

Knowledge management and communication consultancy

Terms of reference

1- Context

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together. Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 10,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards. IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development. Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

The Biodiversity and Protected Areas Management (BIOPAMA) programme aims to contribute to improving the long-term conservation and sustainable use of natural resources in African, Caribbean and Pacific (ACP) countries, in protected areas and surrounding communities. It is an initiative of the ACP Group of States financed by the European Union's 11th European Development Fund (EDF), jointly implemented by the International Union for Conservation of Nature (IUCN) and the Joint Research Centre of the European Commission (JRC). Building on the first five years of activities financed by the 10th EDF, BIOPAMA's second phase provides tools for data and information management, services for improving the knowledge and capacity for protected area planning and decision making, and funding opportunities for specific site-based actions. www.biopama.org

BIOPAMA has developed a global communication plan to integrate internal communication in the large ACP, multi-actors team and external communication with BIOPAMA partners and to promote knowledge and learning from the programme's outputs. The IUCN in West and Central Africa is looking for a consultant to adapt the global communication plan to the region's specificities, develop and establish a regional communication plan and a mechanism to promote knowledge management and dissemination of messages and results.

2- Consultation's objectives

- **General Objective**

The consultant will:

- ✓ Develop the regional BIOPAMA communication plan for West and Central Africa
- ✓ Develop overall visibility and communication plan for the coming BIOPAMA inception meeting
- ✓ Develop and propose a coordinated framework to capitalize and promote the knowledge, results and experiences generated by the implementation of the IUCN Program particularly in the West and Central Africa, through the Protected Areas and Biodiversity Regional program, and globally in coordination with the BIOPAMA Global Communications Coordinator. This includes mechanisms to identify good practices and contribute to understanding issues to facilitate learning and influence changes in methods and policies within the Organisation and with BIOPAMA partners.
- **Expected deliverables**
- ✓ Identify and outline a mechanism for learning and capitalising on the results from the program's experience;
- ✓ Final communication and visibility plan for BIOPAMA in West and Central Africa;
- ✓ Successful visibility and communication action during the Inception meeting;

- ✓ Design a least 4 media products (updates on the website, brochures, flyers, posters to be determined based on the draft strategies);

3- Requirements

- **Required Qualifications**

- ✓ University degree from a recognised institution in journalism, social communication, communication sciences or a similar field;
- ✓ At least 5 years of experience in the design and implementation of communication and dissemination in West and Central Africa;
- ✓ Demonstrated experience in knowledge management and learning;
- ✓ Excellent written and oral communication skills, conveying messages to different audiences using diverse media;
- ✓ Excellent knowledge of a wide range of media;
- ✓ Experience addressing a wide range of partners and stakeholders
- ✓ Good knowledge and experience in the use of effective communication tools related to environmental and development issues. Experience in climate change, biodiversity and protected areas is an advantage;
- ✓ Ability to work under pressure and to deal tactfully with sensitive political issues;

- **Desired Qualifications**

- ✓ Experience in engaging multiple stakeholders and driving to alignment and action;
- ✓ Experience in project and program communication and learning implementation or management;
- ✓ Ability to work in a diverse, multi-disciplinary environment and harness diversity to leverage quality and benefits;
- ✓ Skills in writing, problem solving, creativity, collaboration and willingness to innovate;
- ✓ Fluency in both French and English. Other languages used in West or Central Africa a plus;
- ✓ Literacy in Graphic design and geographical information systems a plus;
- ✓ Willingness to travel frequently;

4- Duration and Location

The consultancy will be carried out over a period of five months and will comprise 44 man/day. The consultant will be based in Ouagadougou - Burkina Faso, Yaoundé - Cameroun or Dakar - Senegal

5- Application

Candidates should submit a complete financial and technical proposal, CV and examples of past work. The application will include a detailed technical proposal, outlining the methodology for each of the deliverables, the detailed technical services that the candidate will need to outsource to provide the deliverables, the expected timeline for each deliverable. The financial proposal should indicate the overall budget, detail the daily rate, time allocated to each deliverable.

Please send the complete application to Sebastien Regnaut, sebastien.regnaut@iucn.org. The deadline for application is June 15, 2018.

PROPOSER'S DECLARATION

To be completed and signed by the Proposer
(one from each consortium partner, in the case of a consortium).

Contract for the provision of Knowledge management and communication consultancy

1 ORGANISATIONAL INFORMATION

Name/registered name*:	
Previous names / registered names (if different):	
Current trading name:	
Previous trading names (if different):	
Registered number:	
Year of registration:	
Country of registration:	
Address / registered address:	
Telephone:	
Fax:	
E-mail:	
Web-site:	

* In the case of a consortium, please also state the agreed name of the consortium

2 CONTACT POINT

Name*:	
Position:	
Telephone Number:	
Email Address:	
Address:	

3 HOLDING OR PARENT COMPANY

If applicable, please provide details of any holding or parent company of the Proposer.

Name/registered name*:	
Previous names / registered names (if different):	
Current trading name:	

ANNEXE 1

Previous trading names (if different):	
Registered number:	
Year of registration:	
Country of registration:	
Address / registered address:	

4 STATEMENT

I, the undersigned, being the authorised signatory of the above Proposer (including all consortium partners, in the case of a consortium), hereby declare that we have examined and accept without reserve or restriction the entire contents of the Request for Proposals (RfP) for the services referred to above.

I further declare that we:

- are not in any of the situations excluding us from participating in contracts, as set out in point 1.16 of the Request for Proposals;
- agree to abide by the highest ethical standards and, in particular, declare that we do not have any potential conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest;
- will inform IUCN, without delay, of any situation considered a conflict of interest or which could give rise to a conflict of interest;
- will inform IUCN immediately if there is any change in the above circumstances at any stage during the tender procedure or during the implementation of the contract;
- have not granted and will not grant, and have not sought and will not seek, any advantage, financial or in kind, to or from any party whatsoever, either directly or indirectly, as an incentive or reward relating to award of the contract; and
- fully recognise and accept that any inaccurate or incomplete information deliberately provided in this tender may result in our exclusion from this and other contracts with IUCN.

We offer to provide the services requested in the RfP on the basis of the following documents, which are submitted **as password-protected electronic documents**:

- **Proposer's Declaration (this document)**
- **Service Proposal**
- **Financial Proposal**

This Proposal is subject to acceptance within the validity period stipulated in the RfP (point 1.15).

<Date and Signature of authorised representative of the Proposer>

< Name and position of authorised representative of the Proposer >

[illegible]

Livable	deadline	Nb unit (days)	rate	Prerequisites
Identify and outline a mechanism for learning and capitalising on the results from the program's experience;		TBD		
Final communication and visibility plan for BIOPAMA in West and Central Africa;				
Successful visibility and communication action during the Inception meeting;				
Design a least 4 media products (updates on the website, brochures, flyers, posters to be determined based on the draft strategies);				