

REPUBLIQUE DU CAMEROUN
Paix-Travail-Patrie

.....
MINISTRE DE L'ENVIRONNEMENT,
DE LA PROTECTION DE LA NATURE
ET DU DEVELOPPEMENT DURABLE

.....
CONVENTION SUR LA DIVERSITE BIOLOGIQUE

.....
PROTOCOLE DE NAGOYA SUR APA

.....
DIRECTION NATIONALE DU PROJET APA



REPUBLIC OF CAMEROUN
Peace-Work-Fatherland

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MINISTRY OF ENVIRONMENT, PROTECTION
OF NATURE AND SUSTAINABLE
DEVELOPMENT

.....
CONVENTION ON BIOLOGICAL DIVERSITY

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NAGOYA PROTOCOLE ON ABS

.....
NATIONAL DIRECTORATE ABS PROJECT



Project " Support to Nagoya Protocol implementation, research, and development, on Biodiversity value chain for smallholders in the South-West and Far North Regions of Cameroon "

TERMS OF REFERENCE OF ASSIGNMENT N°2

Conduct a target group analysis including Knowledge, Attitudes, and practices (KAP) on Nagoya Protocol on ABS, to develop a Communication, Education, and Public Awareness Plan (CEPA)

Reference in the year 1 annual work plan: activities, 30, 31, 32.

I. CONTEXT

Cameroon is a Party to the Convention on Biological Diversity (CBD), which provides the global framework for action to ensure the conservation of biodiversity, the sustainable use of its components, and the equitable sharing of benefits arising from its use. In line with its obligations concerning these Convention on Biological Diversity objectives, particularly regarding access and benefit sharing, Cameroon drew up its first ABS strategy in 2012, and its national ABS action plan in 2016. Several pilot initiatives have been developed, culminating in the promulgation of the ABS law and the signing of its implementing regulations. Despite these advances, in practice, implementation of the national ABS framework is still hampered by a lack of knowledge and awareness among stakeholders.

As part of the efforts to implement the ABS framework in Cameroon, the project entitled " Support to Nagoya Protocol implementation, research, and development, on Biodiversity value chain for smallholders in the South-West and Far North Regions of Cameroon ", has been approved by the Global Environment Facility (GEF). The project aims to support the

operationalization of the ABS national framework, by enabling access to genetic resources and associated traditional knowledge that accrue tangible national and local economic benefits from their commercial utilization in a fair, equitable, and sustainable manner.

The project is located in two sites: Mayo Kani Division in the Far north Region and meme, Manyu and Kupe Muanenguba Divisions in the South west Region of Cameroon. Four species are targeted: *Acacia nilotica*; *Balanites aegyptiaca*, *Irvingia wombolu*, and *Monodora myristica*.

Under Output 2.1.1, the project will undertake a campaign to raise awareness about the ABS law, the Convention on Biological Diversity (CBD), the Nagoya Protocol, and the scientific, technological, and socioeconomic benefits targeting researchers, local communities / indigenous peoples, industry, and relevant stakeholders. To this end, a baseline study needs to be conducted on the Knowledge, Attitudes and Practices (KAP) on the Nagoya Protocol and ABS to establish a baseline on how many of the stakeholders targeted by the CEPA are aware and are complying with the national ABS law and regulations; and also to have a meaningful situation analysis of the communication issue and target groups, help identify the message to focus on; the most effective communication strategies, and approaches, channels, and partners. The KAP survey will be used to assess institutional and technical capacities in national government institutions and institutions in the South West and Far North Regions concerning ABS procedures, key obligations under the Nagoya Protocol, ABS access applications, negotiating ABS agreements, defining scope and application of regulations, and implementing compliance mechanisms and monitoring activities (e.g., for bioprospecting projects or value chains).

The results of this survey will guide the development and delivery of training and awareness raising to address the identified gaps.

An additional dimension of the CEPA will involve providing awareness raising on bioprospecting, value chains, marketing, business planning, codes of conduct, and research procedures community protocols, traditional knowledge registries to relevant stakeholders.

This is the context that justifies the formulation of the present terms of reference. The Project is looking for a consulting firm to carry out this assignment.

II. OBJECTIVES

The objectives of this assignment are as follows:

- Conduct an analysis of the target groups (national government institutions, institutions in the South West and Far North Regions, Indigenous and Local Communities) including KAP on Nagoya Protocol and ABS to establish a baseline on how many of the stakeholders targeted by the CEPA are aware and are complying with the national ABS law and regulations;
- Develop a CEPA plan integrating gender issue and including a clear definition of the objectives of the actions to be carried out by the groups targets, the tools, the channels, the performance, indicators, and a costed implementation plan;

- Propose a mechanism for monitoring and evaluating the CEPA plan on the Nagoya protocol and the ABS;
- Develop relevant Information, Education and Communication (IEC) materials (i.e. fact sheets, posters, television programs, newspaper entries, brochures, and audiovisual presentations at events, meetings, and workshops with the stakeholders), that integrate human rights and gender principles related to the access and use of genetic resources and associated Traditional Knowledge targeting different audiences.

