



Getting Botswana GCF-Ready- Development of a Communications Strategy for the National Designated Authority to the Green Climate Fund

**SADC Adaptation to Climate Change in Rural Areas in Southern Africa (ACCRA)
Programme**

Contract: **83373943**

Terms of Reference (**TOR ANNEX 2**)

February 2021

1. Introduction

Botswana, like many developing countries has over the years experienced the impact of climate change. Extreme weather events such as low rainfall, droughts and rise in average temperatures have significantly increased. These events pose a significant risk to development and threaten to reduce the economic growth that the country has experienced in the past years. In order to counter the impact of climate change and minimise its toll on developing countries, the Green Climate Fund (GCF) was established in 2011 as the main operating entity of the financial mechanism of the United Nation Framework Convention on Climate Change (UNFCCC). As an international fund, the GCF promotes a paradigm shift and supports low-emission and climate-resilient investments in developing countries to enable them to mitigate and adapt to the impacts of climate change.

A key step in accessing the Fund is the establishment and operationalisation of a National Designated Authority (NDA) or focal point. A National Designated Authority (NDA) or focal point is the core interface between a country and the GCF. It seeks to ensure that activities supported by the GCF align with strategic national objectives and priorities and help advance ambitious action on adaptation and mitigation in line with GCF priorities.

In Botswana, the National Designated Authority is the Ministry of Finance and Economic Development (MFED). In 2019, Botswana received the GCF Readiness and Preparatory support to firmly establish and operationalise MFED as the NDA, develop a GCF Country Programme, and set up an effective communication system. The Gesellschaft für Internationale Zusammenarbeit (GIZ) was selected as delivery partner and implements the Readiness and Preparatory Support Programme in Botswana through its SADC Adaptation to Climate Change in Rural Areas in Southern Africa (ACCRA) Programme. The ACCRA Programme is a joint agreement between the German Government through GIZ and the Southern African Development Community (SADC) aimed at increasing the capacities of SADC Member States to integrate climate change into agricultural programmes and investments. This is achieved through promoting regional knowledge dissemination on climate-smart agriculture and support the climate proofing of agricultural value chains.

ACCRA is implemented by GIZ and the Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA), funded by the Federal German Ministry for Economic Cooperation and Development (BMZ). ACCRA contributes towards the implementation of the climate-relevant elements of the SADC Regional Agricultural Policy (RAP) and the SADC Climate Change Strategy and Action Plan.

2. Background

As NDA, MFED provides a strategic role to ensure consistency of the country's funding proposals with relevant national plans and strategies. The NDA or focal point serves as the point of communication with the GCF and is responsible for the following;

1. To provide broad strategic oversight of the GCF's activities in the country.
2. To convene relevant public, private and civil society stakeholders to identify priority sectors to be financed by the Fund.

3. To communicate nominations / no objection of entities (sub-national, national or regional, public and private) seeking accreditation to the GCF under the 'direct access' track.
4. To communicate GCF country programme at national and international level.
5. To implement the no-objection procedure on funding proposals submitted to the Fund, to ensure consistency of funding proposals with national climate change plans and priorities.

Communication is a key component of the NDA role. It is very vital for the NDA to raise visibility and create awareness of issues related to Botswana's climate response, country programme, GCF Operating Procedures, and GCF applicant procedures among others. It is against this background that MFED is developing a webpage on the Ministry of Finance website that will be used to promote its activities and to facilitate knowledge and information flow to stakeholders including government agencies, civil society organizations, youth, mass media, and development partners. In addition, the NDA will be holding awareness raising events that will also facilitate the stakeholder consultation process.

In order to establish the webpage and utilise online platforms as effective communication tools, the NDA requires technical support from an expert communications consultant who will help develop webpage content and tools and guidelines for effective communication as required in close coordination with the ministries' IT Unit and NDA.

3. Objectives and scope of assignment

The main objective of the assignment is to develop a communication strategy that will help to generate information related to GCF in Botswana. Further, the consultancy will develop webpage content and useful tools such as news items and key messages, factsheets, and templates for documentation to be shared on the webpage in a creative manner.

3.1 Scope

The communications specialist will be expected to:

1. Engage with the NDA and IT unit of MFED as well as a few representative external stakeholders and assess communication needs and opportunities.
2. Develop a fit-for purpose multi-media communication strategy, including key messages, that will identify specific objectives for raising awareness amongst the different stakeholders including academia, civil society organisations, government, private sector, GCF accredited entities and the general public.
3. Develop guidelines, including templates for creating online newsletters, brochures, booklets, and dialogue platforms for different stakeholders in a creative and simplified manner.
4. Develop recommendations of communication approaches for the GCF Country Programme in Botswana.
5. Identify new and creative ways to enhance visibility and outreach of the NDA regarding GCF.

6. Develop a plan of action for the promotion of the NDA webpage, with specified goals, indicators, approaches, timeline and expected quantitative outcomes.

