Request for Expression of Interest - ACBF/REOI/019/23/SALCA/BMGF
Recruitment of a Consulting Firm to Develop a Strategic Plan and Communication Plan for Centre d’Etudes Et De Recherche Sur Les Analyses Et Politiques Economiques (CERAPE)

1.0 Background and Rationale
The African Capacity Building Foundation (ACBF) is implementing the "Strengthening African Leadership for Climate Change Adaptation" (SALCA) program, which aims to improve the performance of organizations working in the field of climate change adaptation for a sustainable climate change adaptation ecosystem on the African continent. The overall expected outcome of the program is to have a strong group of African-based and African-led organizations capable of shaping Africa’s response to climate change through effective policy dialogue, advocacy and the use of a common voice to raise awareness and influence policy.

More specifically, the SALCA program will strengthen the capacity of selected organizations to play a leading role in climate adaptation by improving their efficiency, effectiveness, relevance and sustainability, while enhancing their ability to develop an organizational culture of excellence, with the overall aim of improving the continent's ability to undertake the actions needed to prepare for and adapt to the current and future impacts of climate change. The program emphasizes a data- and evidence-based approach in its implementation, as well as gender sensitivity and social inclusion in the climate adaptation strategies of selected organizations. As part of its implementation strategy, the SALCA program supports target organizations including the Center for Studies and Research in Economic Analyses and Policies (CERAPE), in implementing the customized institution capacity improvement plans (CICIPs). These plans aim to address priority capacity challenges faced by target organizations working with marginalized African communities to develop sustainable and resilient climate adaptation strategies.

The Center for Studies and Research in Economic Analyses and Policies (CERAPE) is a research Centre established in November 2002 and registered in the Republic of Congo, as a Non-Governmental Organization. Its mission is to conduct research on economic and social issues, including agriculture, to inform policy and practice. CERAPE has a regional presence, with country research units in Cameroon, the Central African Republic (CAR), and the Democratic Republic of Congo (DRC).
As part of this 4-year program, ACBF is supporting CERAPE to strengthen its capacity as a research institution contributing meaningfully to climate adaptation agenda in Africa. The specific objectives of the intervention are:

i) To enhance the organizational systems and processes for effective delivery of its mandate;

ii) To strengthen human capacity; and

iii) To enhance capacity for sustainable operations.

As a first step to support CERAPE, ACBF conducted a Capacity Needs Assessment (CNA) of the institution between September and November 2022 to understand its strengths and needs. The CNA of CERAPE focused on the following ten key institutional capacity areas: Governance and Leadership, Strategic Planning and Innovation, Human Resource management, financial management, Program Planning and Implementation, Results management and Quality Assurance, Communication, Knowledge Management, Resource Mobilization and Partnership and Infrastructure. The CNA, among other findings, revealed an absence of a strategic plan to inform CERAPE’s operations and a communication strategy to guide CERAPE’s communication activities.

It is in this regard that the CERAPE Regional Coordination, in collaboration with ACBF, seeks to commission a consultancy to support the development of a Communication Strategy and Strategic Plan for CERAPE.

2.0 Objectives

The main objective of this consultancy is to develop a Strategic Plan and Communication Strategy for CERAPE to inform its research, training and the dissemination of research results from 2024 to 2028.

3.0 Scope of Work

**Strategic Plan**

1. Conduct a comprehensive analysis of CERAPE's current research activities, training programs, and research results dissemination methods;

2. Identify key areas of focus and priority research themes for CERAPE based on its mission, vision, and organizational mandate.

3. Assess the effectiveness and impact of CERAPE's existing research, training, and research results dissemination efforts.
4. Conduct a stakeholder analysis to identify the needs and expectations of CERAPE’s target audience, including government agencies, civil society organizations, and communities.

5. Develop a strategic framework for research, training, and research results dissemination that aligns with CERAPE’s mission and vision.

6. Define clear objectives and performance indicators for research, training, and research results dissemination activities to measure their effectiveness and impact.

7. Identify potential partnerships and collaboration opportunities with other research institutions, universities, and international organizations to enhance CERAPE's research capacity and expand its reach.

8. Develop an implementation plan with actionable steps, timelines, and responsible stakeholders to ensure the successful execution of the strategic plan.

9. Provide recommendations for resource mobilization strategies to support the implementation of the strategic plan, including funding opportunities, grant applications, and partnerships.

10. Develop a monitoring and evaluation framework to track progress, measure the achievement of objectives to inform adjustments to the strategic plan over the implementation period.

11. Propose a strategy for achieving the strategic objectives and key results.

12. Develop a Results and Resources Framework for the plan period.

13. Recommend methodology and tools for evaluating outcomes and develop communication plan.

**Communication Strategy**

14. Conduct a desk review of available data such as the National and regional level considering the countries of CERAPE’s operation.
15. Conduct a baseline assessment to inform development of the communication strategy

16. Develop a communications strategy for CERAPE to enhance the awareness, understanding, and knowledge of the general public, of key stakeholders in the government, private sector, civil society, etc. at the national and local levels.

17. Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders.

18. Design a Logo and branding guidelines that reflect the mission and vision of CERAPE as well as conceptualize, design and develop Information, Education and Communication (IEC) materials with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials,

19. Design a standard publication layout for CERAPE for use in future publications, Newsletters, and other related communication products.

20. Develop a costed implementation plan for the advocacy and communication strategy including the annual activities related to advocacy and communication.

21. Review and make input into the CERAPE website to ensure it is aligned with the communication, visibility in branding guidelines specified under the communication strategy.

4.0 Proposed Deliverables

It is anticipated that the Firms activities and deliverables will include.


c. Situation analysis of CERAPE’s operations as well as stakeholder mapping and analysis to inform the strategic planning process.
d. Engagement of CERAPE staff and key stakeholders meaningfully in the process to review and define the mission, vision, values, goals, objectives and priorities of the organization based on organizational mandate.

e. Through a consultative process and application of an appropriate tool of analysis, identify focus areas, critical gaps, conduct SWOT analysis and develop strategic objectives, key performance indicators and key result areas for CERAPE.

f. A first draft of the communication Strategy and Strategic Plans with costed implementation plan.

g. Draft Communication materials to be validated by CERAPE and other key stakeholders.

h. Strategy validation workshop with stakeholders and incorporation of inputs.

i. Final version of the Communication Strategy and Strategic Plan including costed Action Plan, incorporating comments on the first draft.

j. Updated CERAPE organizational Logo

5.0 Qualifications, Experience and Competencies

Strategic Planning Consultant (Team Lead)

5.1 University degree (PhD or Masters) in development planning organizational development, social sciences, business management, strategic planning, public policy or other related fields.

5.2 At least 15 years' professional experience in the NGO sector developing strategic plans in general and/or strategic plans for research institutions in Africa.

5.3 Proven experience working with international organizations would be an asset.

5.4 At least 5 years' experience as director of a multinational research center would be an asset.

5.5 Evidence of having undertaken similar assignments

5.6 Fluency in French. Knowledge of English would be an asset.

5.7 National of an African country; national of a Central African country would be an asset.
**Communication Consultant**

5.8 University degree (Masters) in Communication, organizational development, social sciences, business management, strategic planning, public policy or other related fields.

5.9 At least 10 years of progressively advanced experience in strategic communications, public advocacy, which must include developing communications and advocacy strategies at the global, regional or national level.

5.10 Demonstrate prior experience in developing a communication strategy, ideally in the development context within Africa.

5.11 Relevant experience in working with government and/or international organizations on consultancy assignments, especially in strategic communications planning.

5.12 Fluency in French. Knowledge of English would be an asset.

### 6.0 Content, schedule and submission

The assignment is scheduled to start on 16 October 2023, with a maximum duration of 40 calendar days.

All outputs are expected to meet quality standards. The text of the reports should be illustrated, where appropriate, by maps, graphs and tables. The final reports of the assignment together with all other relevant attachments, must be submitted by 15 February 2024.

The expected results and provisional timetable are presented in the table below.

**Table 1. Delivery schedule**

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<thead>
<tr>
<th>N°</th>
<th>Activities</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>1</td>
<td>Presentation of inception report, including draft outline</td>
<td>16 October 2023</td>
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<tr>
<td>2</td>
<td>Draft report (Communication Plan &amp; Strategic Plan)</td>
<td>30 November 2023</td>
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<td>3</td>
<td>Feedback from ACBF &amp; CERAPE</td>
<td>10 December 2023</td>
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<td>4</td>
<td>Validation workshop</td>
<td>30 January 2024</td>
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<tr>
<td>4</td>
<td>Presentation of the revised final report</td>
<td>15 February 2024</td>
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7.0 Location and working arrangements.

The Consultants may work from her/his own office or that of the CERAPE regional coordination office in Congo Brazzaville. The Consulting Firm will be given access to the relevant information required to carry out the tasks set out in this assignment. The Consultant will be required to provide his/her own workstation (laptop, Internet, telephone, scanner/printer, etc.) and have access to a reliable internet connection.

ACBF and CERAPE will review draft reports for quality assurance and provide feedback on the deliverables. Approval of the documents and reports by ACBF will be a prerequisite before any payment is made.

8.0 Language

All reports should be written in French, single spacing font size 11, Times New Roman and submitted as both word and pdf versions.

9.0 How to Apply

Qualified candidates are requested to submit the following;
  a. Curriculum Vitae (CV) and professional references for both consultants
  b. Expression of interest outlining how the Firm’s Expertise and experiences aligns with the assignment including links to similar documents (Strategic Plans and Communication Plans) developed in the past 5 years.
  c. A Technical Proposal outlining the project implementation approach.

Applications should be sent to email address, ProcurementUnit@acbf-pact.org
Please quote Expression of Interest Process No.: ACBF/REOI/019/23/SALCA/BMGF in the subject line.

Submissions are to reach ACBF on or before Friday, 29 September 2023 at 1700 hours (local Harare time). Only short-listed candidates will be contacted.