



## **TERMS OF REFERENCE: TRAINER FOR MEDIA CRISIS COMMUNICATION ON TRANSBOUNDARY PEST CONTROL IN EASTERN AFRICA AND MEDIA CONTRIBUTION TO ANTICIPATORY ACTION, IN IGAD REGION**

**Consultancy:** Trainer for Media Crisis Communication on Transboundary Pest Control in Eastern Africa and Media Contribution to Anticipatory Action, In IGAD Region

**Organization:** IGAD Climate Prediction and Applications Centre – ICPAC

**Project:** IFRAH – ICPAC

**Contract type:** Firm Consultancy

**Closing date:** 06 October 2023 at 17h00 East Africa Time

**Consultancy duration:** no more than 20 days

### **1. BACKGROUND AND CONTEXT**

The Intergovernmental Authority on Development (IGAD) is a body of eight member states: Djibouti, Ethiopia, Kenya, Somalia, South Sudan, Sudan, Uganda and Eritrea and is based in Djibouti. IGAD is working closely with key partners regionally and international to managed the challenges posed by transboundary pests. IGAD through its specialized institution, the IGAD Climate Prediction and Application Centre (ICPAC), realize the important role played by the media in the battle against the transboundary pests and seeks to build their capacity in the field of crisis communication.

In 2021, IGAD started implementing a 3-year (2021–2023) World Bank funded project that facilitated set up and operationalization of an Inter-Regional Platform for the Management of Desert Locusts and other Trans-Boundary Pests in the IGAD region. The platform will be utilized to strengthen inter-regional, regional and national capacity for coordination, monitoring, surveillance, and control operations and to improve early warning and early response. Operationalization of the platform is conducted in partnership with the Desert Locust Control Organization for Eastern Africa (DLCO-EA).

Currently, Eastern Africa is facing a significant threat from transboundary pests, particularly locusts, which have the potential to cause extensive damage to crops and food security in the region. Effective communication strategies are crucial for timely response and management of such crises. This Terms of Reference (ToR) outlines the requirements for a skilled trainer to conduct a comprehensive training program on media crisis communication for transboundary pest control, focusing on locusts.

## **2. OBJECTIVES**

The primary objectives of this training are to equip participants with the knowledge and skills to:

- a) Understand the dynamics of transboundary pest crises, specifically locust outbreaks, and their impact on agriculture and food security.
- b) Develop effective media communication strategies to disseminate accurate and timely information during pest outbreaks.
- c) Enhance the ability to engage with various stakeholders, including the media, local communities, government agencies, and international organizations.
- d) Coordinate and collaborate with relevant authorities and organizations to ensure a unified and coherent communication approach.
- e) Ensure early warning information is mainstreamed in major media platforms
- f) enhance media contribution to anticipatory action

## **3. SCOPE OF WORK**

The trainer will be responsible for:

- a) Designing a comprehensive training curriculum that covers the fundamentals of crisis communication, the biology of locusts, pest control strategies, and the role of media in crisis situations.
- b) Development of comprehensive training curriculum that covers the fundamentals of early warning and anticipatory action
- c) Developing interactive and practical training materials, including presentations, case studies, role-playing exercises, and group discussions.
- d) Conducting a training / workshop in a selected East African country, ensuring broad representation from various media houses in the IGAD member states.
- e) Delivering engaging training sessions that emphasize real-world scenarios and practical communication tactics.
- f) Providing guidance on developing crisis communication plans that can be immediately implemented during transboundary pest outbreaks.
- g) Offering insights into using various communication channels, including traditional media, social media, and digital platforms, to disseminate information effectively.

- h) Facilitating discussions on managing misinformation, rumors, and public perceptions during crisis situations.
- i) Evaluating the training's effectiveness through assessments and feedback mechanisms.

The facilitator/trainer will be engaged to conduct 2 trainings/workshops, 5 days per training (two days' lecture per one training/workshop, one day of practical session and two days of presentation, discussion, climate reporting (Mooc) training, assessment and other activities).

#### **4. DELIVERABLES**

- a) A comprehensive training curriculum with detailed session plans and materials.
- b) Engaging and interactive training sessions.
- c) Crisis communication plan templates tailored for transboundary pest outbreaks.
- c) Early warning system resources identified
- d) Technical advice and support to participants during the training/workshop
- e) Training evaluation reports including feedback and recommendations for improvement.

#### **5. QUALIFICATIONS**

The trainer should possess:

- a) Extensive experience in crisis communication and anticipatory action communication preferably with a focus on agricultural or environmental crises.
- b) In-depth knowledge of transboundary pest dynamics, particularly locusts, and pest control strategies.
- c) Proven expertise in media engagement and the use of various communication channels.
- d) Strong facilitation and presentation skills, with the ability to engage diverse audiences.
- e) Familiarity with the Eastern African region and its specific challenges related to transboundary pest management is desirable.
- f) Excellent communication skills in English, both written and spoken.

#### **6. TIMELINE**

The training program is expected to be conducted over a period of ten days (5 days per training), tentatively starting from **16/10/2023**.

## 7. BUDGET

Interested trainers are invited to submit a detailed budget proposal covering all costs related to the training program, including curriculum development, travel, accommodation, training materials, and any other relevant expenses.

## 8. APPLICATION PROCESS

Interested organizations should submit their:

- a) Detailed CV highlighting relevant experience.
- b) Brief technical proposal outlining their approach to the training.
- c) Budget proposal.

## 9. EVALUATION CRITERIA

Trainers will be evaluated based on their experience, expertise, proposed methodology, and budget.

## 10. SUBMISSION DEADLINE

All applications must be submitted by **06/10/2023** to [procurement@icpac.net](mailto:procurement@icpac.net)

Qualified firms are advised to send their proposals, including a portfolio of their previous relevant experience, a financial bid (USD) for delivery of the above-described services and contact information of at least two independent referees, as well as scanned copies of their education and or qualification certificates(Implementing team), to [procurement@icpac.net](mailto:procurement@icpac.net) with copy [emebet.jigssa@igad.int](mailto:emebet.jigssa@igad.int) and [Kenneth.mwangi@igad.int](mailto:Kenneth.mwangi@igad.int) by 06/10/ 2023. Please indicate “**MEDIA CRISIS COMMUNICATION ON TRANSBOUNDARY PEST CONTROL IN EASTERN AFRICA AND MEDIA CONTRIBUTION TO ANTICIPATORY ACTION, IN IGAD REGION**” on the subject line of your email application. Applications submitted without a daily rate will not be considered. Only shortlisted firms will be contacted.

Note: This Terms of Reference is subject to modification based on project requirements and funding availability. The selected firm will work closely with ICPAC to finalize the training details and logistics.