



## **REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)**

**REPUBLIC OF LIBERIA  
FORESTRY DEVELOPMENT AUTHORITY  
LIBERIA FOREST SECTOR PROJECT  
PROJECT ID: P154114  
GRANT ID: TFA2427**

**CONSULTANCY SERVICES FOR COMMUNICATION AND STAKEHOLDER  
ENGAGEMENT STRATEGY UNDER THE LIBERIA FOREST SECTOR PROJECT**

**(REFERENCE NO: LR-FDA-259530-CS-CQS)**

### **RE-ADVERTISED**

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 Republic of Liberia has received a grant from the Government of Norway in the amount of US\$36.7 million equivalent through the World Bank towards the cost of the Liberia Forest Sector Project, and it intends to apply part of the proceeds of this Grant to eligible payments for the provision of **consulting services for communication and stakeholder engagement strategy under the Liberia Forest Sector Project**

### **OBJECTIVE OF THE ASSIGNMENT**

The main objective of this assignment is to implement the communication and engagement strategy of the LFSP and Liberia REDD+. Specifically, this would include reaching out to targeted forest communities, Key Government Policy Makers, local government, and community leaders, Civil Society, international development partners, Community-Based Organizations, Private Sector, and other relevant interest groups to create awareness and sensitization on benefits, processes, and interventions of REDD+ and the LFSP in Liberia.

### **SCOPE OF SERVICES, TASK AND EXPECTED DELIVERABLES**

Under the supervision of the Nation REDD+ Coordinator and in close coordination with the Public Affairs Division of the FDA and respective Focal Persons of the LFSP at MOA, EPA, LLA, LISGIS and MME, the consultant will undertake the following activities:

- i. Lead and coordinate the review and update the Action plan or implementation plan of the approved REDD Communication Strategy with LFSP PIEs and the REDD+ Technical Working Group (RTWG)
- ii. Coordinate the review and update of a comprehensive stakeholder analysis to conform to current realities

- iii. Coordinate and facilitate review and update of key REDD+ and LFSP messages for different levels of stakeholders (direct project beneficiaries/forest communities, policy makers, local government and community leaders, Civil Society, private sector, Academia, NMSMC, etc.) as well as methods/channels of communication and engagements

[A full copy of the terms of reference can be found below, as Attachment 1 to this request for expressions of interest](#)

The Forestry Development Authority now invites qualified and eligible firms to express their interest in providing the required Services for the Liberia Forest Sector Project. Interested consultants must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). See shortlist criteria below:

### **QUALIFICATION AND EXPERIENCE**

- The firm must have as its core program communication and awareness and associated capacity building for sustainable natural resource management (sustainable forest management awareness will be a plus). Additionally, the firm must have:
- Worked in developing countries (especially in West Africa) in capacity building for sustainable natural resource management or related areas for not less than 7 years.
- The firm should have been engaged development communication for activities and handling stakeholders' engagement activities for not less than 7 years
- Experience in the development of communication strategies, excellent writing and editing skills.
- Experience in working in the forestry sector, agriculture, and related social and environmental management field.
- Records of good understanding of the media landscape in Liberia.
- Strong organizational skills in planning and executing awareness campaigns and events including demonstrated ability to facilitate and coordinate large multi-stakeholder events
- Demonstrated capabilities in working efficiently and effectively with internal and external stakeholders.
- Competence in the use of Microsoft Office applications including Word, Excel, and PowerPoint.

***Note: In addition to other relevant information to be submitted, Consultants (firms) are to present all assignments of similar nature undertaken: Assignment details, name of client & country of assignment, contract value and role of firm etc.***

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 Conflict of Interest, January 2011 revised July 2014 (“Consultant Guidelines”)*, setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a **joint venture or a sub-consultancy** agreement to enhance their qualifications.

