

TERMS OF REFERENCE

Short-Term Consultancy: Development of a Communication Strategy for Climate Change Adaptation in Liberia under the National Adaptation Plan Process

July 2023–November 2023

The National Adaptation Plan (NAP) Global Network is a multi-funder initiative that was created in 2014 to support developing countries in advancing their NAP processes and help accelerate adaptation efforts around the world. Financial support for the Network has been provided by Austria, Canada, Germany, Ireland, the United Kingdom, and the United States. The Secretariat is hosted by the International Institute for Sustainable Development (IISD).

The NAP Global Network's **Country Support Hub** provides expert advice and short-term technical support on specific issues related to national adaptation planning and implementation. The purpose of this request is to support the Environmental Protection Agency of Liberia to develop and launch a communications strategy for climate change adaptation under the NAP process.¹

Background information

Under its NAP process, Liberia has achieved major milestones and advanced adaptation planning in climate-sensitive sectors. With technical support provided by UNDP and funding through the Green Climate Fund's Readiness Programme, the country developed the Liberia National Adaptation Plan 2020-2030. The NAP Global Network supported the launch of the NAP in December 2021, as well as the preparation of Liberia's first Adaptation Communication (AdCom).² Both documents were submitted to the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat in December 2021.

Liberia submitted its revised Nationally Determined Contribution (NDC), which included an adaptation component, to the UNFCCC Secretariat in 2021. The country submitted its Second National Communication that included a section on vulnerability and adaptation to the UNFCCC in 2021. The priority sectors for adaptation action in the NAP and NDC include coastal protection, agriculture, energy, fisheries, forestry, and health.

To further its work on adaptation, the Government of Liberia intends to develop a communication strategy on climate change adaptation under the NAP process. The NAP highlights communications strategies as important for implementation of priority sectors' aims, and 2022 Monitoring, Evaluation and Learning (MEL) Framework for the NAP³ recommended the development of a communication strategy.

Developing a communications strategy with priority audiences, key messages, communications channels and metrics for measuring impact can help governments engage internal and external stakeholders in the NAP process and make progress toward achieving its urgent and vital goal of preparing societies for the impacts of

¹ https://unfccc.int/sites/default/files/resource/LIBERIA_%20NAP_%20FINAL_%20DOCUMENT.pdf

² https://unfccc.int/sites/default/files/resource/First_Adaptation_Communication_AdCom_LIBERIA.pdf

³ <https://napglobalnetwork.org/resource/note-monitoring-evaluation-learning-liberia-adaptation-plan/>

climate change.

Assignment

A contractor will organize and deliver a series of consultation workshops, prepare a final and approved Communication Strategy for Climate Change Adaptation under the NAP process in Liberia (referred to below as the “NAP Communication Strategy”), and organize and facilitate the launch of the document.

Activities related to the assignment

The contractor will undertake the following activities.

- **Prepare a detailed workplan**, to be presented at a meeting with the EPA and IISD;
- **Organize an inception workshop** for cross-sector government staff to introduce the assignment, and to collect information on the aims, objectives and needs of Liberia’s Communication Strategy for NAPs, and identify individuals willing to act as champions/advocates for adaptation.
- **Conduct interviews and consultations** with government line ministries, agencies and commissions and other relevant stakeholders to provide input to the development of the NAP Communications Strategy.
- **Develop a first draft of the NAP Communication Strategy** that sets out a clear roadmap for communicating adaptation priorities set out in the NAP to every facet of society which includes: policy makers, local authorities and people, youth, women, private sector, CSOs, etc. The draft should include a short Terms of Reference for an “Adaptation Champions” group made up of government representatives from the NAP’s priority sectors and community representatives.
- **Organize a briefing for journalists on climate change adaptation in Liberia** to establish dialogue between the Government of Liberia and media and communicators on the NAP process, and collect input to the development of the NAP Communications Strategy.
- **Organize a briefing for selected communities on climate change adaptation in Liberia** to raise awareness of adaptation priorities under the NAP and to collect communities’ input to the development of the NAP Communications Strategy.
- **Final and approved NAP Communication Strategy**, incorporating feedback from EPA, IISD and stakeholders.
- **Organize the launch of the NAP Communication Strategy**, ensuring that the communication strategy is rolled out engaging a minimum of six (6) local media institutions and ten (10) communities.

