



LAKE CHAD BASIN COMMISSION



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## CALL FOR EXPRESSION OF INTEREST

LAKE CHAD BASIN COMMISSION (LCBC)

LAKE CHAD REGION RECOVERY AND DEVELOPMENT PROJECT  
(PROLAC)

RECRUITMENT OF A CONSULTANT TO DRAFT A COMMUNICATION STRATEGY  
AND PLAN FOR THE REGIONAL KNOWLEDGE MANAGEMENT PLATFORM (KMP)

Loan/Grants No.: **D6330**

Reference No.: (As per procurement plan) **TD-LCBC-250790-CS-INDV**

The Lake Chad Basin Commission (LCBC) has *received* a grant from the International Development Association (IDA) to cover the cost of the Lake Chad Region Recovery and Development Project (PROLAC). Consequently, LCBC intends to use part of this *grants* to hire a consultant, under a Service Agreement, to develop a communication strategy and plan for the Knowledge Management Platform that will aid the decision-making process in the Lake Chad region.

This Contract shall aim to make available to the Project Implementation Unit, a consultant who will develop a communication strategy and plan for the Knowledge Management Platform, to help in the decision-making process in the Lake Chad region.

In this regard, the consultant shall develop and share with LCBC the methodology to be adopted for each stage of this process to develop a communication strategy and plan for the Knowledge Management Platform.

The duration of the service shall be two (02) months.

The Terms of Reference *for this task are available on:* [www.cblt.org](http://www.cblt.org) [www.worldbank.org](http://www.worldbank.org); *or at the following address:* **The Executive Secretariat, Lake Chad Basin Commission, P.O. Box: 727, N'Djamena - CHAD.** Tel: 00235 22 52 41 45 / 22 52 40 29.

The Lake Chad Basin Commission *invites* interested individual consultants to submit their applications to the above address. The application file shall include a handwritten application addressed to the Executive Secretary, LCBC, copies of certificates, and a curriculum vitae (CV) outlining your profile and at least 10 years of professional experience in elaborating communication plans.

The consultant shall be selected based on CV comparison as described in the "World Bank Procurement Regulations for Investment Project Financing (IPF) Borrowers."

Date and place of submission of applications: **02 December 2021. The Executive Secretariat,  
Lake Chad Basin Commission, P.O. Box: 727, N'Djamena - CHAD. Tel: 00235 22 52 41 45  
/ 22 52 40 29 E-mail: cab@cblt.org; cblt.lcbc@gmail.com**

  
**Amb. MAMMAN NEHU**  
**The Executive Secretary, LCBC**





COMMISSION DU BASSIN DU LAC TCHAD



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**Terms of Reference for Selection of a Consultant to  
Develop a Communication Strategy for the Knowledge  
Management Platform for Decision-Making in the Lake  
Chad Region**

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## 1. Background

The Lake Chad Basin Commission (LCBC) was created in 1964 by the riparian states with the mandate of equitable management of the Lake Chad and its transboundary water resources, conservation of the ecosystem and promotion of regional integration, peace and security within the region.

Central to developmental activities in the region, the LCBC serve as a Regional Coordination Platform to various programs and projects in the Lake Chad region, as well the main source of information, data and knowledge for decision making. Governments of riparian states rely on data and information from the LCBC for collective action or actions specific to their respective part of the basin.

Most recently, the LCBC was involved in the preparation and implementation of the Lake Chad Region Recovery and Development Project (PROLAC) by the IBRD-IDA, the World Bank Group and the implementation of the Regional Strategy for Stabilization and Recovery of Areas Affected by Boko Haram (The RSS). Enhancing coordination, knowledge collection and sharing and monitoring is key to support the ability of regional, national and local players to tackle the existing drivers of fragility of conflict in the Lake Chad region, but also to commonly manage regional public goods. However, easily accessible, verified, regularly updated and shared at the regional level data and knowledge remain scarce. That is why knowledge generation and management have been identified as a key priority by both the Africa Union/ LCBC RSS and the Joint World Bank-United Nations 2018 report on Pathways for Peace: Inclusive Approaches to Preventing Violent Conflict. It is at the cornerstone of the World Bank PROLAC project.

