

# **Building Resilience through Innovation, Communication and Knowledge Services (BRICKS)**

## **Terms of Reference**

### **Terms of reference for the recruitment of a consultant Support of the implementation of the BRICKS communication plan**

#### **1. Background**

BRICKS project is a six-year program that supports the establishment of a regional knowledge and monitoring hub for the US\$1 billion multi-sector portfolio of sustainable landscapes related investment operations in 12 countries, collectively referred to as the World Bank-GEF Sahel and West Africa Program (SAWAP) in support of the Great Green Wall Initiative (GGWI). The Permanent Interstate Committee for Drought Control in the Sahel (CILSS), the Sahara and Sahel Observatory (OSS), and the West and Central Africa office of the International Union for Conservation of Nature (IUCN) are the regional centers of excellence in charge of the implementation of BRICKS in collaboration with the project teams and stakeholders of the 12 SAWAP countries. Each center of excellence is responsible for implementing discrete activities related to land and natural resources management in the Sahel and West Africa region, focusing on biodiversity, crop, range, and forest management in multi-functional dryland, sub-humid and humid landscapes in 12 Sahelian and West African countries<sup>1</sup>. CILSS is responsible for knowledge management and dissemination, OSS is in charge of geo-spatial applications and monitoring-evaluation of the project portfolio and IUCN is leading the fields of biodiversity and communication strategies. The BRICKS project implementation unit (PIU), which is responsible for coordinating all project activities, is hosted and led by CILSS.

The main objective of the consultation is to help develop and implement a regional communication strategy and plan, operational and adapted to the BRICKS project, which will also incorporate the emerging communication approach for the GGWI based on the communication plan of the Regional Harmonized Strategy for the Implementation of the *"Great Green Wall for the Sahara and the Sahel Initiative"* (GGWSSI) elaborated by FAO and other partners.

A communication action plan was updated, adopted and validated by the SAWAP communication experts during the 2<sup>nd</sup> SAWAP conference (thematic workshop) in february 2015. IUCN aims to utilize the services of a consultant to support the implementation of the communication plan.

#### **2. Scope of work**

The communication consultant will support the implementation of the BRICKS communication plan in collaboration with the communication experts of BRICKS agencies (IUCN, CILSS, and OSS), SAWAP projects and partners.

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<sup>1</sup> Benin, Burkina Faso, Chad, Ethiopia, Ghana, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan, Togo

To support the BRICKS development objective of improving accessibility of best practices and monitoring information within the SAWAP portfolio, the communication objectives, integrated throughout the project and program design, are to:

- i) harmonize strategy, actions and tools in support of the GGW and sustain multi partners' regional dialogue
- ii) promote collaboration and build a community of practice among the project teams and key stakeholders of the SAWAP portfolio as well as the implementing institutions of the BRICKS;
- iii) use communication tools to effectively share knowledge on innovations in managing natural resources, climate change, and natural disasters; and
- iv) provide communication support and enhance the communication capacity of the 12 country project teams in the SAWAP umbrella.

In accordance with the main objectives mentioned above, the consultant will work closely with IUCN to carry out the following tasks:

- Regularly update the communication lists (stakeholder's, environmental journalists and network of journalists) in the 12 SAWAP countries (monthly in word or Excel format);
- Support for organization of virtual meetings (rendez-vous and contacts of each member) and produce the report;
- Elaborate a glossary to facilitate common understanding of the meaning of the GGW and BRICKS identity (one month);
- Organize and stimulate debate on sustainable land management practices;
- Finalize the social media policy (including Facebook, twitter, etc.);
- Finalize stakeholders map based on outcomes of communication experts' workshop;
- Follow the translation of Frogleaps ([www.frogleaps.org](http://www.frogleaps.org)) into French;
- Help to develop an African example of a case study for Frogleaps;
- Contribute to collect and edit data for the sawap.net and BRICKS Newsletter
- Help to assess the countries communication's needs.

### **3. Budget**

The expected budget of this assignment is covered under component 1, activity e of the BRICKS project and should not exceed US\$ 9,000.

### **4. Key Deliverables**

The consultant will deliver a report describing the following:

- Updated list of stakeholder's, environmental journalists and network of journalists) in the 12 SAWAP countries
- A glossary to facilitate common understanding of the meaning of the GGW;
- A BRICKS visual identity;
- SAWAP stakeholders map;
- Online Frogleaps ([www.frogleaps.org](http://www.frogleaps.org)) french version;
- An African example of a case study for Frogleaps.

## 5. Duration and key milestones

The consultant will be recruited for a period of 5 months (August - December 2015), renewable if necessary.

The position is based in Ouagadougou, Burkina Faso.

## 6. Key areas of expertise

The consultant should meet the following key qualifications:

- A university degree in the field of communication/public relations or a degree in natural sciences, sustainability with extensive communications experience;
- Minimum 5 years of experience in implementing multilevel communication plans;
- Good knowledge of the Sahel region and the drylands sustainable land use issues;
- Proven experience in communication for development,
- Excellent mastery of the ICT issues, online communication and social network.
- Excellent capacity for analysis, synthesis and writing;
- Fluency in English and French (spoken and written). The consultant work will be submitted in english and/or french.

All correspondence regarding this offer should be directed to the following address:

### **International Union for Conservation of Nature (IUCN)**

West and Central Africa Programme Regional Office

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**E-mail:** [felicite.mangang@iucn.org](mailto:felicite.mangang@iucn.org)

**7. Starting date scheduled:** August 1<sup>st</sup>, 2015

## 8. Annexes

- BRICKS communication strategy
- Updated BRICKS communication action plan