A Consultant will be selected in accordance with the Selection based on the Consultants’ Qualifications method (CQS). For reference, please see paragraph **3.7 of the World Bank’s Guidelines on Selection and Employment of Consultants, January 2011 revised July 2014**, by following the link below:

<http://pubdocs.worldbank.org/en/894361459190142673/ProcurementConsultantHiringGuidelinesEngJuly2014.pdfhtt>

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

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 NOVEMBER 10, 2021**. **Envelopes or subject of emails must be marked “Ref: EOI for CONSULTANCY SERVICES FOR COMMUNICATION AND STAKEHOLDER ENGAGEMENT STRATEGY”**

Forestry Development Authority  
Whein Town, Mount Barclay  
P. O. Box 3010 Montserrado County  
Monrovia, Liberia  
Attention: National REDD+ Project Coordinator  
Tel: +231(0)880-699-711  
Email: fawasa@gmail.com & cc: hdd1960wllms@gmail.com

# **ATTACHMENT 1: TERMS OF REFERENCE: CONSULTANCY SERVICES FOR COMMUNICATION AND STAKEHOLDER ENGAGEMENT STRATEGY UNDER THE LIBERIA FOREST SECTOR PROJECT**

## **1.0 BACKGROUND**

Liberia contains about 6.6 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 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 faces enormous challenges in managing its forests to contribute in a balanced way to long-term, sustainable economic growth, to support the livelihoods of rural communities, and to ensure that its important national and global heritage is conserved. As part of the reform process, 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 Mines and Energy, and the Liberia Land Authority (LLA) implementing specific sub-components of the project.

A Midterm Review (MTR) of the project was conducted in 2019 and recommended an extension of the project and pointed at the need to strengthen communications and stakeholders' engagement to increase stakeholders' ownership and ensure overall sustainability. In May 2020, the World Bank extended the closing date of LFSP until June 30, 2023, to ensure that the overall project objectives are achieved. As part of a revised implementation strategy, FDA needs to accelerate coordination and management of information sharing and awareness creation and stakeholder consultations. This will ensure the consolidation of gains made in communicating LFSP objectives and interventions as well as increase understanding of forest communities and policy makers of the benefits and processes of REDD+. This will inform and influence the changes required for enabling REDD+ in Liberia.

## **2.0 OBJECTIVE OF THE ASSIGNMENT**

The main objective of this assignment is to implement the communication and engagement strategy of the LFSP and Liberia REDD+. Specifically, this would include reaching out to targeted forest communities, Key Government Policy Makers, local government, and community leaders, Civil Society, international development partners, Community-Based Organizations, Private Sector, and other relevant interest groups to create awareness and sensitization on benefits, processes, and interventions of REDD+ and the LFSP in Liberia.

## **3.0 SCOPE OF SERVICES, TASKS, AND EXPECTED DELIVERABLES**

### **3.1 SCOPE OF SERVICES & TASKS**

Under the supervision of the Nation REDD+ Coordinator and in close coordination with the Public Affairs Division of the FDA and respective Focal Persons of the LFSP at MOA, EPA, LLA, LISGIS and MME, the consultant will undertake the following activities:

- iv. Lead and coordinate the review and update the Action plan or implementation plan of the approved REDD Communication Strategy with LFSP PIEs and the REDD+ Technical Working Group (RTWG)
- v. Coordinate the review and update of a comprehensive stakeholder analysis to conform to current realities
- vi. Coordinate and facilitate review and update of key REDD+ and LFSP messages for different levels of stakeholders (direct project beneficiaries/forest communities, policy makers, local government and community leaders, Civil Society, private sector, Academia, NMSMC, etc.) as well as methods/channels of communication and engagements
- vii. Coordinate and facilitate the preparation of a Communication and Awareness/sensitization work plan (activity plan consistent with key outputs) for a period up to 30<sup>th</sup>, April 2023

