

Reference number: 003-2025 – CRCBS-AF



**IMPLEMENTING SUSTAINABLE LOW AND NON-CHEMICAL
DEVELOPMENT IN SMALL ISLAND DEVELOPING STATES
(ISLANDS) IN CABO VERDE, S.T. PRINCIPE AND G. BISSAU**

**TERMS OF REFERENCE:
COMMUNICATIONS EXPERT**

CRCBS-AF

August 18/2025

1. BACKGROUND

The Implementing Sustainable Low and Non-Chemical Development in Small Island Developing States (ISLANDS) programme, funded by the Global Environment Facility (GEF), seeks to address the sound management of chemicals and waste in Least Developed Countries (LDCs) and Small Island Developing States (SIDS).

This ISLANDS programme covers four (4) geographical regions including the Caribbean, Indian Ocean, Pacific Islands, Atlantic Ocean Islands and is being implemented by the United Nations Environment Programme (UNEP), The United Nations Development Programme (UNDP), The Food and Agriculture Organization of the United Nations (FAO) and the Inter-American Development Bank (IDB).

The Basel and Stockholm Conventions Regional Centre for French speaking countries in Africa (CRCBS-AF) and University of Lisbon (UL/IST-ID) are currently executing the Atlantic Child Project (GEF 10848) which involves three (3) countries (Cape Verde, Guinea Bissau, and Sao Tome and Principe). (Further details can be found in the Project Document)

The fourth component of the project will support the achievement of this goal by enhancing the capacity of subnational, national, and regional institutions to prevent the future build-up of chemicals and waste through knowledge management and effective communication. To raise awareness of chemicals and waste management in the Atlantic SIDS, the CRCBS-AF recognizes the need for communication, coordination, knowledge management, and outreach within the ISLANDS Atlantic child project.

Key objectives of the relevant activities under this component include:

1. Engage and inform ISLANDS Atlantic SIDS communities to promote the sound management of chemicals and waste.
2. Promote behavioural change toward a Persistent Organic Pollutants (POPs)- and mercury (Hg)-free ISLANDS Atlantic SIDS, with a focus on vulnerable populations (indigenous people, youth and women) and Civil Society Organizations (CSOs).
3. Raise awareness on plastic pollution among ISLANDS Atlantic SIDS youth through the implementation of the Tide Turners Challenge Badge.
4. Provide support for quarterly reporting to the Coordination, Communication and Knowledge Management (CCKM) Child Project on Project activities.
5. Package and distribute to relevant stakeholders the knowledge assets and information provided by the CCKM Child Project.
6. Disseminate to participating countries and other SIDS the global guidance and tools on sound management of pesticides developed by FAO.
7. Share knowledge and best practices related to chemicals and waste management in SIDS, and to a wider audience.

8. Contribute to other communication and knowledge management activities as required.

In this regard, the CRCBS-AF is now seeking to recruit **a suitably qualified and experienced individual Communications Expert**. This individual will be tasked to execute communication and knowledge management activities, raise awareness and enhance visibility under the GEF ISLANDS Atlantic Child Project.

This consultancy falls under Project 10848, *Output 4.1 – Atlantic SIDS communities are informed and engaged to promote the sound management of chemicals and waste*.

2. DESCRIPTION OF REQUIRED SERVICES FOR THIS POSITION

Under the guidance of the CRCBS-AF and in close collaboration with the CCKM project team and the National Working Groups (NWGs)¹, the Communications Expert will provide the following technical services:

1. Attend a Kickoff Meeting with the Project Team

Participate in a virtual kick-off meeting with the CRCBS-AF to discuss the approach to the work.

2. Develop a Communications Strategy & Implementation Plan

The Expert will develop a detailed communication strategy along with an implementation plan following the kick-off meeting with the CRCBS-AF. The communication strategy should be aligned with the CCKM communication and stakeholder engagement strategies and should outline a brief description of suitable awareness raising and advocacy materials, the channels for dissemination, frequency and the target audience. The Expert will also develop an implementation plan, inclusive of but not limited to dates for the submission of drafts, a review period of two (2) weeks, and submission of final materials. The communication strategy and work implementation plan will be submitted for approval by the CRCBS-AF and communicated to the CCKM Project team before the development of materials commences.