III. EXPECTED RESULTS

- Results of Knowledge, Attitudes and Practices (KAP) surveys conducted with the stakeholders targeted by the CEPA, and a baseline situation on how many of the stakeholders targeted by the CEPA are aware and are complying with the national ABS law and regulations are established and available;
- The CEPA plan integrating gender issues and costed implementation plan is elaborated and validated with the stakeholders concerned;
- A proposal for a mechanism for monitoring and evaluating the CEPA plan on the Nagoya protocol and of the ABS;
- Relevant Information, Education and Communication (IEC) materials that integrate human rights and gender principles related to the access and use of genetic resources and associated traditional knowledge targeting different audiences are developed and validated by stakeholders.

IV. METHODOLOGY

The consulting firm should provide a detailed methodology demonstrating how results will be achieved.

The key steps to undertake this work can be summarized as follows:

1. Conduct a desk review of available data on ABS legal and regulatory framework documents and activity reports;
2. Conduct a baseline assessment of knowledge, Attitudes and Practices of target groups to inform development of the communication strategy this will include a review of existing documents to ensure there is no duplication of materials being produced, and also interviews with relevant stakeholders;
3. Develop a CEPA plan with due gender consideration to enhance the awareness, understanding, knowledge and practice of the general public, of key stakeholders in the government, private sector, civil society, Research/academie, IPLCs, etc. at the national and local levels;
4. Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders;

5. Develop guide for all communications on ABS issues to ensure consistent formats for publications and communication products;
6. Conceptualize, design, and develop Information, Education, and Communication (IEC) materials on ABS with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.
7. Develop a costed implementation plan (Development of the budget and calendar of activities and deliverables as well as a proposal for a monitoring and evaluation mechanism) for the CEPA plan.

The consulting firm will work closely with the Project Management Unit as well as consult widely with stakeholders identified and the communication team of the Ministry of Environment, Protection of Nature and Sustainable Development.

V. DELIVERABLES AND TIMING

At the end of the consultation, the following deliverables are expected:

| Deliverables | Deadline |
|--|---|
| Deliverable 1: An inception report detailing the methodology and timetable for carrying out the assignment, These documents will be submitted for amendment and validation by the PMU | no later than 02 weeks after the signing of the contract. |
| Deliverable 2: A baseline report on Knowledge, Attitudes and Practices (KAP) surveys with the stakeholders targeted by the CEPA | no later than 01 months after the validation of the methodology |
| Deliverable 3: a report containing the CEPA plan and the relevant Information, Education and Communication (IEC) materials | no later than 02 months after the validation of the methodology |
| Deliverable 4: A report of the workshop to present and validate the CEPA plan and final deliverables integrating feedback from the workshop | no later than 02 weeks after the validation workshop |

VI. PROFILE OF CONSULTANT

Consulting firms interested in this assignment must provide a qualified team with a good understanding of the ABS mechanism and experience in carrying out similar work. The team should comprise:

- a Team Leader (at least Msc degree) with a minimum of 10 years' general experience, and expert in communication. He must also have a good understanding of the ABS mechanism, and good knowledge in biodiversity and the sustainable management of natural resources;
- two junior experts (Bac + 3) with a minimum of 5 years' general experience, with proven skills in conducting surveys in professional and rural environments.

They must also have a good command of French and English (read, written and spoken). Knowledge of local languages (Ffulde, Pidgin) will be an asset.

VII. APPLICATION

The application to be presented in a single-volume file will include the following administrative and technical documents:

Administrative documents

- a letter of motivation duly signed by the legal representative of the consulting firm;
- a certificate of non-exclusion from public contracts issued by the Public Contracts Regulatory Agency (ARMP);
- a tax clearance certificate;
- a certificate of location;
- Banking information;
- Certificate of incorporation or valid tax document

Technical documents

- a document presenting the consulting firm;
- Dated and signed CVs of key personnel to be mobilized for the assignment, with copies of diplomas;
- references of previous experience, with supporting documents;
- a technical proposal including the methodology for carrying out the assignment;
- any other relevant documentation.

Financial file

- a financial offer;

Failure to provide one of the above documents shall entail a zero (0) mark for the expert concerned.

VIII. DURATION OF CONSULTANCY

The duration of consultancy is 30 days spread over 3 months.

Date **23 FEB 2024**

Approved by:



*Dr. Dingom Aurélie
Bayler Patience*