- viii. Design and implement a comprehensive, effective, thematically-driven climate change awareness campaign including but not limited to the development of culturally relevant materials and resources as well as the use of innovative forms, focusing on mitigation and adaptation.
- ix. Develop and produce audio-visual kits and other educational material on REDD+ and LFSP for forest communities and other stakeholders
- x. Organize and facilitate innovative REDD+/LFSP information-sharing via radio and TV stations (especially community radio), social media, and at relevant forums in targeted rural communities
- xi. Improve communication links with communities, private sector, NGOs, CBOs, RTWG, NMSMC, and other entities with the target groups.
- xii. Organize and facilitate strategic Policy Roundtables and Dialogues with key policy makers including legislators, cabinet and development partners
- xiii. Organize and facilitate strategic symposiums and learning/exchange workshops for academic and research institutions
- xiv. Organize and facilitate REDD+/LFSP reporting refresher work-sessions for targeted print and electronic Media (newspaper, radio and TV journalists, reporters, and commentators)
- xv. Facilitate timely dissemination/disclosure of all relevant documents relating to LFSP/REDD+ in a culturally sensitive language through FDA and other channels. (Including reports, studies, regular newsletters, and brochures)
- xvi. Organize and facilitate a high-level Forest Forum for forest sector stakeholders for knowledge and information sharing for policy influencing

### **3.2 EXPECTED DELIVERABLES/OUTPUTS:**

1. An inception report consisting
  - An updated REDD+ and LFSP Communication Strategy Action/Implementation Plan produced
  - An updated REDD+/LFSP stakeholder analysis framework developed
  - An updated catalogue of key REDD+ and LFSP messages for different levels of stakeholders and associated different channels of communication/engagement prepared
  - An approved work plan for implementing REDD+/LFSP communications/awareness and sensitization for a period up to 30 April 2023

- Draft capacity building training materials developed as follow: 1 training manual or different manual for each targeted stakeholder (communities and local government/authorities, Community-based organizations, and Civil Society Organizations)
    2. A database of all relevant stakeholders in Liberia developed
    3. Updated public awareness toolkit for REDD+/LFSP produced
    4. Audio-visual kits and other educational materials (brochures, posters, T-shirts and other publications) on REDD+ and LFSP including in local languages as appropriate produced and disseminated in 70 cluster communities<sup>1</sup> in Southeast Liberia around protected areas (PAs), Proposed Protected Areas (PPAs) and Approved Forest Communities (AFCs) and 66 cluster communities in Northwest communities (PAs, PPAs and AFCs).
    5. Deliverable: - high-level forest forum held with forest sector stakeholders in Liberia; draft and final report of forest forum with follow-up actions and recommendations/action points
    6. Phase I: Capacity building training, refreshers and orientation provided for different targeted groups (communities, Community-based organizations, and Civil Society Organizations,
    7. Phase II: Capacity Building training refreshers and orientation for print and electronic media, local and national decision/policy makers on REDD+ themes, LFSP and climate change in general.
    8. Phase I: At least 1 weekly radio program produced and aired on 4 (four) community radio stations in each landscape (Northwest and Southeast) to disseminate messages of REDD+ and LFSP as well as climate change information (detailed list of messages to inform radio program production to be shared during negotiations)
    9. Phase II: At least 1 weekly radio program produced and aired on two Monrovia-based radio stations to disseminate messages of REDD+ and LFSP as well and climate change information (detailed list of messages to inform radio program production to be shared during negotiations)
    10. Press releases and project related announcements produced as and when needed
    11. At least 4 Quarterly newsletters or simple publications presenting key project achievements and success stories in the project landscapes produced and distributed to local leaders (clan, district and county authorities), relevant ministries and agencies, CSOs, private sector, the media, and development partners
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12. At least 4 strategic symposiums and learning/exchange workshops for academic and research institutions organized and facilitated and report submitted (involving institutions from the landscapes) to share knowledge and information and to strengthen ongoing mainstreaming REDD+ and sustainable forest management into tertiary learning and academic and profession research
13. Two policy roundtables with legislators, county superintendents and key cabinet ministers organized and facilitated; report submitted
14. At least one Regular monthly community awareness and outreach organized and facilitated in the targeted project communities
15. Quarterly Progress Reports of implementation of the assignment and strategic event reports (reports from Policy Roundtables/dialogue, symposiums, workshops, and case studies) as will be required from time to time prepared and approved by FDA
16. Final Completion of assignment report

