



ENVIRONMENT PROTECTION AGENCY
P. O. Box 4024
4TH Street, Tubman Blvd., Sinkor
1000 Monrovia 10, Liberia



**REQUEST FOR EXPRESSIONS OF INTEREST FOR PROVISION OF
INDIVIDUAL CONSULTANCY SERVICES
LIBERIA FOREST SECTOR PROJECT
PROJECT ID: P154114
GRANT ID: TFA2427**

(Procurement Ref. No: EPA/LFSP/CONS/02)

Assignment Title: Development of Communication and Awareness Strategy

1. This request for expressions of interest follows the General Procurement Notice for this project that appeared in Development Business No. WB452-01/17 of January 31, 2017.

The Government of Liberia through the Forestry Development Authority (Implementing Agency) has received a grant from the International Development Association (IDA) acting as administrator of the Liberia Single Donor Forest Landscape Trust Fund (financed by the Government of Norway) in the amount of US\$36.7 million towards the cost of the Liberia Forest Sector Project, and the Environmental Protection Agency (Project Implementing Entity) intends to apply part of the proceeds of this Grant to eligible payments under an individual consultancy contract for the **development of communication and awareness strategy**.

2. **OBJECTIVE AND SCOPE OF SERVICES**

The objective of the communication and awareness strategy is to enable the EPA effectively disseminate, educate and engage in policy dialogue with all stakeholders in sustainable natural resource and environmental management. This assignment should support the overall objective of the Liberia Forest Sector Project.

The Consultant shall:

- Conduct an inception meeting with EPA and relevant stakeholders
- Improve overall awareness of environmental issues targeted at various stakeholders;
- Increase public awareness on natural resources and environmental management;
- Provide platform for dialogical fora between and among stakeholders;
- Provide a mobilization plan underscoring local and national leadership to actively support and participate in the environmental decision making;

- Groom leaders in schools, universities, communities and religious organizations and the media who can serve as partners in delivering awareness messages to target audiences
- Foster public compliance with the new paradigm shift (from logging to conservation) with established rules, regulations and instructions;
- Achieve behavioral change in public attitudes toward the environment;
- Encourage significant reductions in reliance on natural resources, particularly forests through alternative livelihood programs;
- Ensure that all materials developed are gender responsive;
- Conduct validation workshop

Note: The full terms of reference is attached to this request for expressions of interest as Attachment 1.

This assignment is for three (3) months.

3. The Environmental Protection Agency now invites eligible *individual consultants* to indicate their interest in providing the required consulting services for the Liberia Forest Sector Project. Interested Consultants should provide information demonstrating that they have the required qualification and experience to perform the Services by submitting a **cover letter** and an **updated CV**. See qualification and experience criteria below:

QUALIFICATION AND EXPERIENCE

- a) Have a Graduate/Post Graduate degree in development/Environmental Communication, Sociology, Mass Communication, Education and any other qualifications relevant to the scope of services
- b) At least 5 years of experience in Media and Development Communication;
- c) At least 3 years of experience in developing communication, information and public awareness strategy;
- d) Must have proven records of developing communication strategies specifically for natural resources and development;
- e) Must have knowledge and experience with the following:
 - i. Education modules development
 - ii. Developing jingles and creative communication materials;
- f) Excellent communication skills in English (verbal and written);
- g) Ability to work with a wide variety of people from ministries and agencies, development and environment institutions;
- h) Knowledge of local culture is a must.

4. GENERAL INFORMATION

- a) The Environmental Protection Agency is a gender sensitive institution. *Females are encouraged to apply.*

- b) Only shortlisted candidates will be contacted for the selection process.
5. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers*, January 2011 revised July 2014 ("Consultant Guidelines").
 6. A Consultant will be selected in accordance with the Individual Consultant Selection method set out in the Consultant Guidelines. For reference, please see Section V. of the World Bank's Selection Guidelines, January 2011 edition, revised July 2014, by following the link below:
<http://pubdocs.worldbank.org/en/894361459190142673/ProcurementConsultantHiringGuidelinesEngJuly2014.pdf>

Further information can be obtained at the address below during office hours 0900 to 1600 hours GMT.

Expressions of interest must be delivered in a written form to the address below (in person, by mail or by e-mail) by **16:00 GMT on Thursday, September 14, 2017. Envelopes or subject of emails must be marked "Expression of Interest for the Development of Communication and Awareness Strategy".**

Environmental Protection Agency
Procurement Unit
4th Street, Sinkor
P.O. Box 4024
1000 Monrovia, 10 Liberia
Attention: Z. Elijah Whapoe, LFSP Focal Point
Tel: +231(0)886524657
Email: ewhapoe@epa.gov.lr and copy to: rdoo@epa.gov.lr

Liberia Forest Sector Project
Terms of Reference
Consultancy for the development of Communication and Awareness
Strategy

1. Background

Liberia contains about 4.3 million ha of lowland tropical forest that comprises 43 percent of the remaining Upper Guinea forests of West Africa. Most of Liberia's rural population is dependent on forests and their various products and ecosystem services. The country's forests are under threat due to the continued deforestation and forest degradation (D&FD) of their remaining blocks for the expansion of agriculture, illegal and unsustainable logging, mining activities and inadequate oversight and enforcement. D&FD are the second leading cause of global warming, making the loss and depletion of forests a major issue for climate change.

