



Cooperating to Disarm

TERMS OF REFERENCE FOR CONSULTANCY ON THE DEVELOPMENT OF A COMMUNICATION TOOLKIT FOR THE REGIONAL CENTRE ON SMALL ARMS – INDIVIDUAL CONSULTANT

1. Background Information

Small Arms are defined as portable weapons and firearms designed for individual use such as: light machine guns, sub-machine guns, pistols, rifles, incendiary/gas bombs, grenades and missiles. On the other hand, Light weapons are designed for use by several persons serving as a crew such as: heavy machine guns, grenade launchers, anti-tank weapons and launchers, shoulder-fired rockets, and air defence weapons. Small Arms and Light Weapons also include ammunition, explosives, hand grenades, land mines and any man-portable weapons.

In sub-Saharan Africa, the proliferation of illicit Small Arms and Light Weapons abets and sustains armed conflict, violence, terrorism, poaching, cattle-rustling and other serious crimes. The problem of SALW is worsened by internal strife, illicit transfer of weapons across porous borders and extreme poverty. The long shelf life of small arms means they outlive several conflicts, while illegal trade facilitates their movement from one conflict to another across porous borders.

The recognition of the inter-dependence between security and development can be articulated in the relationship between poverty, inequality, lack of opportunity; and causes of violence, and arguably so, why reducing the proliferation of SALW is explicitly stated in Target 16.4 as a key component for achieving the Sustainable Development Goals.

In acknowledgement of the magnitude of the small arms problem and the easy availability of these weapons in the region, Ministers for Foreign Affairs from 10 countries of the Great Lakes Region and the Horn of Africa on 15th March 2000 agreed to the politically binding Nairobi Declaration on the Problem of Illicit Proliferation of Small Arms and Light Weapons in the Great Lakes Region (referred to as the Nairobi Declaration). The Nairobi Declaration was one of the earliest initiatives to address the issue of SALW and lays the basis for the legally binding Nairobi Protocol for the Prevention, Control and Reduction of Small Arms and Light Weapons in the Great Lakes Region, the Horn of Africa and Bordering States (referred to as the Nairobi Protocol) that was signed on 21st April 2004. RECSA was established in 2005 to coordinate the implementation of the Nairobi Protocol.



2. The Regional Centre on Small Arms

The Regional Centre on Small Arms and Light Weapons in the Great Lakes Region, the Horn of Africa and Bordering States (RECSA) is an intergovernmental body that is mandated to coordinate and monitor the implementation of the Nairobi Protocol for the Prevention, Control and Reduction of Small Arms and Light Weapons.

RECSA has a membership of 15 States who are signatory to the Nairobi Protocol, namely: Burundi, Central Africa Republic, Republic of Congo, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Seychelles, Somalia, South Sudan, Sudan, Tanzania and Uganda.

RECSA's interventions include institution development, weapons and ammunition management, advocacy and public education, as well as monitoring and evaluation.

To effectively discharge its mandate, the RECSA Secretariat needs to carry out intentional, strategic and coordinated communication activities with the Member States as well as Strategic Partners including governments, multilateral agencies, development partners, the media, the public and civil society organizations.

The African Development Bank has provided funding to RECSA to support Strengthening of Regional and National Institutions towards the Reduction of Proliferation of Small Arms. Under this facility, RECSA seeks to engage an individual Consultant to develop a Communication toolkit that will among others; contribute to the achievement of the RECSA Strategic Plan which identifies the development of a Communication Strategy and delivery of Public Education and Awareness programmes as priority areas.

3. Objective of the Consultancy

The objective of consultancy is to develop a comprehensive communication toolkit that will assist the Secretariat and respective national institutions in the member states (hereafter referred to as National Focal Points) to communicate strategically and effectively with various stakeholders towards the attainment of the provisions of the Nairobi Protocol.

4. Scope of Work

The Consultant shall be required to:

1. Hold an inception meeting with RECSA management and produce an inception report comprising of the plan of work and methodology.



Cooperating to Disarm

2. Carry out a needs' assessment on the communication, partnership and awareness functions in RECSA through engagements with RECSA management, National Focal Points, partners and stakeholders.
3. Develop a Regional Communication, Public Education & Awareness Toolkit which includes communication materials and methodologies appropriate for different audiences; and provides for a strategic model of communication between the RECSA Secretariat and the National Focal Points to strengthen their own identity, brand and outreach.
4. Outline mechanisms to brand RECSA internally and externally and enhance recognition of RECSA's identity at the continental and global level, while avoiding unnecessary risks to its reputation.
5. Facilitate the validation of the toolkit in a workshop organized by RECSA.

5. Deliverables

The Consultant will be required to deliver the following key products:

1. An inception report comprising of the plan of work and methodology
2. Develop and package a comprehensive Communication Toolkit
3. Facilitate the validation of the Communication Toolkit in a workshop organized by RECSA
4. Conduct a 1-day training session for staff of the RECSA Secretariat on the operationalization of the Communication Toolkit.

6. Plan of Work / Duration

The duration of this assignment shall not exceed **20 man-days** spanning over 2 calendar months from the date of signing the contract.

7. Reporting

The working language is English. All products shall be delivered in the working language.

The Consultant shall work closely with the Principal Officer – Protocol, Communication & Public Relations and report directly to the Executive Secretary.



Cooperating to Disarm

8. Consultant's Required qualifications

The Consultant will be required to have:

- A minimum of a Master's degree in Communication, International Relations, Journalism or related educational qualification.
- At least ten years working experience in strategic communications, partnership building or international relations.
- Extensive experience and track-record in the development and implementation of Communication strategies and products for regional/ international organizations.
- Previous experience on a similar assignment
- Proven experience in packaging complex information for consumption by a range of stakeholders.
- Excellent written communication and analytical skills
- Experience in branding and marketing would be added advantage.
- Proven experience in dealing with African issues preferably on security in the continent.
- Familiarity with the African Peace and Security Architecture
- Fluency in English. A good working knowledge of French is an advantage.

Expression of Interest:

Interested and qualified Consultants are requested to submit the following:

1. A Letter of Interest, stating why you consider yourself suitable to execute the assignment;
2. A CV/ profile of the Consultant highlighting qualifications and experience in undertaking similar assignments.

The Expressions of Interest should be sent by email to procurement@recsasec.org by **midnight (GMT) Monday, 10th June 2019.**