#### **4.0 PAYMENT**

**First Payment: Twenty (20%)** Percent payment of contract for the submission and acceptance of an inception report within one (1) month upon contract signing consisting of the following:

- An updated REDD+ and LFSP Communication Strategy Action/Implementation Plan produced
- An updated REDD+/LFSP stakeholder analysis framework developed
- An updated catalogue of key REDD+ and LFSP messages for different levels of stakeholders and associated different channels of communication/engagement prepared
- An approved work plan for implementing REDD+/LFSP communications/awareness and sensitization for a period up to 30 April 2023
- Draft capacity building training materials developed as follow: 1 training manual or different manual for each targeted stakeholder (communities and local government/authorities, Community-based organizations, and Civil Society Organizations)

**Second Payment: Twenty (20%) Percent** of contract value for the submission and acceptance of the following deliverables within three (3) months within contract signature:

- A database of all relevant stakeholders in Liberia developed
- Updated public awareness toolkit for REDD+/LFSP produced
- Audio-visual kits and other educational materials (brochures, posters, T-shirts and other publications) on REDD+ and LFSP including in local languages as appropriate



produced and disseminated in 70 cluster communities<sup>2</sup> in Southeast Liberia around protected areas (PAs), Proposed Protected Areas (PPAs) and Approved Forest Communities (AFCs) and 66 cluster communities in Northwest communities (PAs, PPAs and AFCs).

- Deliverable: - high-level forest forum held with forest sector stakeholders in Liberia; draft and final report of forest forum with follow-up actions and recommendations/action points

**Third Payment: Fifteen (15%) percent** payment of contract value upon submission and acceptance of the following deliverables within seven (7) months of contract signing:

- Phase I: Capacity building training, refreshers and orientation provided for different targeted groups (communities, Community-based organizations, and Civil Society Organizations)
- Phase I: At least 1 weekly radio program produced and aired on 4 (four) community radio stations in each landscape (Northwest and Southeast) to disseminate messages of REDD+ and LFSP as well as climate change information (detailed list of messages to inform radio program production to be shared during negotiations)
- At least 4 strategic symposiums and learning/exchange workshops for academic and research institutions organized and facilitated and report submitted (involving institutions from the landscapes) to share knowledge and information and to strengthen ongoing mainstreaming REDD+ and sustainable forest management into tertiary learning and academic and profession research
- Two policy roundtables with legislators, county superintendents and key cabinet ministers organized and facilitated; report submitted

**Fourth Payment: Twenty (20) Percent** of contract value for the submission and acceptance of the following deliverables within three (3) months within contract signature:

- Phase II: Capacity Building training refreshers and orientation for print and electronic media, local and national decision/policy makers) on REDD+ themes, LFSP and climate change in general.
  - Phase II: At least 1 weekly radio program produced and aired on two Monrovia-based radio stations to disseminate messages of REDD+ and LFSP as well and climate change information (detailed list of messages to inform radio program production to be shared during negotiations)
  - Press releases and project related announcements produced as and when needed
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**Fifth Payment: Twenty-Five (25%) percent** of contract value upon submission and acceptance of the following deliverables with in twelve (12) months of contract signing:

- At least 4 Quarterly newsletters or simple publications presenting key project achievements and success stories in the project landscapes produced and distributed to local leaders (clan, district and county authorities), relevant ministries and agencies, CSOs, private sector, the media, and development partners
- At least one Regular monthly community awareness and outreach organized and facilitated in the targeted project communities
- Quarterly Progress Reports of implementation of the assignment and strategic event reports (reports from Policy Roundtables/dialogue, symposiums, workshops, and case studies) as will be required from time to time prepared and approved by FDA
- Final Completion of assignment report

## **5.0 REPORTING**

The consulting firm will report to the National REDD+ Coordinator

## **6.0 LANGUAGE**

All reports shall be written in English language.

