

‘Participative Integrated Ecosystems Service Management Plan for Bakassi Post Conflict Ecosystems PINESMAP-BPCE’

Terms of Reference for the Elaboration of a an Information, Education and Communication (IEC) Plan

Context and Justification

Cameroon is amongst the few countries in the world with mangrove covering more than 200,000ha (30%) of its total surface area. The mangroves in Cameroon are constituted in 3 different blocks (Rio Ntem, Douala Estuary and the Rio-Del-Rey blocks) stretching over a total of 590km along Cameroon’s coastline. The Rio-Del-Rey Block (Bakassi Peninsular) constitutes 50% (100,000ha) of Cameroon’s mangrove. This region is a unique refuge of rich aquatic wildlife species which are highly threatened from degradation, habitat loss and unsustainable natural exploitation activities especially for economic gains (plantation agriculture, exploration and exploitation of hydro-carbon, urban expansion, artisanal logging, artisanal and industrial fishing). The area is considered a biodiversity hotspot of global significance due to its biological diversity of plants and animal species. The Rio del Rey is recognized to be one of the richest site with 23,353 (80%) birds in 29 species in cameroon. The region’s mangrove ecosystem is recognised to be an important reproduction area, the hiding environment for both migratory and resident birds. 70 species of birds visit the Rio del Rey mangroves and coastal zone.

The area has a total population of between 150,000-300,000 inhabitants, 38 villages and 5 councils. Over 80% of fishing is semi-industrial dominated by over 90% foreign fishermen from neighbouring countries especially Nigeria. The primary productive sectors of the local economy are essentially agriculture (commercial and subsistence farming), collection of NTFPs, hunting, fishing, livestock rearing and forestry. Over 90% of the population of the area rely on these activities for livelihood, with farming predominating as the key source of food security and household income, followed by NTFP collection. Most local farming systems are characterised by low productivity and profitability due to poor road infrastructure. Hunting is becoming increasingly less important due to dwindling wildlife population. Farming is done primarily in close proximity to the villages. Most men engage in fishing while women concentrate on farming and NTFP harvesting.

Because of the high fragility and sensitivity of this ecosystem not only in terms of species diversity but also in terms of its ecosystem functions (climate change), the government of Cameroon through the Ministry of Environment, Nature Protection and Sustainable Development (MINEPDED) developed with the financial support of the Global Environment Facility (GEF) and the United Nation Environment Programme (UNEP) the project *No GFL/11207-14C0003-SB006681 “Participative Integrated Ecosystem Services Management Plans for Bakassi Post Conflict Ecosystem –PINESMAP-BPCE.”* With objective to ensure

biodiversity conservation and sustainable use and improved management of Bakassi ecosystems through an ecosystem management plan including ecosystem valuation . The project is focused on developing an Integrated Ecosystem Service Management Plan (IESMP) with the ultimate aim of conserving and/or encouraging the wise and sustainable use of the mangrove and associated coastal ecosystems and the services they provide to the local inhabitants

The existence of the mangrove ecosystems (its biological resources and ecosystems function), makes this ecosystems a biodiversity hot spot whose appropriate management will yield not only local but global environmental benefits. For an effective management of these ecosystems, it is imperative all stakeholders especially those in and around the project area are fully involved to ensure ownership and sustainability. In light with involving communities and other stakeholders, there is need for an effective communication plan. For the monitoring and evaluation unit specifically, communication simply measures activity outputs (the number of communication products we will produce) to justify communications plan.

Objectives:

The general objective of this task is to Identify communication and sensitization tools, develop and validate an Information, Education and Communication (IEC) plan to share on the values of ecosystem services and biodiversity conservation in the Bakassi area.

Specific objectives:

The objectives of this task include

- 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 communication and sensitization tools
- 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.

Expected Outputs:

- Information, Education and Communication (IEC) plan and its communication tools developed.
- Communication plan road map for 2018 -2021 developed
- Consultants final Report.

Methodology:

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

- **Initial meeting with PINESMAP-BPCE:** After a consultant has been engaged, he/she will prior to work meet with the Project Management Unit (PMU) of PINESMAP-BPCE for briefing
- **Desktop research and field observations:** The consultant will be expected to use literature available and other sources identified by him/her to execute this task..
- **Presentation of draft communications plan:** Following detailed operational work plan, the consultant will meet with **PINESMAP-BPCE** t team to present drafts document and subsequently with the “**PINESMAP-BPCE Ad Hoc Technical Working Group-TWG**” and will be expected to make adjustment to the document made by either TWG or other parties, if need arise, and ultimately submit the final document 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.

Main responsibilities

The following tasks should be executed by the consultant:

- Elaborate a 3-4 year Information, Education and Communication (IEC) plan
- Submit end of task report

Deliverables

- PINESMAP-BPCE Information, Education and Communication (IEC) plan
- Consultants end of task report
- Prepare a MS PowerPoint of the consultancy

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 operational workplan for the assignment
- A financial offer indicating the unit price

Duration of consultancy: 20days

How to apply:

Interested persons can obtain further information and or drop file every working day from 7:30 am to 3:30 pm local time at the address below:

Hard copy (one original and three photocopies)

National Direction of the PINESMAP-BPCE project
Located at the Regional Delegation of MINEPDED, Buea
Tel: (237) 233 323 527 699 945 228

Email: pinemap-bpceproject@gef-cameroon.org with copies to:

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