Anticipated timeline

Task	Output/Deliverable	Timeline
<p>1. Detailed workplan for the assignment; of the communication strategy for adaptation in Liberia. The detailed workplan will include:</p> <ul style="list-style-type: none"> ▪ Reference list of previous, relevant climate change adaptation communications activities in Liberia (at the national, sectoral and local levels), as well as a review of NAP communications strategies from peer countries to help inform/serve the basis for the next steps of this 	<p>Workplan</p>	<p>July 2023</p>

<p>assignment.</p> <ul style="list-style-type: none"> ▪ Proposed stakeholders interview list from the different sectors and associated guiding questions. ▪ A detailed timetable indicating the time required to complete each of the products and associated activities of the consultancy. ▪ A list of communications products to be developed to accompany the strategy (e.g., short videos, brochure, flyers, including materials in key local languages) 		
<p>2. Inception workshop for cross-sectoral government representatives to introduce the assignment, and to collect information on the aims, objectives and needs of Liberia’s NAP Communication Strategy document.</p>	<p>Inception Workshop Report</p>	<p>July 2023</p>
<p>3. Prepare the first draft of the NAP Communication Strategy in Liberia to serve as the basis for the government to engage internal and external stakeholders in the NAP process. The communication strategy will be conducted based on the identification and review of existent sources (e.g., desk review of related resources, sectoral and national levels), key informant interviews, including with representatives from priority ministries). This task involves:</p> <ul style="list-style-type: none"> • Interviews and consultation(s) with government line ministries, agencies and commissions and other relevant stakeholders to provide input to the development of the Communications Strategy for NAP • First draft of the Communication Strategy for NAP that sets out a clear roadmap for communicating NAP to every facet of society which includes: policy makers, local authorities and people, youth, women, private sector, CSOs, etc. The draft should include a short Terms of Reference for an “Adaptation Champions” group made up of government representatives from the NAP’s priority sectors and community representatives. 	<p>Summary of stakeholder/ interview input</p> <p>Draft NAP communication strategy</p>	<p>August 2023</p>
<p>4. Briefing workshops to collect input from</p> <ul style="list-style-type: none"> • Journalists, media professionals, and communicators • selected communities, identifying community representatives willing to act as adaptation champions 	<p>Workshop report on briefings</p>	<p>September 2023</p>

<p>5. Final and approved communication strategy for adaptation in Liberia, incorporating feedback from EPA, IISD and relevant stakeholders, and final associated communications products agree with the EPA (e.g., short videos, brochures, flyers, including materials in key local languages)</p>	<p>Final NAP communication strategy report and associated communications products</p>	<p>October 2023</p>
<p>5. Launch of the Communication Strategy for NAP: In the lead up to the 2023 UN Climate Change Conference (COP28), there will be a roll out of NAP Communication Strategy engaging six (6) local media institutions and ten (10) vulnerable communities. The launch report shall include:</p> <ul style="list-style-type: none"> • approved quotes and photos from community representatives who are acting as champions and advocates for climate change adaptation advocates • A summary of media coverage and clips 	<p>Launch workshop report, including summary of media coverage</p>	<p>November 2023</p>

For all deliverables, the contractor will work over an estimated period of six months. The costs of the inception/validation workshops, the launch and any approved expenses will be covered by the NAP Global Network Secretariat, IISD.

Desired qualifications

- Master’s degree in a relevant field such as environmental communications, journalism, or a related degree.
- Knowledge of the NAP process and climate change adaptation in Liberia.
- At least three years of demonstrated expertise in climate change communications and public engagement.
- Strong research, analysis and writing skills.
- Strong workshop organization and facilitation skills.
- Fluency in English (spoken and written)

Reporting and work arrangement

- The consultant will work closely with the Government of Liberia and will work closely on a virtual basis with Christian Ledwell, NAP Global Network, who will provide technical guidance for the project.
- The consultant must have their own computer equipment, as well as the appropriate software to carry out the activities provided for in these Terms of Reference.
- Consultants are encouraged to work with local youth organizations and programs to provide work experience/mentorship that will help them to build their skills in matters related to the environment, climate change, and sustainable development.

Application Process

- To apply for this consultancy, please submit a cover letter, CV (maximum 4 pages) and financial proposal to: info@nappglobalnetwork.org In your application, please clearly demonstrate how you meet the criteria outlined above.
- Remuneration: Commensurate with skills, experience, and location

Application deadline: June 23, 2023

Location: Monrovia, Liberia



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