Ensure consistent application of ISLANDS brand and visibility guidelines. GEF ISLANDS Atlantic Child project operates under ISLANDS programme brand and use the ISLANDS visual identity for all public facing materials. The Expert will ensure the brand is applied consistently and will coordinate with the CCKM team on any changes made to the ISLANDS brand guidelines.

3. Develop Awareness and Educational Materials

This will include the development and updating of knowledge products based on project outputs, and communication materials under the GEF ISLANDS Child project with the aim of ensuring that Atlantic SIDS Communities are informed and engaged with in the sound management of chemicals and waste. It should also evoke behavioral change related to a POPs and mercury free Atlantic SIDS including

¹ The National Working Group (NWG) is a project mechanism developed in each project country where key stakeholders and experts in the field of chemicals and waste management are designated.

vulnerable populations and CSOs and continue the promotion of the Tide Turners Challenge Badge to raise awareness among Atlantic SIDS youth on plastic pollution. The work will be guided by the CRCBS-AF and the CCKM team. The Expert will be expected to develop communication materials, which may include but not be limited to infographics, flyers, static and dynamic graphic content, animations, social media content, short videos and media releases etc. The aforementioned shall be guided by the CRCBS-AF, CCKM and NWGs and informed by the outputs generated under the Child Project.

In addition to public-facing awareness materials, the consultant is also expected to develop knowledge products based on lessons learned and project outputs (such as roadmaps, training plans, and demonstration project results) for wider dissemination through the CCKM.

4. Coordinate Communications and Stakeholder Engagement

The Expert will be expected to lead the development of media release(s) for GEF ISLANDS related activities, provide communications inputs into project presentations, publications and reports, deliver high quality project presentations to various audiences on an as needs basis and update the CRCBS-AF Atlantic SIDS' stakeholders' engagement and contact list.

The Expert will also be responsible for packaging and distributing to relevant stakeholders the knowledge assets and information provided by the CCKM Project. Additionally the communication Expert will adapt or localize knowledge assets for the Atlantic SIDS context where necessary, and integrate lessons learned from knowledge products shared by other ISLANDS regions (Pacific, Indian Ocean, Caribbean) into local communication and engagement activities;

5. Quarterly Progress Reports

The Expert will be expected to submit quarterly (every three months) progress reports detailing the work undertaken during the reporting period. These reports will be shared by the CRCBS-AF to the CCKM Project team to inform about activities undertaken in alignment with the communications strategy and plan.

6. Monthly Update Meetings

The Expert will be expected to attend brief monthly or emergency as needed update meetings with the Project Team, to discuss any challenges and provide guidance and feedback on draft materials as necessary. This would also include coordination calls with the CCKM team on an as need basis.

7. Consultancy Closeout Meeting

- Attend a close-out meeting with the CRCBS-AF.
- Review and finalize the close-out report developed by the CRCBS-AF.

3. EXPECTED OUTPUTS

The Expert, under the guidance of, and reporting to the CRCBS-AF, is expected to:

1. Develop a communication strategy outlining a brief description of suitable awareness raising and advocacy materials, the channels for dissemination, frequency and the target audience, as well as develop a work implementation plan, inclusive of

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dates for the submission of drafts, a review period of two (2) weeks, and submission of final materials. The communication strategy and implementation plan will be submitted for approval by the CRCBS-AF, CCKM and NWG before development of materials commences.

2. Develop various types of communication products suitable for both digital and print media (including but not limited to internet, social media, print, press and other relevant media) as guided by the CRCBS-AF. The draft materials will be reviewed by the CRCBS-AF, the CCKM project team and the NWG.
3. Develop suitable social media and graphic design content (both static and dynamic) for distribution as guided by the CRCBS-AF. This can include but is not limited to linking dynamic content to external media, such as approved websites. The draft materials will be reviewed by the CRCBS-AF, the CCKM project team and the NWGs.
4. Develop knowledge products based on lessons learned and project outputs (such as roadmaps, training plans, and demonstration project results) for wider dissemination through the CCKM
5. Adapt or localize knowledge assets for the Atlantic SIDS context where necessary, and integrate lessons learned from knowledge products shared by other ISLANDS regions (Pacific, Indian Ocean, Caribbean) into local communication and engagement activities
6. Develop quarterly progress reports to detail the work undertaken in the current reporting period.
7. Review and finalize the close-out report developed by the CRCBS-AF.
8. Deliver other relevant communication and knowledge management tasks, as required by project implementation needs.

