



Terms of Reference Communications Strategy

Background

The Seychelles Conservation and Climate Adaptation Trust (SeyCCAT) is an independent, public-private trust fund currently managing more than US\$ 25 million in grant projects. SeyCCAT strategically invests in ocean stakeholders to generate new learning, bold action and sustainable blue prosperity in the Seychelles. SeyCCAT was established in 2015 to manage an innovative debt for nature restructure between the Government of Seychelles (GoS) and the Paris Club of creditors, supported by The Nature Conservancy (TNC). The GoS committed to advance policies and investment around marine conservation, the blue economy and climate change, notably the development of a Marine Spatial Plan (MSP) for its 1.35-million km² Exclusive Economic Zone (EEZ). In March 2020 Seychelles completed the designation of 30% of its territorial waters and exclusive economic zone (EEZ) as a Marine Protection Area (MPA). SeyCCAT, the GoS and MSP core team energized efforts to support the implementation of the MSP, partnering with others such as the Blue Nature Alliance, Oceans 5, The Nature Conservancy and Waitt Foundation to measurably improve effective management of the MSP by 2024 through the establishment of a governance system, the strengthening of sustainable blue financing and the functionality of the MSP and MPA network. SeyCCAT is now seeking a communications consultant(s) to support the strategic development and implementation of its portfolio of work.

Financial support for this project comes from the Blue Nature Alliance. This global partnership aims to safeguard global ocean biodiversity, build resilience to climate change, promote human wellbeing, and enhance ecosystem connectivity and function.

Objective

The main objective is to develop a communications framework linked to detailed annual plans and tools to guide the implementation of MSP and Blue Grants Fund (BGF) integrated partnership funded projects for SeyCCAT; aligning and synthesizing the collective effort of these joint complementary components. The framework, plan and tools will span a three year window, present to 2024, for diverse local to global audiences and stakeholders.

The consultant(s) is expected to:

1. Refine existing communications strategy and ensure a clear, connective and comprehensive roadmap to steer multiple projects and their stakeholders;
2. Develop annual communications plan with tools;
3. Capacity building and training sessions for SeyCCAT staff and project partners on how to use these effectively.

It must ensure SeyCCAT is well identified and determine how communication is done before, during and after projects implementation with the impacts appropriately shared to the relevant stakeholders. The consultant is expected to design and enable the implementation of effective communications strategies

SeyCCAT

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and powerful materials in multiple mediums socialized to local and international stakeholders to promote awareness and knowledge of SeyCCAT’s portfolio of work, enable dynamic partnerships, influence ideas and action, and inform on the accountable processes, results and innovative learning of these integrated partnership funded projects.

Scope of Work

- Convene an initial meeting with a Technical Working Group (TWG) to discuss implementation of the assignment, including a detailed timeline and work plan of the assignment.
- Conduct an in depth review of existing project documents, communications guidelines, tools and processes.
- Assess communications processes, tools, branding logos and language, and resources in place for SeyCCAT and partner projects.
 - ✓ Propose quality improvements and alternatives to strengthen existing tools, materials, branding, language and processes.
 - ✓ Suggest and develop appropriate capacity building techniques and beneficial training sessions.
- Refine and produce an updated communications strategy, annual actions plans and tools to meet the growth and needs of these integrated projects for diverse audience such as grassroots communities, implementing partners, decision makers and international donors.
 - ✓ It should incorporate on ground community engagement, website maintenance, newsletters and social media posts.
 - ✓ It should clearly define details such as what key messages, who needs to be aware of and informed about the project, how and how often information will be distributed, and who will be responsible for the distribution.
 - ✓ It should include standard templates and formats for the tailored messaging for each tool, channel, and target audience.
 - ✓ It should include a 1 page communication policy.
 - ✓ It should facilitate collection of systematic disaggregation of measurable monitoring data by sex, age and geographical location in design where relevant and possible.
 - ✓ It should incorporate research and a participatory methodology ensuring SeyCCAT project partners communication officers and other stakeholder consultations feedback in its design.
- Establish communications networks and pathways to foster interest in SeyCCAT and engagement of national and international stakeholders.
- Develop specific actionable recommendations and projected future communications interventions supplemented by proposed Terms of Reference (TOR) present to 2024.

Deliverables

The consultant is expected to deliver detailed reports/outputs that will include the following:

| Deliverable | % of Payment | Tentative Due Date |
|---|--------------|------------------------------|
| <u>Deliverable 1:</u> Detailed work plan and detailed financial proposal agreed, contract signed and meeting with Technical Working Group (TWG) for overview and guidance. | 10 | Second week of November 2021 |

