

# COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA



INTRA-ACP GCCA+ PROGRAMME An initiative of the ACP Group of States funded by the European Union's European Development Fund

## EXPRESSION OF INTEREST/CALL FOR APPLICATIONS

### LOCAL/REGIONAL/INTERNATIONAL INDIVIDUAL CONSULTANT

#### CONSULTANCY ON ENHANCING COMMUNICATION FOR THE NATIONALLY DETERMINED CONTRIBUTIONS IN THE KINGDOM OF ESWATINI AND EXISTING COMMUNITIES OF PRACTICE ENGAGED TO FACILITATE GROUP-BASED LEARNING

##### Background and Context

The Common Market for Eastern and Southern Africa (COMESA) became a member of the NDC Partnership in August 2019 and has since been awarded a grant to support three (3) Member States namely: Eswatini, Zambia and Zimbabwe with Nationally Determined Contribution (NDC) revision and implementation processes. The NDC Partnership is a global initiative to help countries achieve their national climate commitments and to ensure that financial and technical assistance are delivered as efficiently as possible. The Partnership targets to achieve the two overarching objectives as highlighted below:

- Objective 1: Enhance NDCs, including by raising ambition, as part of the Paris Agreement's NDC update process;
- Objective 2: Fast-track implementation of NDCs, including by providing in-country technical expertise and capacity building.

The NDC Partnership, which is a coalition of partners supports NDC work in countries through the Climate Action Enhancement Package (CAEP). The CAEP is a new offering of the NDC Partnership designed to deliver targeted, fast-track support to countries to enhance the quality, increase the ambition, and implement NDCs. Through the CAEP, NDC Partnership supports countries to achieve the goal of the Paris Agreement which requires countries to revise their NDCs every 5 years, to continuously cut greenhouse gas emissions and limit the Earth's temperature rise as well as implement solutions to adapt to the effects of climate change. Since most countries submitted their NDCs in 2015, submission of revised NDCs is due in 2020. Hence the timing of this support under the NDC Partnership. The updating of NDCs presents countries with significant opportunities to align their climate and development agendas to promote sustainable growth but also poses challenges of accessing funding for the initiatives.

This consultancy which contributes to the overall objectives of the NDC Partnership will be funded under the Intra ACP GCCA+ project which provides additional *adhoc* support to Eswatini to review the current NDC.

## **1. The Support to Eswatini**

The Kingdom of Eswatini submitted its Intended Nationally Determined Contributions (INDC) to United Nations Framework Convention on Climate Change (UNFCCC) in December 2015. In 2016, these became known as Nationally Determined Contributions (NDC) and was adopted as the voluntary commitment of climate action for the country. It articulates the country's ambition for climate change adaptation and mitigation. Under adaptation it included actions in the sectors Biodiversity and Ecosystems, Water, Agriculture and Health. Under mitigation it included actions in the sectors Energy, Transport and Substitutes for Ozone Depleting Substances.

The NDC development was spearheaded by the Climate Change Unit under the Department of Meteorology within the Ministry of Tourism and Environmental Affairs (MTEA). Although the NDC was adopted by the country, however, there has not been much awareness of the document, except for a few workshops where some stakeholders were briefed about this. This is because, there is no Communications Strategy for the NDC. Keeping the momentum of climate change action and achieving the commitments of the NDC requires enhancing communication at national and sub-national level, not least by involving relevant stakeholders and maintain dialogue in the future as well. The Communication strategy will ensure that important information is relayed to the right people, through the right form of communication. Without a Communications Strategy, Eswatini will miss many opportunities for embedding climate action into its sectors. The strategy will ensure that the right stakeholders are involved and it will create awareness for actions at community, sub-national and at policy level in the country. This will also include a "Social media communications strategy" to leverage the power of social media to enhance awareness.

As part of the strategy, creating materials for dissemination is important. To get broader acceptance of NDCs, Information Education and Communications (IEC) materials are needed, which are suited to a varied audience. Examples of IEC materials that will be developed are brochures, stickers, posters, and year planners among others. In addition, social media posts will be generated, radio programs developed and short videos (animated, or filmed) which can be shared on popular communications pathways such as WhatsApp and Facebook. This will ensure that nobody gets left behind and also for the youthful demographic in Eswatini, the modes of communication remain relevant.

## **2. Scope of Work**

The objective of the assignment is to enhance communication and visibility of Eswatini's NDC through development of a Communications Strategy and IEC materials. This will be achieved through the development of a Communications Strategy for NDC communications which will guide the development and dissemination of the IEC materials including social media posts targeting a variety of stakeholders for dissemination. The assignment will lead to enhanced programming of communicating the NDC in Eswatini as well as improved awareness on the NDC in Eswatini.