4. Organization of the assignment

Deliverables, working schedule, and duration

| Deliverable | Maximum number of expert days | Due date |
|--|-------------------------------|------------|
| Start of Activity | | 08/03/2021 |
| Final draft communications strategy | 3 | 11/03/2021 |
| Content (media articles) and action plan for promotion of NDA webpage, submission of templates and tools and key messages to enhance visibility of NDA | 8 | 19/03/2021 |
| Report on creative communication approaches | 2 | 21/03/2021 |
| Report write-up on the completion of the assignment outlining objectives, processes, products, recommendations and outcomes | 2 | 23/03/2021 |
| End of assignment | 15 days | 24/03/2021 |

The due dates are subject to change and may be discussed with the consultant as appropriate.

5. Location

The assignment will be based in Gaborone, Botswana.

6. Logistics

The individual consultant shall plan for all necessary arrangements related to the assignment. The consultant shall make all practical and logistical arrangements.

All costs of the consultant to prepare, elaborate and document the assignment shall be covered by the financial offer, which will be submitted with the expression of interest.

7. Reporting

During the assignment, the consultant will regularly engage with the Ministry of Finance and Economic Development IT desk, and report to Botswana NDA, the GIZ-ACCRA Project Manager in charge of the co-financing, and GCF Readiness Technical Adviser at MFED.

Reporting shall be made in English and performed according to the working schedule and deliverables above. The Government of Botswana will own all deliverables and materials developed under this assignment.

8. Specification of inputs

Experience and requirements of the individual consultant

A communications and web content development expert with the following competencies:

- Degree in Mass Communication, Public Relations, Environmental Education, or related discipline.
- Five (05) years of relevant experience in developing communications strategies, especially in the area of climate change, sustainable development, and related environmental issues.
- Experience in awareness raising, web content development, public relations and communications.
- Excellent English skills.
- Experience in the usage of media technology, the world-wide web for public information, and good knowledge and experience in handling of web-based management systems for sustainable development.
- Ability to produce a wide range of communication products including infographics, videos, and layouts for both web and print.
- Must be SADC national.

9. Expendables

All costs for the fulfillment of the assignment should be covered by the consultant's financial offer.

10. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the terms of reference, and clearly outline how the objectives will be achieved. It must be legible (font size 11 or larger) and clearly formulated. The bid should be drawn up in English.

The complete technical bid shall not exceed 6 pages (excluding CVs). The CVs shall not exceed 4 pages and must clearly show the position and job the proposed person held in the reference project and for how long. The CVs should also be submitted in English.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your price bid based on section four (4). In the contract the contractor has no claim to fully exhaust the days/ travel/ workshops/ budgets. The number of days/ travel/ workshops and the budget amount shall be agreed in the contract as **'up to'** amounts.

ANNEX

“Getting Botswana GCF-Ready” project background

The effects of climate change have continued to pose a strong negative impact on developing countries. Southern African countries, Botswana inclusive have not been immune to these effects. Climate scenarios predict increasing frequency and intensity of extreme weather events such as droughts and floods, and significantly increasing temperatures and possibly reduced precipitation. These pose an increasing threat to the population and will particularly impact economic growth. In order to assist countries prepare to mitigate and adapt to the climate change phenomenon, the Green Climate Fund was established in 2011 as the main operating entity of the financial mechanism of the United Nation Framework Convention on Climate Change (UNFCCC).

The Green Climate provides support to countries wishing to access the Fund. The Project “Getting Botswana GCF-Ready” supports the Government of Botswana to establish and strengthen the National Designated Authority (NDA) and other key stakeholders to develop a strategic framework for engagement with the Fund in Botswana. The project is a co-financing agreement between GIZ and the GCF and will run for a period of 16 months from February 2019. The project is supported under the GCF’s Readiness and Preparatory Support Programme (also referred to as the Readiness Programme). The Readiness Programme is a funding programme to enhance country ownership and access to the Fund. The Programme provides resources for strengthening the institutional capacities of NDAs or focal points and direct access entities to efficiently engage with the Fund. Resources may be provided in the form of grants or technical assistance.

All developing countries can access the Readiness Programme, and the Fund aims for a floor of 50 per cent of the readiness support allocation to particularly vulnerable countries, including least developed countries (LDCs), small island developing States (SIDS), and African States. The Readiness Programme provides upto USD 1 million per country per year. Of this amount, NDAs or focal points may request up to USD 300,000 per year to help establish or strengthen a NDA or focal point to deliver on the Fund’s requirements.

The “Getting Botswana GCF-Ready” will be implemented by the Gesellschaft für Internationale Zusammenarbeit (GIZ) through its SADC Adaptation to Climate Change in Rural Areas in Southern Africa (ACCRA) Programme. The project will deepen NDA’s understanding of the goals and requirements of the GCF and help establish Botswana country priorities. The Readiness support will also assist the NDA in working with national and sub-national stakeholders at the national and local levels, civil society, private sector, international institutions and others to develop a country programme tailored to country specific needs in an inclusive and gender balanced manner.