4. QUALIFICATIONS, EXPERIENCE AND SKILLS

In order to facilitate the activities in the three (3) participating countries, the officer is expected to possess the following Education, Qualifications and Experience requirements:

- Minimum of a Bachelor's degree in Graphic Design, Communications, Environmental Sciences, or a related discipline. An advanced degree (Masters/PhD) in communications, media, or marketing is an asset.
 - At least three (3) years of relevant experience in mass communication, public relations, advertising, digital marketing, or environmental public awareness.
 - Be fluent in English and Portuguese.
 - Experience in capacity building, stakeholder training, or public education in multi-cultural contexts would be an asset.
 - Experience working within a multi-disciplinary and multi-cultural team environment including designing and conducting training programmes for staff and stakeholders would be an asset.
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- Knowledge of environmental and sustainable development concepts, principles, and practices would be an asset.

- Experience in creating materials for both print and digital platforms.
- Proficiency in industry-standard design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar tools (e.g. Canva).
- Knowledge of the UNEP processes and structure is desirable, and previous experience in international environmental projects such as GEF is an asset.

NOTES:

- (i) *The working languages of the GEF 10848 Project are English and Portuguese. **As such bilingual capabilities access to such resources is required.** All deliverables should be submitted in English and Portuguese where needed. The ability to communicate in French will be regarded as an asset.*
- (ii) *Bidders are also encouraged to use local resources/ national assistance wherever possible. Where the Bidder uses the services of one or more sub-contractor(s), the Bidder shall explicitly identify the parts of the TOR where sub-contractors are to be used. The inclusion of an organisational chart to define the roles of team members should be considered.*
- (iii) *We strongly encourage applicants of diverse and marginalized backgrounds, especially racial or ethnic minorities, Indigenous peoples, youth, and/or anyone identifying as a gender or sexual minority.*

5. DURATION

The term of this contract is for an initial period of twelve (12) months inclusive of a probationary period of six (6) months, with a possibility of extension to the duration of the project. There is no guarantee of a continued or subsequent contract(s) following the probationary period or full-term contract.

6. REMUNERATION

As per contract with the CRCBS-AF, the communications Expert will be compensated via a monthly disbursement upon proof and approval of the deliverables submitted for the relevant period referenced in Section 3 above, and a signed invoice.

The Expert will be responsible for the remittance of local income tax and other mandatory statutory remittances. Expenses will be paid on a reimbursable basis where evidence of expenditure is provided in accordance with the terms of the contract agreement.

7. INSTITUTIONAL ARRANGEMENTS

The Expert will be directly supervised by the CRCBS-AF with support from the NWG in each Project Country. During the consultancy, the Expert will be expected to attend virtual meetings for general information exchange, to provide updates on the progress of the works and discuss feedback as required. This will include, but not be limited to, the introductory briefing meeting and the consultancy closeout meeting.

8. MODE OF WORK

The Expert will be expected to conduct work **virtually** from their own location as far as possible using their own resources and facilities, as required.

Unless authorized in advance, expenses² of every kind incurred in connection with such execution shall be solely for the account of the Expert.

Regional travel between project countries may be required for the purposes of the project such as site visits, consultations, meeting or workshops and field work, where the expenses to be incurred from travel (i.e., travel, accommodation, per diem³) will be reimbursed by the CRCBS-AF by mutual agreement.