Liberia is faced with enormous challenges in managing its forests to contribute in a balanced way to long-term, sustainable economic growth; support the livelihoods of rural communities; and ensure that its important national and global heritage is conserved. As Part of the reform process, the Liberia's engagement with the World Bank has been towards the national efforts to reduce emissions from deforestation and forest degradation and foster conservation, sustainable management of forests, and enhancement of forest carbon stocks (REDD+). Liberia is developing its REDD+ strategy that will build the country's capacity to be ready to participate in the future in a large-scale system of positive incentives for REDD+.

Towards this end, the Government of Liberia (GoL) and the Government of Norway (GoN) signed a Letter of Intent (LoI) in September 2014, with the purpose of (a) supporting the development and implementation of Liberia's REDD+ strategy to ensure significant net reductions in greenhouse gas (GHG) emissions from D&FD; (b) contributing to sustainable development in Liberia through protecting natural forests, restoring degraded lands, and developing Liberia's agricultural sector; and (c) working together to support progress on global efforts regarding climate change and sustainable development in general and REDD+ in particular. The Liberia Forest Sector Project (LFSP) is a result of this partnership, aimed at improved management of, and increased benefit-sharing in, targeted forest landscapes. Implementation of the LFSP is led by the Forestry Development Authority (FDA) with the Environmental Protection Agency (EPA), Liberia Institute of Statistics and Geo-Information Services (LISGIS), Ministry of Agriculture (MOA), Ministry of Lands, Mines and Energy, and the Land Authority (LA) implementing specific sub-components of the project.

The FDA has entered into a memorandum of understanding with the EPA in order to provide management services for the implementation of subcomponent 1.1 (National level institutional support),

The EPA has decided to apply portion of the grant received towards the development of communication and awareness strategy.

2. Objective(s) of the Assignment

The objective of the Communication Strategy is to enable the EPA effectively disseminate, educate and engage in policy dialogue with all stakeholders in sustainable natural resource and

environmental management. The objective of this assignment should support the overall objectives of the Liberia Forest Sector Project.

3. Scope of Services, Tasks (Components) and Expected Deliverables

3.1 Scope of services and Tasks

The Consultant shall:

- Conduct an inception meeting with EPA and relevant stakeholders
- Improve overall awareness of environmental issues targeted at various stakeholders;
- Increase public awareness on natural resources and environmental management;
- Provide platform for dialogical fora between and among stakeholders;
- Provide a mobilization plan underscoring local and national leadership to actively support and participate in the environmental decision making;
- Groom leaders in schools, universities, communities and religious organizations and the media who can serve as partners in delivering awareness messages to target audiences
- Foster public compliance with the new paradigm shift (from logging to conservation) with established rules, regulations and instructions;
- Achieve behavioral change in public attitudes toward the environment;
- Encourage significant reductions in reliance on natural resources, particularly forests through alternative livelihood programs;
- Ensure that all materials developed are gender responsive;
- Conduct validation workshop

3.2 Expected Deliverables/Outputs

- An inception report including detailed work plan at the start of the consultancy, which clearly describes the activities methodology and expected outputs;
- Minutes of inception meeting;
- Development of promotional and educational materials to be distributed to the public;
- Design media specific messages targeted at particular stakeholder groups;
- Development of jingles and messages tailored to theatrical performance
- Report from validation workshop
- Development of final communication strategy

4. DURATION OF THE ASSIGNMENT

The assignment will cover three months.

5. REPORTING

The consultant shall report to the Executive Director of the EPA through the Coordinator for this assignment who is EPA's focal point for the LFSP. All deliverables are first submitted as drafts which are to be reviewed and commented on before final copies are produced.

6. LANGUAGE

The reports shall be written in English language.

7. CLIENT'S INPUT & COUNTERPART PERSONNEL

The training to be conducted by the consultant will take place at a venue to be decided by the EPA. The Consultant will be based at the offices of the EPA. The EPA's focal point to the LFSP will provide administrative and other logistical support consistent with the contract.

8. QUALIFICATION AND EXPERIENCE

I. Qualification

Have a Graduate/Post Graduate degree in Development/Environmental Communication, Sociology, Mass Communication, Education and any other qualifications relevant to the scope of services.

II. Experience

1. At least 5 years of experience in Media and Development Communication;
2. At least 3 years of experience in developing communication, information and public awareness;
3. He/She must have proven records of developing communication strategies specifically for natural resources and development;
4. He/She must have knowledge and experience with the following:
 - a. Education modules development
 - b. He/She must have experience in developing jingles and creative communication materials.

III. Skills

- a. Excellent communication skills in English (verbal and written)
- b. Ability to work with a wide variety of people from ministries and agencies, development and environment institutions;
- c. Knowledge of local culture is a must.

❖ EPA is a gender sensitive institution; females are encouraged to apply.