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| <p><u>Deliverable 2:</u> Assessment and proposed quality improvements report (hardware and software including practical systems upgrades, resource considerations, branding, materials and capacity building areas for staff).</p> | | Third and fourth week of November 2021 |
| <p><u>Deliverable 3:</u> Report of research results, surveys, partners communication officer and stakeholder consultations interviewed/met.</p> | | Third week of November 2021 to first week of January 2022 |
| <p><u>Deliverable 4:</u> First draft strategy, plans, tools, materials, standard formats and 1 page policy documents submitted to Grants and Fundraising Assistant for dissemination to TWG and comments.</p> | 30 | Second week of January 2022 |
| <p><u>Deliverable 5:</u> Second draft strategy, plans, tools, materials, standard formats and 1 page policy documents submitted to Grants and Fundraising Assistant for dissemination to TWG and comments.</p> | | Last week of January 2022 |
| <p><u>Deliverable 6:</u> Validation workshop to TWG and key project partners on how to operationalize strategy, plans, tools, policy and networks including:</p> <ul style="list-style-type: none"> • theoretical presentation; • practical demonstration/training session(s); • adjustments to final set of tools and documents. | | First week of February 2022 |
| <p><u>Deliverable 7:</u> Final full set of documents submitted to Grants and Fundraising Assistant and TWG including final recommendations</p> | 60 | Second week of February 2022 |

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| and lessons learned report with proposed TORs for projected communications interventions. | | |
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Type of Contract

Short term consultancy open to an individual consultant or a Consultancy firm. *The consultancy is not limited to Seychellois applicants.*

Duration and Timeline

The consultancy will be 15 working days over a period of 3 months, expected to start mid-November 2021 and completed mid-February 2022.

Responsibilities and Reporting

The consultant will report to the Grants and Fundraising Assistant and will work under the overall guidance of a Technical Working Group (TWG) comprised of the MEL Officer, CEO, Fundraising Manager, Grants Manager, Seychelles MSP Project Manager, and Project Coordinators. The deliverables will be submitted to SeyCCAT Grants and Fundraising Assistant and reviewed by the TWG.

Education and Experience

- 1) Advanced University Degree in Communications or related field;
- 2) At least 7 (seven) years of extensive experience and proven record in communications, marketing and management, and advocacy campaigns designing and implementing strategic communications frameworks, action plans and materials in grant projects/programs in some of the following fields:
 - governance and environmental/natural resource management
 - marine spatial planning and marine protected areas
 - climate finance, mitigation, and adaptation
 - fisheries management
 - sustainable livelihood and blue economy
 - microbusiness
 - social equity
 - community development
- 3) Experience of Seychelles landscape, networks, and Small Island Developing States as a plus;
- 4) Experience with complex international multi-donor grant programs or such collaborative partnerships as a plus;
- 5) Strong communication skills in English, oral and written; knowledge of French and Creole as a plus.

How to Apply

SeyCCAT is inviting qualified national and international consultant(s) to indicate their interest individually or as a team of no more than 2 people.

Applications may be submitted via email to info@seyccat.org with the subject line 'Consultancy Proposal for SeyCCAT Communications Strategy'. Applications must include the following:

- A letter of interest stating availability, describing experience and qualifications and why the individual/ firm is the best choice candidate;
- A full CV;

- A a portfolio of relevant work;
- A simple work plan or time line. The template provided in Annex 1 may be used;
- A financial proposal linked to the work plan. The template provided in Annex 2 may be used.

Deadline for submission

All submissions must be received by Monday 25th October by 4.00pm Seychelles time.

**ANNEX 1
TEMPLATE FOR THE PROPOSED WORK PLAN**

The purpose of this template is to provide sufficient details for the proposal to be evaluated, enabling reviewers to see if how you intend to complete the job on time.

NAME: **TEL: ():**

WORKPACKAGE: SeyCCAT MSP **TIN:**

CONTRACT DURATION:

(Please refer to TOR – you may propose an alternative with adequate justification, noting that that project ends in 2024)

SCOPE OF WORK AND PROPOSED APPROACH:

(Please refer to TOR – elaborate your proposed approach)

LIST OF DELIVERABLES AND PROPOSED TIMELINE:

(Please refer to TOR – indicate number of days required for each, with breakdown by team members if relevant)

WORKPLAN WITH PROPOSED TIMELINE FOR EACH TASK

| Tasks to be completed (See scope of work in TOR) | Proposed Timeline (weeks / months) | | | | | | | | | |
|---|------------------------------------|--|--|--|--|--|--|--|--|--|
| | <i>Month 1</i> | | | | | | | | | |
| Sign contract and submit revised/final work plan | X | | | | | | | | | |
| Etc... | | | | | | | | | | |

COVID-19 PRECAUTIONS BEING PROPOSED:

(Please refer to the most recent guidelines by Seychelles Department of Health)

ADDITIONAL NOTES IF RELEVANT:

ANNEX 2
TEMPLATE FOR THE FINANCIAL STATEMENT

The purpose of this template is to provide sufficient details for the proposal to be evaluated, enabling reviewers to see if the proposal is realistic to complete the job.

NAME: TEL:

WORKPACKAGE: SeyCCAT MSP TIN:

| ITEM DESCRIPTION | QUANTITY Days | UNIT PRICE Per day (SR or USD specify) | TOTAL (SR or USD specify) |
|--|------------------|--|------------------------------|
| 1. Professional fees | DAYS | | |
| 2. Travel costs (if relevant) | DAYS | | |
| 3. Stakeholders consultations | DAYS | | |
| 3. Any other cost (<i>please itemize e.g. taxes</i>) | | | |
| Additional information | | | |
| TOTAL COST | | | |

Date:

Signature: