

KAMPALA CAPITAL CITY AUTHORITY



Plot 1 – 3 Sir Apollo Kaggwa Road

Notice of Expression of Interest for the procurement of a communications and stakeholder engagement consultant for the Kampala Climate Change Project.

Procurement Reference Number: **KCCA/CONS/17-18/00086**

1. Kampala Capital City Authority (KCCA) received a grant from the European Union to finance the implementation of the Kampala Climate Change Action Strategy: Developing and sharing low carbon and climate resilient Kampala. The implementation period of the project is 3 years.
2. KCCA in 2015 started work on the elaboration process of the Kampala low carbon and resilient development strategy which resulted in the Kampala Climate Change Action Plan to support the implementation of the Action Plan. The project will be implemented by KCCA in collaboration with the Ministry of Energy, Entebbe and Kasese Municipalities as co-beneficiaries. As part of this Project, Kampala is among the pilot cities for the covenant of Mayors in Sub-Saharan Africa initiative.
3. The overall objective of the Project is to build Kampala City's resilience to the impacts of climate change and set the city on a low carbon emissions path which is in line with KCCA's vision of transforming the city into a vibrant, attractive and sustainable city.
4. KCCA is therefore looking for a consultant who meets the following requirements.
 - Valid identity card
 - Advanced degree in Communication, Social Sciences or equivalent. Additional and relevant qualifications will be an added advantage
 - A minimum of 10 years work experience in elaborating communication strategies and participative approach involving diverse stakeholders;
 - Experience in the fields of sustainable development such as environment, climate change, biodiversity;
 - Capacity to elaborate a communication strategy in a given context for a public authority;
 - Skills and materials to create communication tools and to give advice for media planning and engagement;
 - Sensitivity for the collaborative and participative approaches in order to give advice and suggest proposals. Experience in participative engagement processes involving all kind of stakeholders.
 - A thorough understanding and appreciation of the global trends in climate change content and the opportunities at every level: international, regional, national, local
 - A capacity of elaborate and animate a bottom-up approach involving local

communities and inhabitants in the fields of climate change and sustainable development.

- Familiarity with the EU Communication and Branding guidelines or other donor funded projects
 - A good Knowledge of Climate Change and energy stakeholders in Uganda and Greater Kampala.
 - Strong interpersonal and communication skills.
5. A Consultant will be selected in accordance with the Consultants Qualifications Selection Method set out in the Consultant Guidelines
6. Interested eligible consultants may obtain further information at the address given below from **8:30 am – 4:30 pm on working days**.
7. The Expressions of Interest (**One original plus two copies**) must be delivered in a written form to the address below. Sealed Expressions of Interest clearly marked, **“Communication and stakeholder Engagement consultant for the Kampala Climate Change Project”** must be delivered to the address below at or before;

Time: **11:00 am**

Date: **Wednesday 20th September, 2017**

Address: **Kampala Capital City Authority**

Plot 1 – 3 Sir Apollo Kaggwa Road

City Hall, Room B112

8. The Expression of interest shall be submitted using the one-stage single envelope method.
9. The criteria to be used for selecting the consultants which shall be based on the experience and qualifications of the consultant.
10. The notice of expression of interest is available at the Entity’s website at **www.kcca.go.ug** and at www.ppda.go.ug
11. The planned Procurement schedule (Subject to changes) is as follows:

Activity	Date
a. Publication of Notice of Expression of Interest	Thursday 7 th September, 2017
b. Closing date for receipt of Expression of Interest	Wednesday 20 th September, 2017
c. Evaluation of Expressions of Interest	21 st September – 4 th October, 2017
d. Display of shortlist	Monday 16 th October, 2017

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ACCOUNTING OFFICER

TERMS OF REFERENCE FOR A COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT CONSULTANT FOR THE KAMPALA CLIMATE CHANGE PROJECT

July 2017

Background

Uganda's Vision 2040 affirms that social economic transformation can be attained sustainably through payment of adequate attention to climate change mitigation and adaptation based on the principles of green growth such as inclusive growth and low carbon development and calls for appropriate mitigation strategies on climate change at the national, local and institutional levels to ensure that the country is cushioned against the adverse effects of climate change.

