



## **TERMS OF REFERENCE**

### **CONSULTANCY FOR FINE TUNING HORTICULTURE REGIONAL CENTRE OF LEADERSHIP COMMUNICATION STRATEGY AND ADAPT IT FOR CASSAVA REGIONAL CENTER OF LEADERSHIP**

**September, 2021**

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## **I. Background**

CCARDESA is a SADC subsidiary created by Members States to coordinate regional cooperation in agricultural research and development in the SADC region. The organisation is coordinating the regional implementation of the Agricultural Productivity Programme for Southern Africa (APPSA). APPSA is a regional project supported by separate World Bank (WB) - IDA credits. The project originally started with three countries (Malawi, Mozambique and Zambia), and it has now extended to Lesotho and Angola. APPSA now has a World Bank - IDA grant component for the Centre for Coordination of Agricultural Research and Development for Southern Africa (CCARDESA). The first phase of three countries was launched in 2013 and officially closed in January 2020. Angola and Lesotho joined the APPSA Project in 2019 and are expected to implement the project until 2025.

Implementation of APPSA is based on partnerships and collaborations among SADC countries. Two or more countries are encouraged to partner and collaborate, Angola and Lesotho are collaborating to implement the current arrangement of APPSA while more countries are expected to join. Angola is focusing on cassava-based farming systems and will establish a Cassava Regional Centre of Leadership, while Lesotho is focusing on horticulture-based farming systems and will establish a Horticulture Regional Centre of Leadership. In the first phase, Malawi, Mozambique and Zambia established Regional Centres of Leadership in maize, rice and food-legumes based farming systems respectively which other countries in the region are expected to tap into. Angola and Lesotho are also expected to work with the commodities that were adopted by the first three APPSA countries.

The first edition of the APPSA Communication Strategy was developed in 2018 but its scope was tight to Malawi, Mozambique and Zambia. Today, Angola and Lesotho have joined APPSA, and more countries are expected to join. The Regional Communication Strategy has been reviewed internally to fit any possible country which would form part of APPSA in the future. However, given that at local level, RCoLs are implementing R&D projects, there is also a need for them to have specific Communication Strategies but attached to the principles emanated at the regional Communication Strategy.

## **II. Objective of the Assignment**

The overall aim of this assignment is to fine tune Horticulture RCoL Communication Strategy and adapt it for Cassava RCoL.

## **III. Main Tasks**

The main tasks shall include, but not limited to:

1. Study both APPSA and RCoLs' critical documents
2. Hold meetings with relevant stakeholders to feed the RCoL communication strategies;
3. Fine tune and complete RCoLs' communications strategies;
4. Facilitate validation meetings of the RCoLs' communication strategies;
5. Draft and submit implementation plan for RCoLs' communication strategies.

#### **IV. Location of the Assignment**

The assignment will be home-based. The desk-top study will cover agricultural science and technology indicators for all the SADC countries. In view of the COVID-19 restrictions on travel and meetings, the assignment will be done virtually. However, where the COVID-19 lockdown regulations permit, face-to-face meetings at CCARDESA Secretariat may be considered. A validation of the reports is to be done virtually with the effective participation of the relevant stakeholders.

#### **V. Deliverables**

The key deliverables are:

1. An inception report spelling out the proposed technical approach, the assessment tool, time scale, resources and validation plan for the delivery of the final versions of cassava and horticulture RCoLs' communication strategies;
2. Draft Improved Horticulture RCoL Communication Strategy and Adapted Strategy for Cassava RCoL;
3. Validation meetings with Angola and Lesotho;
4. Final versions of RCoLs' communication strategies.

#### **VI. Support to the consultant**

CCARDESA will support the Consultant by providing guidance during the implementation of the assignment. Therefore, the Consultant will work very closely with the contact persons at CCARDESA Secretariat in the delivery of this assignment.

#### **VII. Key documents/resources to be made available to the Facilitator**

- Current APPSA Regional Communication strategy;
- CCARDESA draft ICKM Strategy
- CCARDESA PIM;
- Angola PIM;
- Lesotho PIM;

#### **VIII. Required expertise/qualifications**

- A minimum of advanced degree in one or more of the following disciplines: Mass Communications; Development Communication; Organisational Communications, Journalism, or other relevant fields;
- At least ten (10) years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media,
- At least 5 years experience / Demonstrable experience in organising, and producing major events of regional or international nature;
- Relevant experience in working with regional and/or international organisations in strategic communications planning;
- Demonstrable experience in working with virtual collaboration tools;
- Proven ability to work independently.

## **IX. Reporting**

The consultant will report to the APPSA Regional Programme Coordinator, who will be responsible for the daily technical and administrative issues for the assignment.

## **X. Duration**

The assignment is expected to take a total of 10 input days.

## **XI. Application**

The Consultant will be selected in accordance with the individual Consultancy method set out in the CCARDESA Procurement Manual.

Application letters complete with detailed curriculum vitae must be delivered in a written form to the address below (in person, or by mail, or by e-mail) on or before 15<sup>th</sup> September 2021.

Applications should bear the **name of the assignment** in the subject field and be mailed to:

The Executive Director  
Centre for Coordination of Agricultural Research and Development for  
Southern Africa (CCARDESA) Secretariat  
Ground Floor, Red Brick Building  
Plot 4701  
Station Exit Road  
Private Bag 00357  
Gaborone, Botswana  
E-mail: [procurement@ccardesa.org](mailto:procurement@ccardesa.org)  
Tel: 00267 391 4991/7

## **XII. Closing Date:**

Thursday, October 28<sup>th</sup> 2021- 16:30