



TERMS OF REFERENCE

For

CONSULTANCY SERVICES FOR THE REVIEW AND ENHANCEMENT OF A COMPREHENSIVE AWARENESS, KNOWLEDGE MANAGEMENT AND COMMUNICATION STRATEGY FOR SADC-GMI: (2023 – 2028)

1.) Background

The Southern African Development Community Groundwater Management Institute (SADCGMI) is established as the Centre of Excellence for groundwater management in the SADC region hosted by the Council for Scientific and Industrial Research (CSIR) Pretoria, South Africa on behalf of and under the strategic guidance of the SADC Secretariat, Directorate of Infrastructure and Services – Water Division, in Gaborone, Botswana. The mandate of the SADC-GMI is to promote sustainable groundwater management and provide solutions to groundwater challenges through creating an enabling policy, legal and regulatory environment, capacity development, advancing research, supporting groundwater infrastructure development, and enabling dialogue and accessibility of groundwater information in the SADC region.

SADC-GMI's footprint is spread through all 16 SADC Member States that constitute the SADC region. As a regional organization with responsibility to serve SADC Member States and facilitate international cooperation, SADC-GMI is required to develop a recognized presence through raising awareness, generating, and transferring knowledge and communication effectively. **NB:** One weakness identified in the current strategy is that it did not have social media strategy, media engagement strategy and knowledge management strategy. It will be important that the consultant incorporate these sub-strategies as part of communication strategy enhancement.

In 2018 SADC-GMI developed a 5 - year Awareness, Knowledge Management and Communication Strategy, the strategy was developed using an extensive consultation process where the consultant engaged with SADC-GMI team, Member States and other key stakeholders including media representatives to gather input for the strategy. The first strategy focused mostly on creating awareness for SADC-GMI hence SADC-GMI had been newly established, and it was necessary to create an awareness. Since SADC-GMI has been in operation for 6 years, we would like to take our communication interventions further than just creating awareness, as the result, a robust strategy is needed to enhance our communications activities. The current strategy ends in May 2023. These Terms of Reference serve to recruit a Consulting company to review and



Contact
Details

+27 12 051 0419
info@sadc-gmi.org
www.sadc-gmi.org



Postal
Address

Suite 262
Private Bag X025
Lynwood Ridge 0040
South Africa



Physical
Address

Building 24,
CSIR Campus
24 Meiring Naude Road
Brummeria
Pretoria 0184



enhance the current Awareness, Knowledge Management and Communication strategy for the period ending in 2028.

2.) Objective of the Assignment:

The objective of the assignment is to review the Awareness, Knowledge Management and Communication strategy (2018 – 2023) and to produce a new 5-year strategy, ending in 2028.

3.) Tasks and responsibilities

1. Review the existing Awareness, Knowledge Management and Communication strategy.
2. In consultation with SADC-GMI, do a Stakeholder mapping identifying the users of SADC-GMI products and services.
3. Study the SADC-GMI Strategic Business Plan (2018 – 2023), Stakeholder Engagement Strategy, Stakeholder Engagement Plan, and Environmental and Social Management Instruments and other necessary documents to identify relevant stakeholders and their interests.
4. Identify target groups from regional down to community levels.
5. Conduct virtual interviews with Stakeholders.
6. Consult virtually with national focal persons from at least 5 SADC Member States to gather data on their interaction with SADC-GMI while using the current strategy (what worked and didn't work).
7. Develop and apply questionnaires.
8. Use focus group discussions and workshops to gather information - virtually.
9. Do internet searches!
10. Collate data.
11. Incorporate inputs from SADC-GMI and the workshop participants into the final version of the strategy.
12. Synthesise the data gathered and enhance the strategy in line with the approved layout.
13. Submit the designed strategy to SADC-GMI (in English)

4.) Deliverables:

The key Deliverables for the role indicated above are as follows:

- Inception Report – 3 weeks after the signing of the contract
- Layout of the Awareness, Knowledge Management and Communication strategy - 3 weeks after contract signature (as part of Inception Report)
- First Draft Awareness, Knowledge Management and Communication Strategy



Contact
Details

+27 12 051 0419
info@sadc-gmi.org
www.sadc-gmi.org



Postal
Address

Suite 262
Private Bag X025
Lynwood Ridge 0040
South Africa



Physical
Address

Building 24,
CSIR Campus
24 Meiring Naude Road
Brummeria
Pretoria 0184

report – 8 weeks after starting the contract.