The Lake Chad Knowledge and Monitoring Platform (KMP) will be a key tool to develop and operationalize a common vision for development of the Lake Chad region. Under the leadership of the LCBC, the KMP's core functions will be to ensure regular and reliable data gathering, knowledge generation and dissemination. This is in order to provide regional, national and local stakeholders with accurate, updated and widely shared information on the most acute fragility and conflict drivers, as well as on opportunities to foster development and stability through cross-border cooperation. It will be built on existing foundations, notably the Lake Chad Information System (LIS) already managed by the LCBC, and in close cooperation/partnership with the other partners involved in the region, notably the United Nations Development Program (UNDP) and French Agency for Development (FAD).

## 2. Scope of Work

The PROLAC project which will cover 4 countries of LCBC (Cameroon, Chad, Niger and Nigeria) has, through its activities, defined its intervention strategy in the target area. In this context and considering the relevance of clear communication in achieving the assigned objectives, the Project Secretariat in collaboration with World Bank has deemed it useful to recruit a consultant to support the development and implementation of a communication plan, in line with the objective and scope of the PROLAC project, as well as the communication standards of the LCBC (communication strategy and graphic charter). It will also define in its plan, the communication actions to be implemented for the start-up phase of the project.

The scope of work for this activity is to recruit an international consultant capable of developing a **Communication Plan of KPM by a new approach using the power of communications**

**to deliver results on the ground. The proposed plan** intends to foster visibility, raise the public image of the Lake Chad Basin Commission (LCBC) and enable the public participation around the activities of KPM, its objectives and impacts. The selected consultant need to harmonize communication efforts in the four participating countries of PROLLAC, through a website and visual common identity for social media engagement The consultant should coordinate his efforts in collaboration with the Regional Coordination Committee (RCC) and that of the Lake Basin Commission for the decision making in the region and to foster ownership.

The Communication Plan and proposed Training Curriculum for the KMP will support public information outreach, special events, electronic and web communications strategies. The plan aims to systematize the dissemination of information about the KMP. It is also directly linked to the LCBC's mission, vision and principles to promote a sustainable shared management of environmental resources of the basin, foster transboundary programs, projects, activities, initiatives, priorities, achievements and principles. The Communication Plan will form a comprehensive approach to supporting the recovery of the Lake Chad Region and improving the living conditions of the population in the region and also at enhancing regional cooperation, resilience and social cohesion to tackle common challenge and connectivity, as well as trade and development..

The starting point involves LIS which is an existing online information system providing the LCBC with relevant current spatial and non-spatial data and information for integrated water resource management (IWRM) in the Lake Chad Basin. This information system stores and manages a wide range of data and information from all LCBC member countries and other regional basin stakeholders in a regional database (RDB) and allows viewing of synthesized data in maps, charts and tables. The LIS facilitates systematic storage, classification, retrieval, exchange and analysis of relevant data on water, climate, environmental and socio-economic aspects.

In addition, it is a source of data and information for the preparation of IWRM-related products such as the State of the Lake Chad Basin Ecosystem Report (SOB) and the Annual Monitoring Report (AMR).

### **3. Objectives of consultancy**

The objective of this consultancy work is to develop a *Communication Plan* to contribute to the achievement of PROLAC's project objectives and the envisioned KMP requirements. The consultancy should also support the building of project staff capabilities in terms of communications and data collection.

The specifics objectives of the consultancy is:

- to boost sustained awareness and use credibility of the KMP as a source of leading knowledge and main organizer of international events on the Lake Chad.
- to fostering visibility of the KMP at local, national and international levels,

- to raise the public image of the LCBC as well as foster the ownership of stakeholders (e.g. policy makers, academics and researchers) towards their active and sustained participation around the activities of KPM, its objectives and impacts,
- to promote better understanding of the socio-economic context and risk factors for fragility, conflict, and violence amongst stakeholders to contribute to poverty eradication, stability, and regional integration.

