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## COMMUNICATING THE IMPACT OF UGANDA BIODIVERSITY TRUST FUND'S INTERVENTIONS TO STAKEHOLDERS

### Terms of Reference for Consultant(s)

#### 1. Background

The Wildlife Conservation Society (WCS) with support from USAID worked closely with key stakeholders to establish Uganda Biodiversity Fund (UBF), whose role is to catalyze, mobilize, manage and channel financial resources to support biodiversity conservation and sustainable use of natural resources in Uganda for the benefit of current and future generations. UBF is a Conservation Trust Fund (CTF) that is private and independently managed, the first of its kind in Uganda. UBF is set to leverage substantial financial resources from the private sector, development partners, foundations, bilateral and multilateral donors and, individuals to bridge the financing gap of an estimated US\$80 million per year to effectively conserve biodiversity and ensure sustainable development.

Since 2017, UBF has identified priority areas for conservation and engaged diverse partners to implement conservation projects on the ground as it tested its small grants program. In 2018, WCS awarded UBF an operationalization grant, whose activities included UBF implementing a small grants program. In 2019, UBF made small grants to six different organizations—Grantees. Now, WCS and UBF seek to document the interventions, successes and lessons learned during the implementation of the projects by grantees and priority key biodiversity areas that require financial investment and resource mobilization in the near future for communication purposes to stakeholders such as government institutions responsible for managing wildlife in Uganda, the general public and global community. In doing so, other institutions of government, Civil Society Organizations, development partners, rural developers and the private sector may replicate these models elsewhere. As such, WCS seeks to hire a communications consultant(s) with exceptional skills in documenting project interventions and communicating the successes, failures and other useful lessons learned during the implementation of the projects to the wider public.

The primary purpose of this consultancy is to “tell the story of Uganda Biodiversity Fund, its interventions done through implementing partners and future investment strategies using audio-visuals and print media for purposes of disseminating to stakeholders, resource mobilization and public awareness.”

#### 2. Specific Objectives

The specific objectives are to:

1. Document four (videos) of UBF's interventions, success stories and lessons learned during the implementation of UBF-supported projects by grantees in Kamwenge district with Kibaale National Park frontline communities and Kikube district, formerly part of Hoima District in

Kyangwali refugee camp;

2. Document four (print media) newsworthy articles that highlight the persistent threats, challenges, and opportunities at the respective sites for publication in the local newspapers;
3. Take twenty (20) images that effectively communicate UBF interventions, successes and lessons learned using a high definition camera and are worth exhibiting at a public event and can be used in the print media news articles set for publication in the local newspapers;

### **3. Scope of Work and methodology**

In order to achieve the above objectives, the consultant(s) is (are) expected to do the following:

1. Visit UBF-supported project sites being implemented by grantees in Kamwenge district with Kibaale National Park frontline communities and Kikube district, formerly part of Hoima District in Kyangwali refugee camp to document and produce four (4) videos (each less than one minute) about UBF's interventions, success stories and lessons learned. We recommended that the consultant use high definition cameras to capture these stories;
2. Document, capture and communicate four (4) print media articles highlighting UBF's interventions, success stories and lessons learned in the respective sites;
3. Take twenty (20) images that effectively communicate UBF interventions, successes and lessons learned using a high definition camera and are worth exhibiting at a public event and can be used in the print media news articles set for publication in the local newspapers;
4. Conduct interviews with beneficiaries, implementing partners and experts from selected key partners of both WCS and UBF as shall be determined by WCS project coordinator, and communications manager.
5. Present draft communication materials for review to WCS, UBF and USAID.

In executing this assignment, the consultant(s) is expected to focus on key issues from the following two UBF grantees' projects performance that are news-worthy as per the guidance provided in Table 1 below. Equally important, the communications consultant will interact with key staff at UBF and WCS to capture the Priority Key Biodiversity Areas that require financial investment and resource mobilization in the near future.

The consultant(s) is/are expected to use the following, but not limited to the listed methods to get information and produce the expected deliverables.

- a) Review of the available information on each of the sites and reports from WCS, UBF and grantees;
- b) Interview key staff at WCS, UBF and the selected two UBF grantees;
- c) Interview beneficiaries and other key stakeholders;
- d) Field visits, observations and take videos and images;
- e) Reference to other available footage and pictures on the project in consultation and agreement with WCS, UBF and the grantees.

### **4. Outputs/Deliverables**

Deliverables are:

1. Four (less than a minute) complete video clips from the projects implemented by two sub grantees;
2. Four print media success stories (One and half pages) from sub grantees;
3. Twenty (20) still photos that tell the story of UBF's impact so far to be compiled and presented on an external data storage disc or thumb drive.

### **5. Competencies**

We are seeking a consultant(s) with demonstrated experience and expertise in producing documentaries, stories of public interest in Uganda. The consultant(s) should have demonstrated knowledge and skills of communications, familiar with producing communication materials specifically targeted for varied audiences such as development partners, private sector, government and civil society, and must be willing to travel upcountry in western Uganda. The consultant(s) should also be familiar with the conservation threats, risks, challenges and opportunities for improvement in the management and conservation of wildlife in Uganda. The consultant(s) must demonstrate strong knowledge of, and working experience with national and international media platforms. Lastly, familiarity with USAID graphics standards manual and other international best practices in conducting this type of assignment will be an added advantage to the applicant.

