

**Sustainable farming and critical habitat conservation to achieve biodiversity mainstreaming and protected areas management effectiveness in Western Cameroon – SUFACHAC**

**Terms of Reference for the Elaboration of a 3-year SUFACHAC Communications Plan**

**Context:**

**The Project Sustainable Farming and Critical Habitat Conservation to achieve Biodiversity Mainstreaming and Protected Areas Management Effectiveness in Western Cameroon (SUFACHAC)** is a biodiversity conservation and Development project of the Republic of Cameroon funded by United Nation's Environmental Programme (UNEP) and executed by the Global Environmental Facility (GEF), Ministry of Environment, Nature Protection & Sustainable Development (MINEPDED) in partnership with the University of Dschang, Environment and Rural Development Foundation and Chede Cooperative Union.

SUFACHAC is implemented in the South West Region - a biodiversity hotspot of global significance that supports a high diversity of animal and plant species, large numbers with restricted ranges, and many of which are threatened. The project area is part of the volcanic mountain chain that connects Mount Cameroon with the Adamaoua massif. The mountain chain protects a densely forested and undulating landscape that covers much of the South-West Region. This set of characteristics have made the South West the subject long-term investment in conservation and development efforts by several national and international actors but the Ministry of Environment has been largely absent from this process. The result is that the quality of Environment and Social Impact Assessments for nearby development projects has been weak, and non-existent for management of Protected Areas, even though both require ESIA's according to the Cameroonian legal framework

Similarly, the history of conservation initiatives within SUFACHAC Area has been typified by a series of short term projects that have come and gone, often closing before achieving their stated objectives (such as securing the gazettelement and long-term management of proposed PAs), and not leaving behind improved livelihood initiatives that will be sustained in the absence of a continued subsidy.

SUFACHAC makes explicit reference to the 9th Conference of the Parties to the Convention of Biological Diversity (CBD) which requested all parties to ensure Pas contribute to the eradication of poverty and sustainable development and to the Revised Strategic Plan for Biodiversity 2011-2020 including the Aichi Targets which were adopted at the 10th COP, and Decision No. UNEP/CBD/COP/DEC/XI/3 of 5 December 2012 adopted at the 11th COP on "Monitoring progress in implementation of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets"

The overall goal of SUFACHAC is to support progress towards many Aichi targets and indicators. Specifically, the project aims to:

- Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society;
- Reduce the direct pressures on biodiversity and promote sustainable use; and
- Improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity, with relevance to Target.

The project has as vision that "By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into national accounting, as appropriate, and reporting systems through "developing policies considering biodiversity and ecosystem service in environmental impact assessment and strategic environmental assessment"

**Justification:**

As a recently launched biodiversity conservation and development project that is being implemented by many partners in the South West Region, it is crucial for the SUFACHAC's management to ensure effective communication among its stakeholders, particularly those around protected areas. Also, since most of the activities implemented by SUFACHAC will require stakeholder awareness, knowledge and ultimately behaviour change, communication will play an important role in the successful implementation of the project.

Similarly, the South West Region already has several big actors implementing conservation and development initiatives such as PSMNR-SWR, WWF EruDef and WCS who have already branded themselves as key conservation and development players in the region. This therefore means that though the project will work in collaboration with these key players, SUFACHAC must build a strong communication around its activities to stand out among these existing actors.

**Goal:**

The goal of this assignment is to elaborate a 3year SUFACHAC communications plan.

**Objectives:**

- Conduct a situational analysis of the project (stakeholders, media market, project communication assets);
- Identify programmes that will contribute to project goals and visibility ;
- Map out stakeholders and identify how and when to communicate with them;
- Craft and pre-test key messages that will be used to achieve effective communication;
- Identify best channels and tools for effective communication;
- Identify communication opportunities for the project;
- Propose an annual communication workplan and budget; and
- Elaborate monitoring and evaluation tools to check communication effectiveness.

**Outputs:**

- SUFACHAC Communication plan and its communication tools
- Road map for 2017 -2020
- Report of consultancy process

**Methodology:**

The implementation of this assignment will involve a series of sub-activities including:

- **Initial meeting with SUFACHAC:** After a consultant has been engaged, he or she will prior to work meet with SUFACHAC management for briefing
- **Desktop research and field observations:** The consultant will be expected to use literature provided by SUFACHAC and other sources identified by him or her to execute assignment.
- **Presentation of draft communications plan:** Following established timeline, the consulting consultant will meet with SUFACHAC team to present draft strategy and will be expected to make adjustment to the strategy if need arise and ultimately submit the final strategy and report of consultancy.

**Profile of Consultant:****Required qualification and experience:**

- At least a Master's degree in media studies, journalism, Public Relations, communication, social sciences or any related discipline
- At least 5 years' experience working in the field of communication with a proven track record
- Have a good mastery of Journalism and mass communication principles as well as legal, policy and institutional framework relating to communication, environment, conservation and community development.
- Proficient in English and Pidgin English is an advantage.

**Main responsibilities**

The following tasks should be executed by the consultant:

- Elaborate a 3-year communications plan
- Submit end of assignment report

**Deliverables**

- SUFACHAC communications plan
- End of assignment report

**Composition of file:**

- A cover letter indicating interest to take up this assignment
- Curriculum vitae (CV)
- A technical proposal which should consist of methodology and workplan for the assignment
- A financial offer indicating the unit price

**Duration of consultancy:** 20days

**How to apply:** Interested candidate should send the Composition file