KCCA in 2015 started work on the elaboration process of the Kampala low carbon and climate resilient development strategy which resulted in the **Kampala Climate Change Action Plan**. To support the implementation of the Action Plan, KCCA received a grant from the European Union for a 3-year Project entitled **Kampala Climate Change Action Strategy: Developing and sharing the low carbon and climate resilient Kampala**. The overall objective of the Project is to build Kampala City's resilience to the impacts of climate change and set the city on a low carbon emissions path which is in line with KCCA's vision of transforming the city into a vibrant, attractive and sustainable city.

The Project will be implemented by KCCA in collaboration with the Ministry of Energy, Entebbe and Kasese municipalities as co-beneficiaries. As part of this Project, Kampala is among the pilot cities for the Covenant of Mayors in Sub-Saharan Africa initiative. The Project is divided into 5 components.

Component 1 (C1) – aims at strengthening the data and quality management system of KCCA's SEACAP. The final deliverable is to have a methodology and tool box that will enable tracking and monitoring the realization of GhG and energy targets. It is expected that with the methodology and tool box, the tracking and monitoring can be done at the KCCA, Kampala Capital City and the Greater Kampala Metropolitan Area (GKMA) scopes.

Some of the expected results include;

- i. Guidelines for an integrated Quality Management System (QMS) dedicated to energy, water, GhG and air quality monitoring.
- ii. A simplified management tool for GKMA and other Ugandan Cities to implement the QMS.
- iii. Data repository and a public building and facilities management software
- iv. An IT solution for Air quality monitoring system to support GhG inventory reporting and quality health.

Component 2 (C2) – addresses the specific stake of urban development which is a concrete action that must contribute to the achievement of the overall objectives of the SEACAP. Some of the outputs of this component will be;

- i. Sustainable Detailed Neighborhood plans in 4 pilot precincts of Kampala.
- ii. An Urban Green Infrastructure Management Plan and Ordinance.
- iii. A framework for mainstreaming energy and climate issues into the building construction legal framework
- iv. A capacity building program aimed at understanding the mandates and the activities of the different community levels.

Component 3 (C3) – aims at developing an integrated services platform to support green solutions implementation in the selected pilot neighborhoods and to promote and encourage the adoption of greener behavior and transition to a green circular economy. Some of the outputs of this component will be;

- i. An Urban Value Chain Mapping and Analysis Study to identify potentials for development of urban farming practices
- ii. Developing a curriculum and manuals on green enterprise to support capacity building initiatives. Women and youth are to be trained in green circular economy and organic food production.
- iii. An area master plan for Kyanja including feasibility studies for an organic food bulking, warehousing and value addition facility.
- iv. Expansion of the Kyanja Urban Agriculture demonstration center to include a circular economy demonstration site.
- v. An inventory of green companies in GKMA and development of a web-based platform to disseminate information and promote certified green companies, products and services.

Component 4 (C4) – is highly strategic and will cover communication and participative activities. Some of the outputs of this component will be;

- i. Creation of standard documentation templates and a knowledge management platform for stakeholder action tracking, activity reporting formats, data archiving system using pictures, testimonies, videos and reports, etc.
- ii. Development of a climate communication toolkit defining audience-, sector- and platform-specific formats/tools while also assuring language accessibility.
- iii. Stakeholder dialogues and engagements at all levels.
- iv. Creation of networks of climate change champions through trainings, accreditation and definition of practice guidelines.
- v. Climate change action campaigns and competitions (energy, transport, waste, land use and green economy) and development of integrated ICT platforms & Apps (linked to component 3 and 5).

Component 5 (C5) – is dedicated to developing a network of cooperation between cities and districts at GKMA level and Uganda dedicated to climate change action. Some of the component outputs will include;

- i. A network (UG!Cities4Climate Network) of municipalities and districts committed to implementing sustainable energy and climate change mitigation and adaptation actions in their areas of jurisdiction.
- ii. A toolbox to support the development and completion of simplified SEACAPs that can be shared with municipalities. The component will also support the development of SEACAPs for the co-beneficiary municipalities of Kasese and Entebbe.
- iii. Competitions and awards to promote Climate champions and continuous improvement on actions (linked to C4).
- iv. Creation of a charter and network of committed local climate actors (linked to C4) towards supporting the implementation of the National Climate Change Policy.
- v. City to city twinning and exchange on SEACAP practices and insights on urban development projects.

