial Criteria weighting: 30%

Only candidates obtaining a minimum of 49 points in the Technical Evaluation would be considered for the Financial Evaluation.

Criteria	Points	Percentage
Qualification		10%
<ul style="list-style-type: none"> Bachelor's Degree in media relations, journalism, publishing or any related discipline 	10	
Experience		50%
<ul style="list-style-type: none"> Minimum 5 years of work experience relevant to the assignment, including at the international level. 	20	
<ul style="list-style-type: none"> At least 2 years of practical experience of using social media and online communication and media tools. 	10	
<ul style="list-style-type: none"> Experience in developing communications strategies Proficiency in editing and copywriting skills, including articles, reports, social media content, press releases; 	30	
<ul style="list-style-type: none"> Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems 	10	
<ul style="list-style-type: none"> Relevant work experience and understanding of international development contexts is an asset 	10	
<ul style="list-style-type: none"> Operating in fluent oral and written French 	20	
Competencies		10%
<ul style="list-style-type: none"> Outstanding communication and networking skills Excellent computer skills Demonstrated ability to work with minimum supervision, be dynamic, proactive and creative; Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability Builds strong relationships with internal and external actors; Demonstrates openness to change and ability to manage Able and available to travel to 5 project countries in the Congo Basin (accompanied by CIDT staff) 	1 1 1 1 1 1 1	

Documents to be included when submitting Consultancy Proposals

a) Technical proposal

- **Brief description** of why the individual(s) considers him/herself as the most suitable for the assignment
- **Understanding of the Terms of Reference**
- **Methodology** on how they will approach and complete the assignment
- **Relevant project experience examples**
- **Consultant(s) CVs**

The technical proposal should not exceed 5 pages excluding CVs.

- b) **Financial Proposal** that indicates the all-inclusive daily rate. **The financial proposal must be submitted separately from other documents and password protected.** Password for financial proposal must not be provided to CIDT until requested by CIDT.

International Travel Costs

Do not include travel costs to project countries in the financial proposal. This will be organised and covered by CIDT. CIDT travel on economy class tickets, should the Consultant wish to travel on a higher class they should do so using their own resources.

Instructions for Submission

Interested parties may obtain further information before the deadline for submission at **email address: d.baur@wlv.ac.uk** during the University's working hours: 9.00am to 5.00 pm (GMT).

Proposals must be received at the email address below no later than **Tuesday 17th December 2019 at 5.00 pm (GMT)** and should mention **CV4C Project Communication and capitalisation Consultant** in the subject line.

Email address: cidt@wlv.ac.uk

For the attention of: CV4C Project Managers