INDIVIDUAL LOCAL CONSULTANT TO DEVELOP A COMMUNICATION STRATEGY FOR
THE NATIONAL ADAPTATION PLANNING

REPORTS TO: Project Manager for NAP Project
Duration: 45 days February 2021- March 2021
Contract Type: Short term consultancy contract
Language Required: English
Location: Lusaka, Zambia
Application Deadline: 08 March 2021
BACKGROUND
On 30th March 2020 the Green Climate Fund (GCF) approved Zambia’s request for readiness support towards National Adaptation Planning for Climate Resilience. The grant is administered by the Global Water Partnership as the Delivery Partner (DP). The purpose of the grant is to enable the Government of the Republic of Zambia (GRZ) to formulate a medium to long term National Adaptation Plan (NAP) aimed at strengthening systems for integrating climate change adaptation into development planning and budgeting processes. Furthermore, once formulated the NAP is expected to facilitate the development of prioritized adaptation actions with clear strategies on how these would be financed. By so doing, Zambia would be able to systematically advance the implementation of prioritized adaptation actions, contribute to the Nationally Determined Contribution (NDC) and achieve the climate change goals under the successive National Development Plans (NDPs). The process of formulating the Zambia NAP will take into consideration Gender aspects as guided by Zambia’s 2017 Climate Change Gender Action Plan and the gender analysis for Zambia undertaken by GWP.

The Global Water Partnership (GWP) is an intergovernmental organization established in 1996 to support countries in their efforts to implement a more equitable and sustainable management of their water resources. The network spans 13 regions with over 3000 partner organizations in 179 countries. The network has 68 accredited Country Water Partnerships and 13 Regional Water Partnerships. The global secretariat is in Stockholm, Sweden. More information: [http://www.gwp.org](http://www.gwp.org).
GWP Southern Africa (GWPSA) is the regional arm of GWP and was launched in June 2000. Over the years, GWPSA has grown rapidly into a regional network of over 350 Partner organizations concerned with integrated water resources management and related issues. GWPSA Partners have formed a number of Country Water Partnerships (CWP) – 13 out of the 16 SADC countries now have their own CWP.

The process of developing the Zambia NAP is being undertaken through a Project Implementation Unit (PIU) under the Climate Change and Natural Resources Management Department (CCNRMD) in the Ministry of Lands and Natural Resources (MLNR). Global Water Partnership as the Delivery Partner is providing technical and implementation support to the Zambian Government. This support is being provided through the GWP Southern Africa Regional Office (GWPSA) through a Project Management Unit.

The Government of the Republic of Zambia, through the National Adaptation Planning for Climate Resilience (NAP4CR)-Zambia Project, has set aside part of the GCF readiness grant to support development of a Communication strategy that will guide the Government of Zambia on how it can communicate strategically on the NAP process and enhance a better understanding of the country’s climate change adaptation issues.

The National Adaptation Planning for Climate Resilience (NAP4CR)-Zambia Project now seeks the services of an individual consultant to facilitate development of the NAP Communication strategy to effectively communicate the NAP process and other climate change adaptation issues to the general public and minimize the information and communication gap that currently exist.
**OBJECTIVE OF THE WORK**
The specific objectives of developing the NAP communication Strategy include the following:

a) To improve awareness and understanding of the Government of Zambia and general public on the NAP process through effective communication and education;

b) To build political and public support required for the successful development and implementation of the NAP;

**SCOPE OF WORK**
The scope of work will comprise the following key activities:

a) Highlight key climate change impacts and issues to be addressed by the NAP;

b) Highlight the national and sub-national adaptation needs;

c) Identify target audiences (both internal and external including policy makers, ordinary men, women, youths, school children, people with disabilities, elderly in rural and urban settings etc) for various communication activities;

d) Develop clear and consistent communication messages that are gender-transformative to the appropriate audiences and are aligned and/or consistent with the National Climate Change Communication Strategy;

e) Identify effective media (appropriate media channels, activities and products) of communicating the messages to the various audiences as stated in c);

f) Identify message carriers or messengers including various government and private media institutions, community media and others;

g) Develop appropriate mechanisms and tools for monitoring and evaluating the effectiveness and impacts of various communication activities;

h) Facilitate broad stakeholder engagement in the development of the Communication strategy

i) Recommend a feedback mechanism for harnessing knowledge and information that can strengthen the implementation of the NAP.

**OUTPUTS/ EXPECTED DELIVERABLES**
The expected deliverables of the assignment are as follows:

a) Inception report outlining how the consultant will undertake the assignment;

b) Draft NAP Communication Strategy which is clearly aligned and contributes to the achievement of strategic goals and objectives of the National Climate Change Communication Strategy

c) Report of the stakeholder consultative/review meeting of the draft Communication Strategy

d) Final NAP Communication Strategy


**DURATION OF THE ASSIGNMENT**
The total duration of the assignment is 45 working days from March to May 2021.

**REPORTING**
The consultant will report to the Project Manager for the National Adaptation Planning for Climate Resilience (NAP4CR)-Zambia Project.
DUTY STATION
The duty station will be Lusaka, Zambia.

REQUIRED EXPERTISE AND QUALIFICATIONS
The Consultant required to undertake the assignment described in these TORs should possess the following minimum qualifications and experience:

a) Minimum of Master’s Degree qualification in Journalism, Communication for Development, Mass Communication, Governance and Policy Advocacy and any other related field;

b) Demonstrated experience in developing Communication Strategies, Advocacy Strategies for government and national development processes;

c) Understanding of the institutional and policy environment around Climate Change in Zambia;

d) Knowledge of Zambia’s climate change issues and national communication mechanisms and processes;

e) Demonstrated experience of over five years working and reporting on environment and climate change issues in Zambia and/or in the Southern Africa region;

f) Demonstrated experience of at least five years in developing various multi-media products for mass communication;

f) Experience working and facilitating multi-stakeholders processes including government, civil society and various stakeholders

h) Excellent analytical and writing skills and demonstrated teamwork skills and ability to work independently;

i) Excellent written and oral communication skills in English language is a must.

Questions and applications should be directed to joseph.mbinji@gwpsaf.org and copy nancy.mando@gwpsaf.org

Application Deadline: 8 March 2021 - midnight GMT +2

NOTE:
Female candidates are encouraged to apply for this position.
Only short-listed candidates will be contacted within 2-3 weeks after the application deadline.
Applications are accepted only in English and only through emails provided above attaching a CV, Technical and Financial Proposal, and the contact information for 3 professional references are required.