



Consultancy to develop a Communication and Visibility Strategy for The Kenya Climate Change Working Group (KCCWG)

Project Title: Strengthening KCCWG's Institutional systems towards effective Climate change Advocacy at all levels

TERMS OF REFERENCE

1. Institutional Background

The Kenya Climate Change Working Group is the leading national membership network of civil society organizations uniting voices and actions on climate change and nexus issues with the aim of creating synergies in response to the impacts and the underlying issues. The establishment of KCCWG in 2009 was a deliberate decision by CSOs and development partners in Kenya who at that time were disjointed in pursuing the climate change advocacy agenda at national and global levels hence the need to synergize the efforts. The network is comprised of over 400 agencies working on climate change and nexus issues drawn from different sectors and levels.

KCCWG's mandate is to empower, coordinate, and represent CSOs' in collaborative advocacy action (s) on climate change matters in Kenya and beyond and to influence legal and regulatory frameworks at all levels towards asserting a climate resilient development pathway. Upon formation, KCCWG organized her work around thematic groups, which reflect the socio economic sectors of Kenya, and draws background from some of the UNFCCC pillars. The network has

successfully influenced policy at international, national, and county government levels through the county networks, representation in different task forces, county environment committees as well as through observer status to the UNFCCC, GCF and UNEP.

2. Project background

The USAID funded project seeks to enhance the Capacity of KCCWG to effectively support Kenyan CSOs to participate meaningfully in the National and International climate change policy engagements while influencing development of climate change sensitive policies at National and County levels. Being in the first year of implementation, the project seeks to strengthen institutional capacity through among others supporting the review of existing frameworks and development of key institutional documents and systems.

3. Objectives of the Assignment

With the support USAID, KCCWG is seeking the services of a consultant to develop, in close consultation with KCCWG, 5 year communication and visibility strategy, and its implementation and management plan with a more detailed focus on the next 2 years. The overall objective of this communication strategy is to raise awareness on KCCWG's interventions for impact, increase her visibility and promote effective engagement with stakeholders, in order to have a greater impact on climate change related policy making at all levels. The strategy and plan are intended as a detailed guide to be used by KCCWG to improve:

1. Documentation, packaging, and dissemination of evidence and knowledge acquired, through and for use in her advocacy work
2. The use of publications and other communication channels to inform and engage a variety of stakeholders about KCCWG's activities, projects, progress, achievements, impacts, and other pertinent issues in the energy and climate change space
3. Visibility of KCCWG its members, funders, partners, and other relevant institutions affiliated with KCCWG

4. Operationalization of internal and external communication tools and processes. The specific Objectives of the communication and visibility strategy are;

- Outline appropriate communication activities to ensure enhanced capacity and skill of both local communities and government to ensure they sustainably manage natural resources and climate change
- Help KCCWG create multi-stakeholder platforms to facilitate networking opportunities and collaboration with partners at a national level (Ministries and line agencies, local government and communities across the region)
- Influence policy makers, civil society and development practitioners' dissemination of project achievements using electronic forums, local media and publication of policy briefs and the publishing of visibility materials.
- Increase the participation of stakeholders and their engagement.
- Standardize all communication and visibility messaging for maximum impact
- Develop branding and marketing plan that shall ensure effective resource mobilization for KCCWG

4. SCOPE

The consultant is expected to develop a comprehensive communication and visibility strategy, including a Monitoring, implementation and evaluation plan at the completion of the assignment.

The consultant is expected to undertake among others:

- 1) At inception, provide a stakeholder mapping, methodology, and report outline for discussion
- 2) An internal assessment of KCCWG's projects and interventions to establish the status of its activities in communication, visibility and branding, including tools and processes used to help identify current communication gaps and explore opportunities
- 3) Develop a Communications infrastructure and institutional set-up and define specific communications goals and objectives for KCCWG

- 4) Assess, design and recommend a specific, standard and consistent theme for the presentation of KCCWG brand as well as standardized template of communication tools
- 5) Identify, segment and profile KCCWG's primary and secondary audiences in and outside the climate change space at all levels
- 6) Develop specific, standard, accurate and consistent messages and avenues for dissemination to create maximum impact visibility for KCCWG
- 7) Document information on KCCWG's differentiation and value proposition to the sector
- 8) Propose publication and communication channels and activities to be used by KCCWG and the aims, messages, and audiences to be the focus of each channel
- 9) Propose possible partnerships to be sought and established by the association to increase the reach of KCCWG's proposed publications, communication channels, and activities reach, and recommend how they can be pursued and established
- 10) Define key performance indicators for successful communication and visibility, and propose an M&E methodology and plan

The consultant is required to undertake this assignment with reference to the situational analysis of KCCWG which will be provided as a report by the secretariat. He/She will also refer to KCCWG's strategic plan and gather inputs from KCCWG's members and partners.

5. Duration of the assignment

This assignment is expected to be carried out for a period of 15 man-days spread across 6 Weeks following the signing of the contractual agreement. A virtual inception meeting with KCCWG will be held to have an understanding of the expected deliverables. The Consultant shall from time to time report to the Coordinator KCCWG on the progress made through emails, online meetings and phone calls. The Consultant shall share the draft advocacy strategy and strategic plan with the project team for internal validation by 7/2/2021.

6. Deliverables

- A Five-year Communication and visibility strategy including a results and resources framework
- Reports on the processes undertaken including stakeholder engagements

7. Expertise

a) Academic Qualifications

- At least a Master's degree in a relevant field in the area of planning, public policy, development studies, project management and natural resources management.

b) Experience, skills and competencies

- At least 10 years professional experience in strategic planning and management
- 5 years' experience in supporting and guiding multi-stakeholder organizations/associations in Africa, in developing communications strategies, visibility plans, campaigns and other communication related tasks.
- Understanding member based association's context, challenges, opportunities and limitations
- Prior working experience handling similar assignments
- Extensive knowledge of policy and advocacy messaging and communication
- Management of NGOs/CSOs, in particular those involved in advocacy work
- Policy lobbying and advocacy by CSOs and networks at different levels
- Planning and strategy development for CSOs and advocacy engagements
- Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy and integrity
- Demonstrate excellent interpersonal and professional skills in interacting with government, CSOs and development partners
- Ability to work efficiently and deliver on committed outputs under the assignment within agreed timelines and deadlines.

8. Remuneration

The consultant shall be expected to work in close consultation with the KCCWG Secretariat while keeping to agreed delivery schedule. The consultant shall be paid through disbursements as follows;

Activity item	Payment disbursed
Signing of assignment agreement	70%
Remittance of Withholding tax	5%
Submission of draft for validation	20%
Submission and approval of final report	5%

9. How to apply

Qualified candidates are requested to send their applications not exceeding 12 pages via e-mail to the KCCWG not later than 22/12/2020 using the address **recruitments@kccwg.org**

The application should comprise:

1. A cover letter outlining how the applicant(s)/consultancy firm(s) meets the specified specifications
2. A technical and financial proposal
3. Work plan on how the assignment will be undertaken
4. An itemized detailed budget proposal
5. CVs of the applicant(s)/consultant(s) who will carry out the work
6. List of related work undertaken in the past including references

KCCWG is an equal employer. Persons with disabilities, women, and the youth are highly encouraged to apply.

Contact:

**We are based at National Water Harvesting and Storage Authority located along Dunga Road,
in South B,**

P.O BOX 61912-00200 Nairobi, Kenya

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