Following from above, KCCA is currently seeking to engage the services of a **Communication and Citizen Engagement Consultant** to support the implementation of activities under Component 4. The Consultant will, in collaboration with the KCCA team will lead and guide implementation in the following areas; definition of a Project Communication strategy and brand identity, development of a climate communication toolkit, Stakeholder engagements and dialogue, development of standard templates, tools and formats for engaging, documenting and reporting community and stakeholder participation and management of mass climate communication campaigns and competitions.

1. Objectives of the Consultancy:

- To enhance participation of diverse stakeholders at all levels in the preparation and implementation of the Kampala Climate Change Action Project.
- To develop robust and integrated platforms that support participation, enhance communication and public awareness of energy and climate issues, sharing of best practices, innovations and effective adaptation and mitigation actions
- To develop appropriate tools, messages, materials and campaigns for specific target audiences.
- To develop a standardized documentation and knowledge management system for reporting and tracking community and stakeholder participation.

2. Tasks for the Consultant

The Consultant will work with the KCCA team on, among others, the following tasks;

- **Internal documentation and knowledge management system:** conduct communication needs assessment for both internal and external stakeholders; develop documentation tools and templates, define a climate information management system on the KCCA web and intranet sites. Conduct engagements/workshops with staff to promote use of and popularization of the developed tools and templates to ensure functionality of the tools.
- **Project Communication Strategy and Branding:** Elaborate a communication strategy at project level to define the project identity and brand; Conduct mappings of the audiences, messages and transmission platforms and media. Branding and visibility actions should also highlight the EU role and Covenant of Mayors in Sub Saharan Africa initiative.
- **Climate communication toolkit:** Develop a climate communication tool kit. This shall include preparation of audience-, sector- and platform-specific formats, tools and messages for communicating climate information. This shall include too the production of communication materials, including but not limited to, banners, brochures, booklets, factsheets, short videos, documentaries, web content, media releases and articles.
- **Documentation of Community and Stakeholder Participation:** Develop templates, tools and formats for engaging, documenting and reporting community and stakeholder participation in climate actions. This shall include preparation of documentaries on climate actions by KCCA and other stakeholders in the GKMA territory.
- **Facilitating knowledge sharing workshops and stakeholder dialogues:** together with Project component heads, develop session programs and content, participant profiling, animate sessions and prepare session assessment reports.
- **Mass Climate Communication campaigns and competitions:** develop concept notes and ToRs for competitions and mass campaigns, identify sponsors and supporters, supervision of campaign and competition material development and deliverables. The competitions should also include those aimed at promoting ICT based participation through development of Applications and interactive web-based platforms.
- **Development of a Green Champions network:** Conduct a profiling of professional and industrial bodies at Kampala level key to the achievement of the Project and Strategy objectives to create at least 5 sectoral groups to champion eco best practices within their sector; identify key participants for each group and draft concept for the knowledge sharing sessions on eco best practices. Animate sessions with groups in conjunction with KCCA Project team. Prepare a Commitment Charter that members of the network shall endorse as a sign of commitment to

promote and champion climate responsive actions and ways of doing business within their respective sectors/professions.

- **Capacity building:** coach, mentor and carry out on-the-job-training with the specific objective of skills transfer to KCCA staff.