#### 4. Outputs and Activities

The outputs and activities of Part I on communications will consist of the following:

| Output   | Activities by consultant:   |
|--|---|
| <p><b>(1) Communications strategy</b><br/>(with Annexes)</p>                   | <p>Undertake consultations with key stakeholders, to prepare the communications strategy for PROLAC, which would include:</p> <ol style="list-style-type: none"> <li>a. A clear vision and objectives for the communication efforts over the PROLAC’s entire project period (till 31 Dec 2025); and clarified niche and added value of the KMP against peers and competitors</li> <li>a. Year-by-year activities (including advocacy, public relation building activities, social media campaigns) to engage/ involve stakeholders in promoting their participation in the KMP activities relating to data collection, knowledge generation and regional dialogue (including the Annual International Forum)</li> <li>b. Identifying key messages on the KMP tailored to key stakeholders<sup>1</sup></li> <li>c. Specifying appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate these key messages</li> <li>d. <u>Annexes</u> on the (i) list the key stakeholders /target audiences in the Lake Chad Basin; (ii) list of people/stakeholders interviewed (and their contact details)</li> </ol> <p><i>Note: The communications strategy should build on the outreach strategy outlined in the SIPRI report on Functional Design Platform (Annex 3, p.35). The consultant should also collaborate closely with VisionRI, which is the firm recruited under the Human Rights Inclusion and Empowerment Trust Fund to collect the Lake Chad development indicators, including supporting communications efforts etc. The consultant should consult key stakeholders to ensure the communication strategy is feasible and is based on a common consensus (particularly for those responsible for implementing).</i></p> |
| <p><b>(2) Costed implementation plan</b> (for the communications strategy)</p> | <ol style="list-style-type: none"> <li>a. Specifying the actions/ steps needed to implement the communications strategy</li> <li>b. Estimating the budgeted cost for each specific action for implementation</li> <li>c. Specifying the responsibilities/ actions of the various national and regional stakeholders in implementing the communication strategy</li> <li>d. Identify indicators/tools (as well as responsible parties and costs) for the monitoring and evaluating the implementation of the communications strategy</li> </ol>  |
| <p><b>(3) Communications Support, guide and templates</b></p>                  | <ol style="list-style-type: none"> <li>a. Develop a standard look, publication layout and visual components (e.g. logos, graphic elements) for use in future communications materials for the KMP activities (e.g. publications, newsletters, websites, press releases, advertisements, presentation slides templates).</li> <li>b. Prepare a specialized template for the communications materials needed for the upcoming Annual International Forum (likely last quarter of 2021). Support communication efforts for the Forum, as needed.</li> <li>c. Prepare a guide for all communications on KMP and PROLAC to ensure consistent formats for use in future communications materials.</li> <li>d. Build the project staff’ capacities in terms of communication</li> </ol>  |

## **5. Duties and responsibilities of consultants**

The consultants shall take reference from the (i) concept note on the design of the multi-layered data center for the development of a Knowledge and Monitoring platform for decision-making in the Lake Chad Region under the Contract for Consulting Services between the World Bank Group (WBG) and AHT GROUP (Annex 1), and (ii) the concept note developed by the Regional Stabilization Strategy for the establishment of a KMP at the LCBC (Annex 2). The consultant should also reference (iii) the concept note developed by Stockholm International Peace Research Institute (SIPRI) on the elaboration for the design and pilot of a Knowledge and Monitoring Platform for decision making in the Lake Chad Region under PROLAC project and (iv) SIPRI's study on multidimensional risks in the Lake Chad region (Annex 3). Furthermore, the consultant should also review (v) the Project Appraisal Document (PAD) of the PROLAC and the Communication Strategy and Plan of Lake Chad Basin Commission.

