



INDIVIDUAL CONSULTANT SELECTION

REF: NEMA/RFP/006/2023-2024.

Selection of Communication and Knowledge Management Expert for GEF 7 funded project on “Strengthening forest management for improved biodiversity conservation and climate resilience in the Southern Rangelands of Kenya”

1.0. Background Information

The Global Environment Facility (GEF)-funded project on “Strengthening forest management for improved biodiversity conservation and climate resilience in the Southern Rangelands of Kenya” is to be implemented by NEMA in close coordination with the International Union for the Conservation of Nature (IUCN). The project is to be implemented over a 4-year period, primarily in Kajiado and Narok Counties. The overarching goal of the project is to support a functioning and resilient dryland forest landscape that supports a sustainable economic/food production through integrated natural management. The project’s overall objective is to restore Southern Kenya dryland forest and rangeland landscape for resilient environment and community livelihoods. This will be delivered through the following objectives:

- i. To develop Community enterprises and livelihood value chains based on sustainable use of natural resources in the drylands.

- ii. To improve effective governance of land resources through strengthening of community level organizations, National and County governments.
- iii. Implementation of local resources management and restoration plans by the community units and local Authorities.
- iv. To co-ordinate the management on an integrated dryland landscape knowledge exchange and management platform.

These objectives will be realized through three key components that include;

1. Strengthening the enabling environment for the sustainable management of drylands;
2. Investment in scaling up sustainable dryland management;
3. Programmatic coordination, monitoring and knowledge management.

The project has been designed in careful consideration of the national priorities of Kenya, the needs of the local pastoral Community and the lessons from past and on-going initiatives in similar ecosystems. The proposed holistic approach will link income-generating activities (e.g. livestock marketing, horticulture value chain, eco-tourism) with sustainable environmental management activities. Therefore, the project plans to create a bridge between development needs and environmental activities. By building the communities' capacities and supporting them to derive more benefits from sustainable activities, the project will pave the way for innovations at local or landscape level in terms of natural resources management and conservation.

Under Component 3 of the project on Programmatic coordination, monitoring and knowledge management the project will put in place and institutionalize robust and integrated monitoring systems to determine the status of land degradation, climate change trends, forest cover change and connectivity, the status of wildlife populations, and the socio-economic status of the people that use the landscape. Key enabling conditions include having an institution with the legitimacy to undertake such activities, having data sharing agreements in

place among the stakeholders, addressing security concerns so that sensitive information about wildlife habitats are adequately protected and establishing the systems to store and manage the data. Based on the results and best practices from the implementation of the project actions in other components, this project component aims to inform SFM and more specifically SLM and FLR related national policies and processes.

The project plans to build on existing platforms and knowledge hubs to implement dynamic knowledge management. Green Points have been created by the National Environment Management Authority (NEMA) in several counties. Kajiado County Green Point already exists while setting up of Narok County Green Point is underway.

All the data produced by the project, lessons and evaluations, and more generally all the information concerning the project areas will be centralized and shared through specific actions at several scales: local, national and regional. By linking different actors, replication will also be facilitated. This is why the project not only strengthens the Green Points as a resource centre but also put them in a position of active dissemination of information and good practices. Centralizing the data will be particularly useful to promote the proper functioning of the administrations, the development of intervention strategies, and the communication of the Counties' and communities' achievements.

Finally, a forum will be held every year on the issue of conservation of rangelands. Governmental structures as well as private actors, civil society and communities will participate in this forum. This forum will be open to regional actors (e.g. neighbouring countries) to facilitate the sharing of experience and the dissemination of good practices and the launching of new initiatives. By increasing access to the supporting data for improved natural resources management, building capacity, promoting knowledge sharing and

coordination, it is expected that the project will pave the way for the creation of multiple additional areas under improved management.

2.0. Objectives of the Assignment

2.1. Overall Objective

The main objective is for the expert to provide technical and coordination support in communication and knowledge management, aiming to enhance and promote visibility of the project through using innovative CKM methods and tools.

2.2. Specific Objectives

The specific objectives are to:

- To communicate and disseminate project activities and its impact to stakeholders at community, national and regional level.
- Implement a knowledge sharing platform and lessons learnt to facilitate the documentation, storage and exchange of project information among project partners/stakeholders.
- Definition and institution of a communication strategy through the Green Points and community resource centres.
- Definition and creation of a dryland forest and rangeland stakeholder forum at county and national level.

