

# GCCA+ Climate Resilient Coastal and Marine Zone Project for The Gambia

## ANNEX II

### SPECIFIC TERMS OF REFERENCE

#### Technical Assistance for the Development of a Communication & Visibility Plan for the GCCA+ Project

**Activity/Task :** 5.1.1.1

**Task Title :** Develop a Communication & Visibility Plan (C&V)

**Position :** National Resource Person (NRP)

**Duration :** 22 person-days

## 1. BACKGROUND

### 1.1 Beneficiary country

The Gambia is a Least Developed Country (LDC) ranked at 173 out of 188 countries, by the United Nations Development Programme (UNDP)'s 2016 Human Development Index. The country is poor: it has a population of around 1.9 million and a gross domestic product (GDP) per capita of approximately EUR 400. Already in 2010, The Gambia's national Integrated Household Survey (IHS) confirmed that half the population was living below the poverty line, and the per capita GDP has been falling ever since. Traditionally, The Gambia's economy has been based on subsistence agriculture, with additional household income coming from cash crops and surpluses in productive years. However, the domestic economy has been undergoing a transformation, as urban coastal areas have grown in size and economic importance. Rural to urban migration, accelerating because of rural poverty exacerbated by climate change, amongst other factors, is quickly placing stress on fragile infrastructures and resources. According to the University of Notre Dame Global Adaptation Index (ND-GAIN), The Gambia, is the 10<sup>th</sup> most vulnerable country to Climate Change. The Gambia has a GCCA+ vulnerability rating of 0.4357 which ranks the country among the top 44 most vulnerable LDCs. Given this vulnerability and poor state of economic development, the country is in urgent need of support in the form of investments and innovations in climate change-related measures to build resilience and adaptation capacity.

**The newly elected government has made 'building climate resilience in the coastal zone as a top country priority. The Gambia's coastal zone, where the majority of the population now lives, consists of 80 km of open coast from Buniadu point, in north bank of the river Gambia, to Karenti Bolong in south bank whereas there is also 200km of sheltered coast along both banks of the river Gambia.**

In preparation of a national response to rapidly emerging Climate Change (CC) threats, the European Union (EU) funded a first GCCA Project in The Gambia (2013-2016) which successfully built momentum towards the establishment of an Integrated Coastal Zone Management (ICZM) process as well as the development of the first-ever CC national policy

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to guide national and local-level adaptation planning and sustainable development. More specifically, the 2013-2016 GCCA project achieved most of its intended results despite the relatively short implementation period. In particular, the CC Policy provided the necessary framework to integrate climate change resilience building and adaptation into The Gambia's development policies, with the complimentary ICZM Strategic Plan (produced in January 2016) taking an important long range 25-year planning horizon from 2016 to 2040. Furthermore, this ICZM aims at addressing 10 cross-cutting issues through a hierarchical framework of goals, objectives and strategies. According to the GCCA final evaluation the work done so far merited further consolidation; hence the need for the follow-up GCCA+ action.

### **1.2 Current state of affairs**

This Action "GCCA+ Climate Resilient Coastal and Marine Zone project for The Gambia" aims at consolidating results and positive experiences of the previous GCCA project "*Support to The Gambia for integrated coastal zone management (ICZM) and the mainstreaming of climate change*" 1 2013-2016.

The objectives of the project are: 1) to support implementation of recommendations set out in the ICZM Management and Strategic Plans (Jan 2016) and the National Climate Change Policy (NCCP) implementation plan for the Gambia (April 2016) and 2) to enhance institutional governance enabling planning and implementation of improved climate resilience, adaptation and mitigation measures in the Coastal and Marine Zones of the Gambia.

The Project seeks to benefit coastal communities and help them to adapt to impacts of climate change through institution strengthening, knowledge management, and demonstrated implementation of the National Decree of the Integrated Coastal Zone Management (ICZM) approach, at national and local levels. It takes into account the inter-linkages between social, economic and environmental dimensions of sustainable development, and is in alignment with the Gambia's National climate change Adaptation Plan and strategy (NAP) as well as the Nationally Determined Contributions (NDC). This action also intends to widen partnership with non-state actors (NSA) and to further integrate women's rights and gender equality issues into local climate adaption plans.