## **3. The Consultant is expected to undertake the following Terms of Reference**

- I. Undertake desk review using best international practices in NDC Communications;

- II. Conduct stakeholder consultations within Eswatini on Communications for NDC communications;
- III. Using 1 and 2 above to develop a Draft Communications Strategy and Plan for NDC Communications;
- IV. Validate the Communications Strategy with relevant stakeholders;
- V. Develop IEC materials such as banners, posters, billboards, flyers, stickers, year planners, social media posts targeting a variety of stakeholders for disseminating the NDC;
- VI. Existing communities of practice engaged to facilitate group-based learning especially those that promote women's and/or youth empowerment in NDC implementation.
- VII. Disseminate information using the IEC materials at community, sub-national and national levels through sharing the print IEC materials, developing radio programmes, social media posts and shareable videos

#### **4. Reporting**

The Consultant will report to the Principal Secretary of the Ministry of Tourism and Environmental Affairs on key deliverables as per contract. The Consultant shall work in collaboration with ongoing activities under the Climate Action Enhancement Package (CAEP) support for NDC revision and ensure synergies and knowledge sharing.

#### **5. Deliverables**

The deliverables for this consultancy are:

- I. Communication Strategy and Plan
- II. IEC materials
- III. Dissemination

#### **6. Criteria for Evaluation of Consultants**

Bidders must provide Technical proposals. The evaluation shall be based on the following attributes:

- (i) The overall responsiveness and quality of the proposal in clearly stating an understanding of the work to be performed;
- (ii) Technical ability of the proposer to perform the required services;
- (iii) The experience and reputation of the consultant as represented in the response and the quality of the references;
- (iv) Technical proposal detailing understanding of the task, proposed approach, the individual consultant's profile (including CVs, links/documents to attest to AT LEAST three similar assignments previously undertaken);
- (v) The consultant must also indicate his/her monthly retainer rate in case COMESA decides to retain his or her services beyond this assignment.

	Percentage Points
Evaluation attribute	

1	Consultant's Understanding of Client's requirements	<b>20</b>
2	Approach and methodology	<b>15</b>
3	Specific Experience of the consultant in carrying out similar assignments. Evidence in form of reference letters, offer letters, orders or copies of contracts should be presented	<b>40</b>
4	Qualifications and Experience of the consultant	<b>25</b>
	Total	<b>100</b>

Please note only candidates with a pass score of seventy per cent (70%) and above shall be considered for this assignment, and the award shall be based on the highest score attained.

## 7. Minimum Qualification and Competences

- I. At least a Master's in Communications, Journalism or relevant field;
- II. Work experience of at least 5 years;
- III. Knowledge of the Climate Change Communication and NDCs is desirable;
- IV. Strong knowledge of Eswatini context and demonstrable evidence of development of IEC materials and publications is desired.

## 8. Duration

This consultancy will be spread over a duration of two (2) months from November to December 2020.

## 9. Location

Eswatini

## 10. Fees

An all-inclusive fee of USD 5,000 will be paid to the successful consultant upon submission of satisfactory reports cleared both by COMESA and the Government of Eswatini. The payment will be broken down as shown in the table below:

	<b>Milestone</b>	<b>% of Fees applicable</b>
1	Inception Report	10%
2	Draft Communication Strategy and Plan	20%
3	Validation Workshop Reports	20%
4	Final Communication and Visibility Strategy/Plan and IEC disseminated (with evidence of dissemination)	50%

The **COMESA Climate Change** now invites interested individual consultants to submit their Expressions of Interest including a detailed updated Curriculum Vitae with certified copies of academic and professional certificates and a motivation letter of not more than two pages explaining the Consultant's understanding of the various responsibilities required for this position on or before 26<sup>th</sup> October 2020 at 15:00 hours Zambian time.

The Expression of Interest must be submitted electronically clearly labelled; **Tender no: CS/PRO/CC/SC/02- EOI FOR CONSULTANCY ON ENHANCING COMMUNICATION FOR THE NATIONALLY DETERMINED CONTRIBUTIONS IN THE KINGDOM OF ESWATINI AND EXISTING COMMUNITIES OF PRACTICE ENGAGED TO FACILITATE GROUP-BASED LEARNING**

**The Chairman – Procurement Committee**

**COMESA Secretariat.**

**P.O. Box 30051**

**Lusaka, Zambia.**

**Att: Procurement Unit**

Email: [Procurement@comesa.int](mailto:Procurement@comesa.int)

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