

1.BACKGROUND

Ethiopia is the second-most populous country in Sub-Saharan Africa and one of the world's poorest countries, with a population of more than eighty-five million. Ethiopia is not a major emitter of greenhouse gases, but does store substantial carbon stocks (over 2.7 billion tons of CO₂e) in more than 12 million hectares of forests and wood lands. Due to the increase of population and the expansion of agricultural activities, these forests are being lost at an alarming rate.

The Government of Ethiopia (GoE) has developed a Climate Resilient Green Economy (CRGE) strategy. The CRGE vision aims to build a climate resilient green economy and to make the country carbon neutral by 2025. The Strategy identifies eight key sectors that play key roles in sustainable development: Reducing Emissions from Deforestation and Forest Degradation (REDD+), soils, livestock, energy, buildings and cities, industry, transport and health. To support the implementation of these priorities, the Government set up a national financial mechanism called the Ethiopia CRGE Facility under the Ministry of Finance and Economic Development (MoFED).

REDD+, Agriculture and Livestock are key elements of the CRGE vision, as of the level of emissions from these sectors and their potential contribution to resilience building. To achieve the GoE's CRGE related goals on agriculture, forestry and other land use change (AFOLU), the Ministry of Agriculture (MoA) is implementing a National REDD+ Readiness Program. Since 2008, Ethiopia is an active member of the Forest Carbon Partnership Facility (FCPF). The Government started preparation of a Readiness Preparation Proposal (R-PP) in April 2010, led by the Environmental Protection Authority (EPA). The country's final R-PP was endorsed by the FCPF Participants Committee in March 2011.

2.OBJECTIVES OF ASSIGNMENT

The objective of this assignment is to develop a communication strategy aimed to increase awareness and knowledge on REDD+ in Ethiopia; to prepare a one-year detailed work plan and a M&E Framework for the National REDD+ Communication Strategy; and to prepare a detailed budget for implementation of the one-year work plan;

3.SCOPE OF WORK AND MAIN RESPONSIBILITIES

The consultant will carry out the following work that will feed into the development of the communication strategy:

- a.Summary of the REDD+ context in Ethiopia
- b.Summary of the institutional context for REDD+
- c.Identification of the target audiences (i.e.: Line Ministries, CSO, regional and local government; general public, communities located in forest areas, communities in agricultural areas, etc.);
- d.Identification of the communication objective for each targeted audience (stakeholder mapping) (i.e., positioning REDD+ in the national development context, creating awareness on REDD+ at national and local levels, sharing knowledge on REDD+ with stakeholders; etc.).
- e.Identification of the communication products and activities tailored to each audience, building on already produced international communication material when possible, for each target audience.
- f. Development a style guide for all communications on REDD+ issues to ensure consistent formats for publications and communication products;

4.DURATION

The services above are to be carried out over a period of approximately two months between November and December 2013.

5.DELIVERABLES AND PAYMENT

The consultant is expected to submit the following deliverables. The consultant will be paid in lump sum following submission of deliverables.

- a. Submission of detailed strategy outline 15 days after the start of the contract and approval by the REDD+ Coordinator – 5% payment of total contract volume
- b. Submission of draft strategy after 30 days and approval by the REDD+ Coordinator – 30% payment of total contract volume
- c. Submission of the final strategy revised according to comments received, by the end of December 2013 and approval by the REDD+ Coordinator – 65% payment of total contract volume

The total contract volume will be negotiated based on the agreed scope of work and the consultant's qualification and experience.

6.REPORTING AND ADMINISTRATIVE ARRANGEMENTS

- a.The consult will report to the REDD+ Secretariat Coordinator, and will receive guidance from the REDD+ Communication specialist;
- b.Location: the consultant undertakes the assignment from his/her premise, but may occasionally use the REDD+ Secretariat office;
- c.Language: all deliverables should be submitted in English

7.CONULTANT QUALIFICATION

The consultant should:

- a.demonstrate prior experience in developing a communication strategy, ideally in the development context;
- b.have a good understanding of the Ethiopia government context;
- c.have knowledge on Natural Resources and REDD+ issues.

8.CONTACT

Technical and Financial Proposals should be submitted, by email, by November 15th to Getachew Shiferaw, Communication Specialist, REDD+ Ethiopia Secretariat

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E-mail:- getachewshiferaw@yahoo.com

9.ANNEX – COMMUNICATION STRATEGY OUTLINE

The communication strategy should at least have the following components:

- a. REDD+ Context (*short section*)
- b. Institutional Context (*short section*)
- c. The objective of the strategy (*short section*)
- d. A Conceptual Approach (*detailed section*)
 - a. Positioning: Suggested communication approach and products (incl. brochures, website and FAQ)
 - b. Knowledge: Suggested communication approach and products to support knowledge sharing (incl. information around products developed by the REDD+ Coordinator; about the National REDD+ Strategy; ongoing and completed analytical work, etc.)
 - c. Awareness: Suggested communication approach and products (incl. features, press tours; stakeholders exchange; videos, etc.)
 - d. Crisis Communication Approach: Suggested approach to crisis communication (incl. reputational risk assessment; crisis communication material; fact sheets and critical issues.)
- e. Audiences (*detailed section*)
- f. Detailed Annex with one-year work plan of activities and products that will be produced as per conceptual approach for the communications strategy (including recommendation on whether they should be produced in-house or by consultants); Budget for each activity and products; Schedule for the development of the activities and indicators to measure implementation progress. (*very detailed section*)
- g. Annex with style guide