## **7.0 FACILITIES TO BE PROVIDED BY THE CLIENT**

The Firm will work with the REDD+ Implementation Unit and the FDA Public Affairs Division. Adequate and shall be provided relevant background documents, reports as well as relevant technical support as will be requested and approved.

## **8.0 QUALIFICATION & EXPERIENCE:**

- The firm must have as its core program communication and awareness and associated capacity building for sustainable natural resource management (sustainable forest management awareness will be a plus). Additionally, the firm must have:
- Worked in developing countries (especially in West Africa) in capacity building for sustainable natural resource management or related areas for not less than 7 years.
- The firm should have been engaged development communication for activities and handling stakeholders' engagement activities for not less than 7 years
- Experience in the development of communication strategies, excellent writing and editing skills.
- Experience in working in the forestry sector, agriculture, and related social and environmental management field.

- Records of good understanding of the media landscape in Liberia.
- Strong organizational skills in planning and executing awareness campaigns and events including demonstrated ability to facilitate and coordinate large multi-stakeholder events
- Demonstrated capabilities in working efficiently and effectively with internal and external stakeholders.
- Competence in the use of Microsoft Office applications including Word, Excel, and PowerPoint.

**Key Staff:**

1. Team Leader/ Lead Communications and Stakeholders' Engagement Coordinator: At least a bachelor's degree in Natural Resources Management, Forest Extension Development Studies, Mass Communication or a bachelor's degree in related Social Sciences with formal trainings in Communications; not less than 7 years of experience managing/coordinating development communication community engagement activities, at least 5-year experience with awareness and stakeholders' engagements for sustainable natural resource management projects; at least 5 years of experience of organizational leadership; excellent oral and written communication skills; must have proven experience in organizing and facilitating engagements with high-level stakeholders (government and development partners) as well as with CSOs for not less than 5 years; experience in developing communication/awareness and learning materials and toolkits; conversance working with communities forest sector development and engagement as well as working Liberian media
2. Communications Specialist: At least a bachelor's degree (Master Degree a plus) in Mass Communication, Journalism with not less than 5 years' experience in development communications with a reputable institution with core programs in forestry, agriculture, environmental management or other natural resource management programs; demonstrated ability and experience in developing strategies and plans for communication and awareness for sustainable natural resource management (or for climate change, REDD+ or environment); at least 5 years coordinating with print and electronic media as well as informal media and community structures for facilitating dissemination of messages and awareness on natural resource management to communities, government actors, development partners and CSOs; 5 years' experience in developing communication/awareness and learning materials and toolkits
3. Community Engagement, Capacity Building and Awareness Officer: must have at least a bachelor's degree in Natural Resources Management, Forest Extension, Agriculture Extension, Sociology, Development Studies, Communications or related social sciences with at least 5 years of experience in community engagement and awareness with rural communities for sustainable natural resource management (sustainable forest management is a plus); at least 5 years' experience building organizing/planning, coordinating and

facilitating natural resource management capacity building initiatives for different actors (communities, national and local government, community-based organizations and civil society); excellent written communication and oral communication/communications skills; experience organizing communities and facilitating awareness/sensitization and training for communities stakeholders for sustainable natural resources management; experience coordinating consultations and capacity building for stakeholders for sustainable natural resource management

## **9.0 DURATION OF THE ASSIGNMENT**

This assignment covers a period of one (1) year with possible renewal based on satisfactory performance and project needs.

## **10.0 DATA CONFIDENTIALITY/OWNERSHIP/RE-USE**

All data collected under this assignment including the documentation about the data are confidential and are the property of the Forest Development Authority. The consultant must also ensure that data or the documentation referred to above, collected or compiled under this activity, are not distributed for commercial or non-commercial purposes to third parties, nor will they be used for purposes other than those expressly stated in these terms of reference, without the written approval of the Forest Development Authority prior to, during, or after completion of the assignment.