These reports will delimit the strategic, organizational and operational contours of the communication mechanism to be set up and training curriculum to be proposed, as well as better inform the design of the multi-layered data center for Knowledge and Monitoring platform for decision-making in the Lake Chad region, by strengthening the existing synergies between the PROLAC and RSS.

Under the joint supervision of the LCBC PROLAC Project Implementation Unit (LCBC-PIU), the consultant(s) shall undertake to design and develop a Communication Plan for knowledge management which will be responsible for the creation, sharing, using and managing the knowledge and information for the Lake Chad Region stakeholders.

## **6. Profile and qualifications of consultant**

**Expertise Area:** Information and Communication Technology with adequate experience in capacity building.

The consultant should have experience/expertise in communication techniques, particularly in terms of local development, audiovisual production and animation techniques and capacity building.

The consultant should also have experience in providing consultancy services for general information and knowledge management as well as providing support to the organization of learning and knowledge sharing events.

## **7. Skills required for consultant team**

Professional experience in communication for development, sociology, institutional communication or journalism;

At least five (5) years of experience in the field of institutional communication, in particular on development projects and capacity building;

At least 5 years of proven experience in the development of communication or advocacy strategies and plans for development;

Teamwork

Organization skills

Be fluent in English and French (local languages are an asset)



## 8. Ethical Requirements

**Comprehensive and systematic inquiry:** The firm should make the most of the existing information and full range of stakeholders available at the inception stage and should conduct systematic communication and capacity building inquiries. The firm should communicate its methods and approaches accurately and in sufficient detail to allow others to understand, interpret and critique their work. It should make clear the limitations of their work.

**Competence:** The firm should possess the abilities and skills and experience appropriate to undertake the tasks proposed and should practice within the limits of their professional training and competence.

**Honesty and integrity:** The firm should be transparent with the LCBC about any conflict of interest, any change made in the negotiated pilot project plan and the reasons why those changes were made.

**Respect for people:** The firm should respect the security, dignity and self-worth of people it interacts with. It has the responsibility to be sensitive to and respect differences amongst participants in culture, religion, gender, disability, age and ethnicity as applicable.

## 9. Timeline, Budget and Payment Schedule

The assignment duration will be contracted for 3 months (June-August, 2021).

Payments shall be made based on submission of the inception report and each of the final deliveries of quality satisfactory to the LCBC and the World Bank. Advance payments can be discussed and agreed upon during contract negotiation. A suggested indicative payment schedule with proposed payment amount of milestone is presented in the table below.

**Table of indicative payment schedule with proposed payment amount of milestone**

| <b>Milestone</b>  | <b>Date</b>                      | <b>Percentages of total payment amount</b> |
|---|----------------------------------|--|
| Upon submission of the inception report (approved and validated by the LCBC and the World Bank)                       | October 1 <sup>st</sup> , 2021   | 20%  |
| Upon submission of the outputs (payments would be made upon approval of these outputs by the LCBC and the World Bank) | December 1 <sup>st</sup> , 2021  | 50%  |
| Upon virtual validation workshop (payments would be made upon approval of these outputs by LCBC the World Bank)       | December 30 <sup>th</sup> , 2021 | 30%  |

## **10. Relations with the LCBC Project Implementation Unit and the World Bank**

The work of the firm will be guided by the LCBC PIU, based on input, guidance and direction provided by the key stakeholders. The LCBC PIU is responsible for:

- (i) Facilitating all contacts with stakeholders and parties involved and providing all necessary background documents and on-going information, as needed, and provide guidance on the work and approach;
- (ii) Review deliverables to ensure that they meet project needs;
- (iii) Assessing the completion of services and deliverables supported by quantities and qualitative evidence;
- (iv) Providing technical quality assurance on the performance of the firm and all deliverables; and;
- (v) Circulating all deliverables amongst the stakeholders and Project counterparts.