The project has three technical components including:

- 1. Component 1** Institutionalization of ICZM approach and related climate change adaptation (in selected governorates),
- 2. Component 2** Knowledge management through data collection and analysis; through downscaled climate modelling; to inform climate resilient development; and
- 3. Component 3** Implementation of small scale (as well as up-scaled, when appropriate) climate change adaptation into ICZM.

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## **2. DESCRIPTION OF THE ASSIGNMENT**

### **2.1 Global objective**

The Technical Assistance is to develop a comprehensive Communications & Visibility Plan, with an implementation plan, for the GCCA+ Project. Communications related to implementation of the grant scheme will also be part of this plan.

### **2.2 Specific objective(s)**

The purposes of this Technical Assistance is to increase the visibility of the project.

### **2.3 Requested services**

The EU funded projects and programmes target improving the lives of Gambians and are implemented along the lines of the country's own Development agenda including the GCCA+ project. In order to highlight the impact and the visibility of these projects; a communications and visibility plan, with an implementation plan, is required.

- Develop and produce a comprehensive and a detailed communications and visibility plan, with an implementation plan, and a budget estimate for the project.

In this regard, the specific TA services will include the following, among others.

- Refer to the various relevant documents of the project such as the Financing Agreement, the Programme Estimate, etc.
- Conduct consultations with the relevant stakeholder institutions including NAOSU, NEA and DWR.

### **2.4 Required outputs**

The main outputs of the assignment will be the following:

- A Communications & Visibility Plan, with an implementation plan and budget estimate, for the GCCA+ Project.
- Mission Report – which describes the work undertaken by the NRP, challenges and opportunities, people met, meetings and workshops attended, and other observations concerning successful implementation of this assignment

### **2.5 Language of the Specific Contract**

The language of the Specific Contract is English.

### **2.6 Subcontracting**

The need for subcontracting is not foreseen.

### **3. EXPERTISE REQUIRED**

#### **3.1 Number of requested experts per category and number of man-days per expert or per category**

- Team Leader – senior expert in Communications for 22 working days.

#### **3.2 Profile per expert**

- **Team Leader-senior expert in Communications– Category II:**
- A minimum of 5 years' experience, in the area relevant to the assignment, proven experience in developing Communications & Visibility Plan in Development projects or Corporate Communications
- University Degree, in a field relevant for this consultancy (such as Development Communications, Journalism, Media Studies, Social Sciences) or relevant professional experience.
- Proficiency in Spoken & Written English is essential
- Experience of working in teams.

#### **3.3 Working language**

The expert should be fluent in English and have excellent communication, writing and visibility skills.

#### **3.4 Management team member presence require or not for briefing and/or debriefing**

There is no requirement for management team member presence apart for the team leader, who should be present for the briefing at the beginning and debriefing at the end of the field mission.

### **4. LOCATION AND DURATION**

#### **4.1 Starting period**

The indicative starting date of the assignment in The Gambia is October 2019.

#### **4.2 Location(s) of assignment**

The work will mainly be carried out in Banjul, The Gambia. Field visits outside Banjul is required at the cost of the consultants. The consultants will be working from their place of origin, by keeping telephone and e-mail contacts with the NAO Support Unit.

## **5. REPORTING**

### **5.1 Content**

The Consultants will present a Report (s) on the required outputs mentioned above, with key supporting documents to the NAOSU.

### **5.2 Language**

All documents will be submitted in English.

### **5.4 Number of report(s) copies**

3 copies of the the main outputs on CD or USB key.

### **6.2 Tax and VAT arrangements**

Under no circumstances can an EU programme pay VAT. However, framework contractors are invited to obtain information from the NAO in the beneficiary country concerning reimbursement procedures or possible exemption from VAT.

### **6.3 Assistance to be provided**

The National Authorising Officer will facilitate:

- Contact Details of the Stakeholders Institutions as per the consultations;
- Any other relevant material