- Conduct workshop with SADC-GMI Stakeholders- 12 weeks after contract signature.
- Deliver final report – 16 weeks after contract signature.

5.) Eligibility of Potential Service Providers:

The successful Service Provider will ideally be a registered company operating within the SADC region with at least 10 years proven track record on similar assignments and demonstrated capacity to provide the key personnel assigned to execute the assignment as specified under Team Composition.

6.) Team Composition

The consulting firm will provide one Key Expert who will oversee the project and be accountable to SADC-GMI.

Key Expert 1: Team Leader

The CV of the Team Leader demonstrating the following academic and professional skills should accompany the technical proposal:

- a. Possession of a formal tertiary level academic qualification in Communications/International Communications or related discipline from a recognized institution is mandatory.
- b. Extensive knowledge and experience of strategy development for Awareness, Knowledge Management and Communication
- c. Proven experience of at least 10 years in the strategy development from Public Relations, media, Knowledge management and Communications or related fields is required.
- d. Sound understanding of good awareness, knowledge management and communication practices.
- e. Exceptional Communication skills and the capacity to be responsive to changing needs and requirements as communicated by SADC-GMI Board of Directors, Steering Committee and SADC-GMI team.
- f. A demonstrated proficiency in engaging at all levels of the communication chain starting from an individual to corporate, local, regional, and international level is an invaluable asset.
- g. Exceptional writing skills
- h. Demonstrate a flair of innovation and creativity.
- i. Ability to work in other SADC languages (Portuguese and French) is a distinct

advantage.

- j. Geographic experience/knowledge in Communications, Public Relations and Media covering several SADC Member States is required.
- k. Good command of English Language

Non-Key/Other Expert Staff

The consultant shall select and hire other experts and support staff as required according to the deemed requirement to deliver the Services. CVs for such other experts should not be submitted in the Technical Proposal. Although hiring other expert staff will not be subject to the prior review of the Client, such staff shall otherwise meet the professional standards and possess the adequate experience to conduct their work safely and professionally.

NB: - The Consultant shall include in their submission a refined proposal for the deployment of the key experts and any non-key experts deemed necessary to timely delivering the objectives of the assignment.

7.) Timeline/Schedule

The Consulting company will deliver services from the date of contract signature with SADC-GMI until the date stipulated on the Contract as the end of the contract.

This is a once-off assignment for the deployment of an estimated 52 man-days over a period of 16 weeks starting from March 2023. Successful Service Provider must endeavour to complete the assignment as specified on these Terms of reference. The estimated levels of effort are summarised in the table below:

No	Description	Man-Days
1.	Workshop preparation	3 Days
2.	Documents review	12 Days
3.	Interviews with Stakeholders (Virtual/field)	25 Days
4.	Report writing	10 Days
5.	Workshop	2 Days
	TOTAL	52 Days

8.) Liaison and Logistics



On a day-to-day basis, the team of consultants will liaise with the SADC-GMI through the Communication and Knowledge Management Specialist, with the Executive Director being responsible for the final approval of all deliverables.

Logistics pertaining to cross-border travel will be arranged by the consultants in collaboration with the SADC-GMI through its Project Assistant and Head of Finance. The Consultants will meet the costs for lodging, car hire and necessary cross border charges.

These should therefore be included in the Consultants' proposal. The SADC-GMI utilises the United Nations per diem rates obtained from:

<https://icsc.un.org/> - Daily Subsistence Allowance

Where the concerned city/town is not listed, please use the rates for 'Elsewhere' in the concerned country.

Proposals arriving after the deadline will automatically be disqualified. Only requests for clarification received at the below e-mail address before 17:00 hrs on **31 March 2023** **will be responded to.**

9.) Proposals submission

Interested and qualifying consulting firms are required to submit expression of interest proposals to SADC-GMI on or before **31 March 2023** to procurement@sadc-gmi.org by 12:00 (RSA Time). The same e-mail address above can be used if further information is required – enquiries can be submitted during working hours, 8:00 – 17:00, Monday to Friday.



Contact
Details

+27 12 051 0419
info@sadc-gmi.org
www.sadc-gmi.org



Postal
Address

Suite 262
Private Bag X025
Lynwood Ridge 0040
South Africa



Physical
Address

Building 24,
CSIR Campus
24 Meiring Naude Road
Brummeria
Pretoria 0184