3. Expected deliverables/outputs

The following outputs shall be delivered by the consultant team;

- I. An Inception report within 1 month of commencement of the assignment. The inception report should detail the climate communication needs assessment, key stakeholder mapping, methodology and a detailed work plan showing all activities and actions contained in the scope of the work and tasks in order to achieve the assignment objective, and Table of Contents (TOC) for the report.
- II. A Communication Strategy and branding for the Project.
- III. Internal Standard documentation tools and templates and knowledge management system for stakeholder action tracking, activity reporting formats, data archiving system. This shall include too engagements/workshops with staff to promote use of and popularization of the tools and templates.
- IV. Climate communication toolkit with audience-, sector- and platform-specific formats/tools and while also ensuring language accessibility.
- V. Tools, templates and formats for engaging, documenting and reporting community and stakeholder participation
- VI. Periodical assessment reports of the dialogues, knowledge sharing sessions and workshops conducted with both internal and external stakeholders.
- VII. Concept note defining the criteria and parameters for the creation and preliminary activation of a network of committed “Green professional champions”. The champions shall be identified within those professions and sectors key to achieving the Project and overall Climate Strategy objectives. The Concept note shall include a profile of these professions and industry bodies, key participants from these bodies, plan for knowledge sharing sessions that shall be conducted and a draft commitment charter for the Green Champions network. The Consultant shall refine the draft Charter upon the outcomes of the knowledge sharing sessions.
- VIII. Terms of Reference for Climate Change action mass campaigns & competitions to encourage participation across diverse actor and stakeholder levels – community, institutional, and municipalities. It is expected that at least 1 mass campaign and competition will be activated before the end of the Action.

4. Tentative Timelines

The duration for the engagement shall be spread throughout the 3 years with tentative delivery periods as follows;

Deliverable	Expected delivery period
Inception report	2 weeks from start of assignment
Project Communication & Branding Strategy	Within 1 month from the start date
Climate Communication toolkit – preparation & production of communication material	Within 2 months from the start date
Internal Standard Documentation templates & knowledge management system	Within 3 months from the start date
Tools, templates and formats for engaging,	Within 3 months from the start date

documenting and reporting community and stakeholder participation	
Assessment reports from stakeholder & community engagements and dialogues – an annual stakeholder dialogue is held every October; at least 2 sector-specific dialogues shall be held every year for the duration of the Project. In addition, at least 7 dialogues/workshops/community barazas shall be conducted in each division.	It is expected that the Consultant shall be available for about 3 weeks around the timing of the annual and sector specific dialogues and the first 3 rounds of the division/parish dialogues to support the preparation, animation and post-event reviews of the engagements.
Concept & ToRs for the Climate Change action mass campaigns & competitions. Activation of 1 mass campaign and competition	It is expected that the campaigns and competitions shall be activated in the 2 nd half of Year 2 (2018).
Creation (Concept, ToRs) and activation of a Green Professionals Champions network	It is expected that this activity shall be undertaken in the 2 nd half of Year 2. The Consultant is expected to be available to support the preparation, animation and post-event reviews of at least 2 sector specific dialogues.

5. **Reporting**

The Communication and Stakeholder Engagement Consultant shall report to the Project Team Leader & Project Manager for validation of deliverables and work closely with the other Component Leads to coordinate the cross-cutting communication needs. The Consultant shall also work in close collaboration with the departments of Public & Corporate Affairs and Strategy Management & Business Development in implementing the Project activities in the scope of work.

6. **Qualifications and experience**

The required Consultant is expected to possess the following qualifications and experience;

- Valid identity card.
- Advanced degree in Communication, Social Sciences or equivalent. Additional and relevant qualifications will be an added advantage
- A minimum of 10 years work experience in elaborating communication strategies and participative approach involving diverse stakeholders.
- Experience in the fields of sustainable development such as environment, climate change, biodiversity conservation.
- Capacity to elaborate a communication strategy in a given context for a public authority
- Skills and materials to create communication tools and to give advice for media planning and engagement.
- Sensitivity for the collaborative and participative approaches in order to give advice and suggest proposals. Experience in participative engagement processes involving all kind of stakeholders.
- A thorough understanding and appreciation of the global trends in climate change content and the opportunities at every level: international, regional, national, local.
- Capacity to elaborate and animate a bottom-up approach involving local communities and inhabitants in the fields of climate change and sustainable development
- Familiarity with the EU Communication and Branding guidelines or other donor funded projects.

- A good knowledge of Climate Change and energy stakeholders in Uganda and Greater Kampala
- Strong interpersonal and communication skills.