



Terms of Reference for

DEVELOPMENT OF A COMMUNICATION AND PARTNERSHIP MOBILISATION STRATEGY FOR THE SOUTHERN AFRICA DEVELOPMENT COMMUNITY SUBREGIONAL ACTION PLAN TO COMBAT DESERTIFICATION 2015 - 2025

1. Background

The Southern Africa Development Community (SADC) has 15 member states and an approximate population of 280 million people which is growing at an average rate of 3%. The Region experiences GDP growth of 5.14%, with a very significant part of the economy in the industrial (32% GDP) and service (51%) sectors. These factors — population growth and industrialisation — converge to pose a number of significant threats on the region's environment, including land degradation, depletion and extinction of species (loss of biodiversity), increasing frequencies of droughts, water stress, and dwindling production and productivity.

Realising these threats, all Member States have signed the United Nations Convention to Combat Desertification (UNCCD). SADC Member States are aware that a coordinated regional approach is needed to deliver on UNCCD activities. There have been regional efforts to address land degradation and combat desertification through initiatives such as the development of the Regional Biodiversity Strategy and Action Plan, promulgation of the SADC Protocol on Environment and elaboration of the Regional Climate Change Programme. The first generation SADC Sub-regional Action Programme to Combat Desertification (SRAP) was developed in 1997.

Since 2013, the Kalahari-Namib Project (KNP) on *“enhancing decision-making through interactive environmental learning and action in the Molopo-Nossob river basin in Botswana, Namibia and South Africa”* has been supporting the SADC Member States to enhance their engagement with the UNCCD at the regional level.

Component 3 of the project on Enhanced Regional Decision-Making and Exchange of Best Practices has focused on the delivery of a regional integrated management instrument and a regional forum to promote SLM, share experiences, best practices, and dialogue on an enabling policy environment at national and regional level for coordination, and information and knowledge sharing with other on-going initiatives. In consultation with the SADC Secretariat, the Governments of Botswana, Namibia and South Africa prioritized the need to update the 1997 Sub Regional Action Programme to Combat Desertification in Southern Africa, which was the existing regional instrument responding to the UNCCD. In order to ensure that all Member States were a part of the process, the regional forum convened through the project brought together the UNCCD Focal points and regional partners to review and update the SADC SRAP and to prepare SADC common positions for the UNCCD Conference of Parties.

The first Regional forum was convened in 2013, in South Africa in preparation for UNCCD COP 11, held in Namibia. The second Regional Forum was convened in 2015 in South Africa in preparation for UNCCD COP 12, held in Turkey where the SADC SRAP 2015 – 2025 was pre launched by the Namibia Minister of Environment and Tourism. The SADC SRAP 2015 – 2025 was approved by the SADC Council of Ministers in November 2015.

The SADC SRAP is designed to be a programme for the implementation of the UNCCD and the adaptation/mitigation/reduction of vulnerability to climate change in Southern Africa. The implementation of the SRAP should therefore contribute to increasing the efficiency and effects of scale of the National Action Plans (NAP's). The objective of the SADC SRAP is to amongst others, reinforce the NAPs but operate at a broader geographical, political, institutional and programmatic levels; act as an implementation tool of several parties; and express common policy, approach and practice of the various role players. The SADC SRAP thus provides a roadmap through which the SADC regional structures, Member States, relevant stakeholders and relevant partners can:

- Mobilise resources and work together to combat Desertification, Land Degradation and Drought (DLDD) and achieve Sustainable Development Goal (SDG) 15.3 on Land Degradation Neutrality (LDN);
- Show the links between high level initiatives and policy frameworks which helps identify higher priorities; and
- Implement transboundary initiatives

The third regional forum was convened in Windhoek from 12 – 13 August 2016 as a SADC pre-event to the Africa Drought Conference (15 – 19 August 2016). During this third SADC Regional Forum Member States confirmed that the SADC SRAP provided the overall framework for regional cooperation on the implementation of the UNCCD. However key steps to its successful implementation included the identification of technical areas of focus through the development of a regional baseline and investment framework, development of a communication and partnership mobilization strategy and the convening of a high level regional round table.

This consultancy relates to step two on development of a communication and partnership mobilization strategy which is a prerequisite to the successful implementation of the SADC SRAP within the member states. The strategy will outline a communication plan for the SRAP and highlight how to engage the different stakeholders in the region; and develop key communication items which will be shared with policy makers from the SADC member states.

2. Objective of the Consultancy and Specific Tasks

The main objective of this consultancy is to develop a Communication and Partnership Mobilization Strategy for the SADC SRAP 2015 – 2025 and develop communication materials.

Working in close consultation with SADC Secretariat, UNCCD Focal Points and IUCN, the consultant will review the SADC SRAP 2015 – 2025, the Baseline Assessment and Investment Framework and other relevant literature in order to develop the following:

2.1 Communication and partnership mobilization Strategy

- Analyze roles and responsibilities of different stakeholders in the implementation of the SADC SRAP.
- Clarify the main challenge in the implementation of the SADC SRAP for different stakeholders in the region.
- Develop overall communication objectives, and key messages for the SADC SRAP 2015 - 2025;
- Identify relevant communication activities at national, regional and international level and communication platforms
- Develop an implementation plan clearly indicating intervention area or communication message, communication tool/product, target audience, communication activities, communication platform, indicative timeframe and indicative budget.

2.2 Communications

- Agree with IUCN and SADC representatives on 3 priority communications.
- Develop three priority communications based on the communication strategy and get approval from IUCN and SADC representatives.
- Disseminate the three communications.

3. Deliverables/Outputs

- 3.1 A communication and partnership mobilization strategy with priority communications for the SRAP implementation in the SADC region.
- 3.2 Draft communications.
- 3.3 Disseminated communications

4. Qualifications and requirements of the consultant

- At least a first degree or diploma in communications and media
- Proven experience in developing communication strategies
- Experience in partnership development
- Experience in resource mobilisation is an added advantage;
- Strong reporting, analytic and writing abilities;

5. Time Frame and Reporting

This consultancy is expected to start on 1st April and run up to 30th May 2018. The consultant will report to the Programme Officer, IUCN, Global Drylands Initiative.

Application Requirements

Applicants who meet the above requirements are requested to submit by email a letter of motivation, proposed workplan, budget including daily rate and detailed CV in English to: Claire.Ogali@iucn.org and copy Aluwani.Ramugondo@iucn.org by **23rd March 2018**.