#### **6. Relevant experience and qualification**

- i. At least a first degree in the relevant field;
- ii. Not less than five years of active journalism;
- iii. Experience in investigative journalism particularly in environment conservation and natural resources management;
- iv. Experience in making documentaries, covering human interest stories and other similar communication tools.

#### **7. Timeframe**

This work is to be conducted and completed in a period of **10** working days (**9<sup>th</sup> -20<sup>th</sup>March 2020**) starting from the date of signing the contract.

#### **8. Reporting and supervision**

This consultant(s) will be supervised by WCS Corporate Engagement and Communications Manager (CECM) with technical support from WCS UBTF Activity Coordinator, and UBF staff.

#### **9. Documents to be included when submitting the expression of interest (EOI)**

The consultant(s) should send their expression of interest proposal to do this job by email to the WCS UBTF Activity Coordinator ([mnyago@wcs.org](mailto:mnyago@wcs.org)) and copy to the Corporate Engagement and Communications Manager ([hmwiza@wcs.org](mailto:hmwiza@wcs.org)). In addition, submit the following information documents:

- a) Personal CV indicating previous jobs and tasks and related online links where applicable, and experience in handling similar consultancies;
- b) The names, addresses and contact details of the consultant as well as three valid references.
- c) Consolidated financial proposal that clearly indicates the professional fees and direct costs for doing the work.

Deadline for submission of EOI is Monday, March 4<sup>th</sup>, 2020 at 5:00 PM.

**Table 1: Summary of two UBF grantees project performance**

Grantee	Project Objective	Summary of Achievements
<p><b>Grantee:</b> African Volunteers Association (AVA)  <b>Project title:</b> Promoting Coexistence between Humans and Plant Diversity in and around Kibale Forest in Kamwenge District  <a href="https://ugandabiodiversityfund.org/project/coexistence-between-humans-and-plant-diversity/">https://ugandabiodiversityfund.org/project/coexistence-between-humans-and-plant-diversity/</a></p> <p><b>Site:</b> Kibale Forest National Park frontline communities in Kamwenge District</p>	<p>1. Identify currently available &amp; lost wild &amp; domesticated ethnobotanical species</p>	<ul style="list-style-type: none"> <li>• Computerized Database created but not yet online &amp; 264 plant species identified &amp; entered</li> <li>• List of stakeholders interested in getting involved in conservation work established &amp; MoU developed with 4 of them</li> </ul>
	<p>2. Promote Stakeholder engagement &amp; participation</p>	<ul style="list-style-type: none"> <li>• Focus group discussions conducted with 163 people (69 Males vs 94 Females) in 7 parishes</li> <li>• 7 Community meetings, 3 stakeholder workshops, 7 radio talk shows, and a jingo thrice daily for 3 months on voice of Kamwenge, all geared towards sensitizing communities on benefits of biodiversity conservation. 663 people physically reached (349 males, 314 females)</li> </ul>
	<p>3. Establishment of an ethno-botanical garden</p>	<ul style="list-style-type: none"> <li>• 0.25 acre seedlings nursery established with over 30,000 seedlings of more than 100 plant species</li> <li>• Ethno-botanical garden established on 2 acres &amp; over 40 species planted</li> <li>• Draft video documentary produced.</li> </ul>
	<p>4. Developing a co-existence model</p>	<ul style="list-style-type: none"> <li>• Co-existence model developed with input from key stakeholders who agreed in principle to work with AVA to implement the model for promotion of plant biodiversity through peaceful coexistence. 11 of them signed a form to this effect</li> </ul>
<p><b>Grantee:</b> Raising Gabdho Foundation Ltd.  <b>Project Title:</b> Green Clubs Energy Efficiency Project  <a href="https://ugandabiodiversityfund.org/project/raising-gabdho-foundation-rgf/">https://ugandabiodiversityfund.org/project/raising-gabdho-foundation-rgf/</a></p>	<p>1. Raise community awareness on deforestation and the use of improved energy technologies</p>	<ul style="list-style-type: none"> <li>• 2 surveys done, one at the beginning of the project and one at the end. The first report indicated that communities understand the effects of deforestation</li> <li>• Inception meeting was attended by key stakeholders and community leaders.</li> <li>• Production of 4 radio campaigns, both in English and Runyoro, which run till end of project.</li> <li>• Five awareness campaigns conducted, reaching 217 community members (116 females, 101 males)</li> </ul>

2. Promote improved energy technologies among the local community in Kagoma zone.

- 6 improved cook stoves were constructed in 6 schools, 4 in the settlement and 2 in the host community.
- 8 women groups formed in Kagoma Village
- Groups equipped with production equipment for briquettes & trained in improved cook stove construction
- A Mini production point constructed and supplied with two briquette machines and carbonizing kilns.
- Value chain established with some of the schools which purchase briquettes from the women groups