3.0. Terms of reference and Expected Deliverables/Outputs

1. Undertake rapid assessment to identify appropriate CKM methods and tools.
2. Develop and lead in the implementation of CKM work plan with clear deliverables

3. Design a comprehensive communication approach/plan for the green points and community resource centres.
4. Coordinate establishment of dryland forest and rangeland stakeholder forums at county and national level
5. Undertake public participation with the local communities on project financing sources, objectives, activities, risks, challenges, potentialities and progress for sustainability
6. Communicate on the impact of the project and its results.
7. Strengthen the visibility of NEMA, GEF and IUCN
8. In conjunction with corporate communication Department, regularly engage the media to ensure positive publicity
9. Lead in the design and implementation of the communication and education materials to integrate traditional, incremental and scientific knowledge.
10. Capture, store and share knowledge, disseminate information about progress and results of the project.

4.0. Qualifications, experience and competencies of the expert

4.1. Education:

- Master's degree in natural resources management or related field
- Training in knowledge management and/or communication.

4.2. Experience

- A minimum of 8 years of experience in communication and/or knowledge management in similar projects or similar context in Kenya.
- Proven experience and track record in developing and implementing communication strategies or plans.
- Demonstrated experience in developing content that clearly communicates ideas and experiences for mainstream media, social media, web, print production, and audio-visual productions.
- Demonstrated professional competence in corporate communication and Public Relations

4.3. Competencies and skills

- Excellent oral, written and Communication Skills
- Knowledge in Computer applications
- Planning, Coordinating & Management Skills.
- Effective time management skills and ability to complete given tasks perfectly within the given time.

5.0. Selection Criteria

The following criteria shall be applied to evaluate expression of interest for Communication and Knowledge Management Expert.

The passmark to be considered for the contract shall be 75%.

PART ONE (EDUCATION)			
No	Description	Yes/No	Marks
1.	Master's degree in natural resources management or related field <i>(Provide certified copies of certificates(by the issuing institution/commissioner of oaths).</i>		30
2	Possession of specific trainings in knowledge management and/or communication.		5
	<i>Total Marks</i>		35
PART TWO (EXPERIENCE)			
1.	The Expert has demonstrated over Eight (8) years of experience in communication and/or knowledge management in similar projects or		10

	similar context in Kenya. (Provide updated CV and relevant documentary evidence)		
2.	Proven experience and track record in developing and implementing communication strategies or plans. (Provide relevant evidence)		10
3.	Demonstrated experience in developing content that clearly communicates ideas and experiences for mainstream media, social media, web, print production, and audio-visual productions. (Provide relevant evidence)		10
4.	Demonstrated professional competence in corporate communication and Public Relations. (Provide relevant evidence)		5
	<i>Total Marks</i>		35
PART THREE (SKILLS AND COMPETENCIES)			
1.	Proficiency in MS Office applications (Word, Excel, Power Point) including fluency in Adobe Applications.		3
2.	Proven strength in relationship-building, facilitation and negotiation skills to garner support, buy-in, for		5

	sustained engagement of key stakeholders at various levels. <i>(Provide updated CV and relevant documentary evidence)</i>		
3.	Strong communication skills in writing and editing content and designing communication and outreach materials for an institution. <i>(Provide updated CV and relevant documentary evidence)</i>		6
4.	Experience with donor-funded projects <i>(Provide updated CV and relevant documentary evidence)</i>		10
5.	Effective time management skills and ability to complete given tasks perfectly within the given time <i>(Provide relevant evidence from previously implemented projects)</i>		6
	<i>Total Marks awarded</i>		30
	OVERALL MARKS AWARDED		100

6.0. Duration/Time-frame.

The project runs from F.Y 2023/24-2026/27. The expert shall serve on part time basis renewable yearly subject to satisfactory performance.

7.0. Payment method.

Payments shall be based on time sheets and monthly reports submitted by the expert.

8.0. Reporting/ Coordination

The Expert will report to and take direction from the Project Coordinator briefing the Project Management Unit on progress at regular intervals. It is expected that the expert will engage at frequent intervals and collaborate with all relevant NEMA, county, and key stakeholders to ensure the ownership and success of the stipulated objectives. All the reports should be submitted to the satisfaction of project standards.

9.0. Application Procedure.

Interested individual consultants should send their **Updated Curriculum Vitae(CV's) accompanied by all relevant academic and professional documents clearly demonstrating how they meet the required qualifications, job experience and other attributes.** Expression of interest should be submitted in a sealed envelope indicating the reference number and subject of EOI on top.

All expression of interest should be addressed to:

The Director General

National Environment Management Authority

P. O. Box 66839-00200

Nairobi.

And be dropped into the tender box located at the Entrance of Elland House, NEMA Headquarters.

Physical Location; South C, POPO Road Off Mombasa Road.

All expression of interest should be received by 21st May 2024 10.00 AM.