9. APPLICATION PROCEDURES

A. DOCUMENTS TO BE INCLUDED IN THE APPLICATION

Interested persons are invited to apply by submitting:

- i. A **letter of interest** signed by the Consultant, indicating why you consider yourself suitable for the assignment and indicating availability to start work in October 2025 and support the completion of deliverables until October 2026.
- ii. A **curriculum vitae** (CV).
- iii. A **draft strategy framework**, inclusive of a creative concept proposal detailing the approach to work, description of conceptual materials, a detailed breakdown of the projected timeline and work implementation plan describing how one will approach and complete the assignment (Optional).
- iv. Samples of previous work with static and dynamic graphic content, inclusive of details for referees/previous clients (Optional).

N.B. Bids must be submitted in English.

B. QUERIES

Interested bidders may submit all queries in writing to: florisvindo@gmail.com

C. SUBMISSIONS

Applications should be submitted **via email** to florisvindo@gmail.com and copy to ablayediaw80@yahoo.fr and cfaye60@yahoo.fr.

The deadline for the submission of applications will be September 07, 2025 at 23:59 UTC.

NOTES:

² Such expenses shall include, but shall not be limited to, the cost of wages, housing, food, travel, visas, medical attention, and insurance.

³ Hotel costs and a pro-rated DSA as per UN rates will be paid by the CRCBS-AF for the respective destination.

Submission
<p>(i) When submitting applications, applicants must ensure that all documents are clearly labelled according to the following protocol: CRCBS-GEF10848:2025_003_Communications Expert_LastNameFirstName_Name of Document.</p> <p>(ii) The applicant's documents must be submitted in PDF file format unless otherwise stated.</p> <p>(iii) The successful applicant will be notified in writing of the award of the contract and provided with a letter of offer. The successful bidder shall be required to enter into an appropriate Contract based on the tender documents and incorporate any other appropriate provisions within that time.</p>
Obligations
<p>(i) The CRCBS-AF reserves the right to accept or reject any bid, and to cancel the bidding process and reject all bids, at any time before the award of the Contract, without thereby incurring any liability to the affected bidder.</p> <p>(ii) Any data gathered and draft or final deliverables developed under the execution of this position shall not be shared with third parties without approval from the CRCBS-AF.</p>
Language
<p>(i) The working languages of the GEF ISLANDS ATLANTIC CHILD Project are English and Portuguese. As such a bilingual applicant is an asset. Project correspondence, outputs, and consultations are expected to be conducted with English/ Portuguese interpretation and translated resources; the ability to communicate in French will be regarded as an asset.</p>
Gender Sensitivity
<p>(i) ISLANDS is a project enabling equal opportunity for applicants to overcome structural biases in recruitment and selection. ISLANDS does not discriminate in its recruitment practices, welcoming applications from all qualified people. We strongly encourage applicants of diverse and marginalized backgrounds, especially race or ethnic minorities, Indigenous peoples, youth, and/or anyone identifying as a gender or sexual minority.</p>
Conduct and Disabilities
<p>(i) Reasonable accommodations for applicants with disabilities may be provided to support participation in the recruitment process when requested and indicated in the application.</p> <p>(ii) The successful applicant will be expected to uphold professional conduct throughout the contracted period. Any misconduct, including unprofessional behaviour, will result in mutual termination of the agreement.</p>
Health and Travel
<p>(i) All health-related risks associated with travel, are the consultant's responsibility.</p>
ISLANDS Reporting Requirements

- (i) *In accordance with the reporting requirements stipulated by the GEF and UNEP, the Consulting Team will be required to report the global positioning system (GPS) coordinates for meetings and site visits conducted while on missions to the Project Countries.*
- (ii) *To support with the knowledge management requirements under the Coordination, Communication and Knowledge Management (CCKM), the Consulting Team will be required to assist with the collection of content for knowledge products related to the work under the consultancy, e.g., photographs and summary notes from stakeholder engagements. These may be included in the Consulting Team's reports, as well as the reports and social media posts of the CRCBS-AF.*
- (iii) *The Consulting Team will be required to apply the GEF ISLANDS Branding Kit, Gender Action Plan, Stakeholder Engagement Plan and Communications Strategy to all work under this consultancy, including the development of presentations, reports, etc. All templates and documents will be provided to the Consulting Team by the CRCBS-AF, and guidance on the use of the GEF ISLANDS Branding Kit, plans and strategies will be discussed at the briefing meeting between the CRCBS-AF and the Consulting Team.*