



together possible.

**TERMS OF REFERENCE FOR THE RECRUITMENT OF A CONSULTANT FOR THE ELABORATION OF A TOOL TO SENSITIZE AFRICAN CSOs ON BIODIVERSITY, ADVOCACY FOR THE NEW POST-2020 GLOBAL BIODIVERSITY FRAMEWORK, AND FACILITATION OF A TRAINING OF TRAINERS (TOT) WORKSHOP IN CAMEROON ON ADVOCACY TECHNIQUES.**

**I. INTRODUCTION**

The trend of declining numbers of species, declining populations and ecosystem degradation has continued since 2010. One million animal and plant species are threatened with extinction. The health of the ecosystems on which we and all other species depend is now being degraded at an unprecedented rate. This situation is undermining livelihoods, food security, health and quality of life around the world, and is also leading to economic and financial risks.

Despite their progress, the actions implemented for the conservation and more sustainable management of natural resources remain insufficient to curb the direct and indirect causes of nature degradation. There is now an urgent need to reverse the decline in biodiversity and preserve ecosystems if we are to achieve sustainable development goals by 2050.

To move the challenge to the top of the global agenda in 2020-2021 (originally planned for 2020, a delay due to the recent COVID-19 Pandemic), WWF launched its stakeholder engagement strategy with the facilitation of the New Deal Africa: Cameroon project. This project supports WWF Cameroon to help halt the decline of global biodiversity and promote a New Deal for Nature and People to improve the integration of biodiversity into public and private decision making in Cameroon and more broadly.

The program includes building the capacity of local environment and development CSOs to deliver their messages to national and local public authorities and the general public.

It is within this framework that WWF Cameroon is looking for a consultant for (1) the drafting of an Awareness Raising Educational Tool for local CSOs (for Francophone and Anglophone African countries) and (2) the training of trainers (CSOs), in Cameroon, on advocacy techniques for the need to protect nature.

## **II. CONSULTATION OBJECTIVES**

The main objective is to develop an educational tool in French and English to strengthen the capacities of local CSOs to train and raise awareness on the importance of biodiversity and the need for its conservation; as well as to train them to better influence decision makers for the adoption of a post-2020 framework on biodiversity with more ambitious and achievable targets.

The secondary objective will be to facilitate a Training of Trainers (Cameroonian CSOs) workshop on Advocacy Tool and Techniques for a New Deal for Nature and People, to be held in Cameroon.

## **III. EXPECTED RESULTS**

The expected results will be as follows:

### **III.1 The production of a CSO Awareness Raising Educational Tool**

As an indication, this Awareness Raising Tool should be a pedagogical tool on:

1. Raising CSO Awareness of Nature's Values
2. Current governance of biodiversity in Africa and possible levers
3. The post-2020 framework and the CBD
4. The "How to Act" of CSOs to raise awareness and influence the public and decision-makers.

The Consultant shall enrich and complete this content.

### **III.2 Training of trainers (CSOs)**

The training of trainers will have to be organised in Cameroon and bring together at least 10 Civil Society Organisations predefined at the beginning of the project as actors with a high level of influence in the chain of illegal exploitation of biodiversity.

## **IV. ACTIVITIES TO BE CARRIED OUT BY THE CONSULTANT**

### **IV.1 For the production of the CSO Awareness Raising Toolkit**

Under the authority of the National Director of WWF Cameroon and the supervision of the Project Manager BIODEV2030 & New Deal For Nature and People (ND4NP) of WWF Cameroon, the consultant will :

- Elaborate a pedagogical tool on capacity building of local CSOs to train and sensitize citizens on the importance of biodiversity and the need for its conservation; as well as equip them on how to inform and influence the adoption by States of a post-2020 framework on biodiversity with more ambitious and achievable targets;
- Present the Tool during one or more validation workshops at WWF Cameroon headquarters, which will see the virtual (remote) participation of WWF Gabon and Madagascar teams involved in the process, as well as WWF France.

At the beginning of the mission, the consultant will have a briefing session with the Management and WWF experts during which he will present a methodological note and his work plan. During his consultation, he will work closely with the ND4NP teams from Cameroon, Gabon, Madagascar and France.

Finally, the Consultant shall ensure that the proposed Tool does not yet exist at the ROA (Regional WWF office for Africa) level. or other Institutions, thus proposing a Value Added to the proposed Tool.

### **IV.2 For the Training of Trainers (CSOs)**

Under the authority of the National Director of WWF Cameroon and the supervision of the Project Manager New Deal For Nature and People (ND4NP) of WWF Cameroon, the consultant will be responsible for training CSOs during a workshop in Cameroon on the Pedagogical Tool for Raising Awareness on the Need for Nature Protection and Advocacy Techniques.

## **V. FORMAT OF TOOLS/REPORTS**

All tools, reports, notes and minutes prepared by the consultant will be written in French and English. The documents to be filed will be in both paper and electronic formats.

The computer graphics and the final reprography of the Tool will be provided by WWF Cameroon; as well as its dissemination to all the Countries of the Network.

## **VI. MISSION DURATION**

The consultation is spread over two months.

## **VII. CONSULTANT'S PROFILE**

The Consultant shall:

- Hold a Master's or Postdoctoral degree in Environment, Natural Resource Management, Agriculture, Geography or any other similar discipline;
- Have at least 15 years of experience in environmental and biodiversity management, and a minimum of 10 years in the development of Environmental Awareness Raising Tools or Environment and Biodiversity Strategy documents (State of the Environment, Forests and Biodiversity Reports);
- Have more than 5 years of professional experience in working with the public, CSOs and private sector stakeholders on conservation and/or sustainability;
- Have at least 3 years experience in conducting meetings and leading workshops and training seminars;
- Be able to work under pressure and have a perfect knowledge of French. and English (spoken and written) .

## **VIII. APPLICATION FILE**

The application file should include :

- A letter of motivation addressed to the National Director of WWF Cameroon (2 pages maximum);
- A curriculum vitae highlighting the qualification and professional experience of the person concerned as well as the references of three (03) persons who can attest to the competence of the candidate;
- Evidence of the candidate's performance in similar fields;

- A technical proposal proposing the vision and approach to be followed, the type of tools that will be promoted and proposed, and the type of information, messages that the proposed tool will convey.
- A financial proposal.

#### **IX. SUBMISSION AND DEADLINE FOR RECEIPT OF APPLICATION FILE**

The Bids must be submitted no later than **17 July 2020** at the following address: [recruit-cam@wwfcam.org](mailto:recruit-cam@wwfcam.org).

With "Subject": **ESTBA-20**