



Developing a Comprehensive Framework for Practical Implementation of the Nagoya Protocol (ABS)



TERMS OF REFERENCE Service Provider (Contractor)

1. Assignment Information

Assignment Title:	Develop a Communications, Education and Public Awareness (CEPA) Strategy and Action Plan for Access and Benefit Sharing (ABS)
Cluster/Project:	Programme Unit
Post Level:	
Contract Type:	Service Provider (Institution or Private firm)
Duty Station:	Office-based target areas in-country missions within Cambodia
Expected Place of Travel:	Phnom Penh, Cambodia
Contract Duration:	From April to June 2021

2. Project Description

Cambodia's specific geographical location and long history and complicated topographical, ecological and social features has resulted in it becoming a prosperous, rich and diverse plant genetic resource country. While diverse climatic conditions diversified the country's flora with both tropical and temperate plants, thousands of years of agricultural practice by ethnic groups enriched its crop genetic resources with great numbers of local cultivars and land races. In terms of medicinal plants, the high level of genetic diversity makes Cambodia an attractive country for bio-prospecting, especially given that there are approximately 800 known medicinal plants, many of which have associated traditional knowledge. However, Cambodia faces a wide range of issues that threaten its biological diversity and ecological security. These threats emanate from the transition from a subsistence-based agrarian economy to a consumption-based cash economy, competing land-use from urbanization and infrastructure development, poaching of wild plants and animals, localized overharvesting of timber, fuel wood and non-wood forest products, human-wildlife conflicts, and climate change. Because of the threat to biological resources, the traditional knowledge of local communities that is associated with genetic resources is disappearing rapidly, due to the change of traditional lifestyles. A large volume of traditional knowledge, such as medicinal use of biological resources, is being replaced by modern technology. The National Biodiversity Strategy and Action Plan (NBSAP) of Cambodia was adopted in 2002. The NBSAP identified equity as the most important thing biological resources sustainably in the long run and calls for consideration of poor and economically disadvantage group to secure their access to common resources.

To counter the various threats to biodiversity, the country has planned various strategies for the conservation and sustainable use of biological resources for socio-economic development. However, making use of its biodiversity and traditional knowledge for the promotion of bio-

prospecting and of access and benefit-sharing (ABS) national regime that is constrained by several factors. Cambodia has no existing policy or legislation on ABS, the government recognizes the importance of establishing innovative schemes to derive equitable benefits through economic activities that are linked to sustainable utilization of natural resources and the institutional and personal capacity to carry out bio-prospecting beyond basic level and develop and manage ABS schemes that are compliant with Nagoya Protocol.

The project aims at strengthening human resources, legal frameworks and institutional capacities on access and benefit sharing of genetic resources to facilitate the implementation of the Nagoya Protocol on Access and Benefit Sharing. The above objective would be achieved through two components, namely:

Component 1: Creating an enabling national policy, legal and institutional framework for ABS consistent with the CBD and its Nagoya Protocol

Component 2: Developing capacity and administrative measures for the implementation of the national ABS legal framework.

The specific problem that this project will seek to address is the lack of a functioning national legal, policy, and institutional framework that will enable the equitable sharing of benefits from the use of genetic resources and traditional knowledge (TK) between the state (national) and state (governments), commercial interests, and the owners and custodians of these resources and TK (such as Indigenous and Local Communities [ILCs]). This issue is compounded by the lack of trust between users and providers of genetic resources that prevents unleashing the potential of genetic resources as a source of innovation, biodiversity conservation, market development, and poverty alleviation. It emphasizes the importance of more actively involving and making understood that capacity and awareness of the most stakeholders to ABS or Nagoya Protocol is still limited and effective communication strategy with a clear and accessible manner. The message or information and channel are the most significance for communication and capacity building.

Following an inception workshop organized in June 2019 and the Project Workplan, the ABS project is looking for an experienced service provider to develop and implement Communications, Education and Public Awareness (CEPA) strategy and action plan on ABS. This shall include the designing and developing an audio visual and education materials related to ABS-CEPA. In addition, the ABS CEPA strategy and action plan will be presented to the key decision-makers, national competent authorities, researchers, local authorities, and ILCs, and to product materials to make people aware and understand about the Nagoya Protocol on ABS.

3. Scope of Work and objective

Under the overall guidance and supervision of the National Project Director, the selected service provider, including institution or private firm will be working closely with PMU, UNDP Programme Analyst, MoE and relevant institutions/stakeholders to complete the assignments.

The following outputs will be produced as below:

- a) Review and update the existing Knowledge, Attitudes and Practices (KAP), which is covered the specific groups (e.g., researchers, women, indigenous and local

communities, and relevant industry) that may use or benefit from ABS transactions are carried out to assess enhanced awareness about national ABS legislative documents, the CBD and Nagoya Protocol;

b) Use the KAP finding to develop and design CEPA strategy and action plan for promoting awareness and political support for ABS application:

- Desk review the existing CEPA related to ABS; and
- Develop ABS-CEPA strategy and action plan, including budget and gender involvement
- Develop and Design ABS-CEPA shall include visual storytelling the principles and lesson learn of relevant stakeholders of using genetic resource/TK or/and Introduce ABS concept and applications related to a modest public awareness program (local languages with English subtitle)
- Design and/or develop key messages relating to the ABS for campaign including audio visual, webpage etc;

c) Use ABS-CEPA to design and develop audio visual and other tools to promote ABS for policy and key decision-makers, government and researchers/academic institutions, private sectors, civil society, ILCs and general public:

The materials shall be:

- Leaflet
- Training Booklet
- Booklet / Brochure
- Text for webpage
- Brief paper for policy decision-makers
- At least three audio visuals

d) Finalize result outcomes and activity report including supporting documents and files drive in original soft copy and submit to PMU and UNDP for review and approval by Project Director;

e) The service provider will train and coach the PMU and Department of Biodiversity staffs to the use materials;

f) Other task may require.

4. Expected Outputs and Deliverables

No.	Deliverables/Outputs	Target Due Dates	Review and Approvals Required
1	<p>Deliverable 1: Submit and present to ABS PMU and MoE as follow:</p> <ul style="list-style-type: none"> - Inception Report including methodology, and detail workplan. 	1 st week of assignment	Reviewed by Communication Officer, Project Coordinator and approved by Project

			Director
2	<p>Deliverable 2: Submit the first and final draft of products to ABS-PMU and MoE as follow:</p> <ul style="list-style-type: none"> - KAP review and update report - ABS-CEPA strategy and action plan; <p>Audio visual and other tools to promote ABS (Original soft copy and printing materials);</p>	8 th week of assignment	Reviewed by Communication Officer, Project Coordinator and UNDP, and approved by Project Director
3	<p>Deliverable 3: Submit the final products to ABS PMU and MoE as follow:</p> <ul style="list-style-type: none"> - Audio visual and other tools to promote ABS (Original soft copy and printing materials); 	12 th week of assignment	Reviewed by Project Coordinator and UNDP, and approved by Project Director

5. Institutional Arrangement

The service provider will be performed under the supervision of the Project Director. The consultant will liaise on a day-to-day issue with the ABS PMU and UNDP Programme Analyst for ABS project in Cambodia. Service provider will also work closely with the relevant institutions, development partners and academic/research institutions to ensure full cooperation and collaboration from all stakeholders.

6. Duration of the Work

The assignment is expected to be performed from April to July 2021. It is expected that the final documents will be submitted by the 4rd week of July 2021.

7. Duty Station

The duty station of this assignment is a combination of home-based and/or be based in Ministry of Environment in Phnom Penh. If any travel to the provinces for stakeholder consultations, the Daily Substantive Allowance (DSA) and transportation will be covered by the project and will be arranged by ABS PMU.

8. Minimum Qualifications of the Service Provider (Contractor)

The organization:	<ul style="list-style-type: none"> • Based in Cambodia • Previous experiences designing, overseeing and managing communication work • Preferred experiences in work with biodiversity conservation, local governments, ILCs • Preferred experience with civil society and media
Experience:	<ul style="list-style-type: none"> • Previous experience in design and develop NRM, ILCs, ABS related activities in both user and provider countries; • Preferred experience in photography assignment, social media

	<p>applications, conducting the public communication services, and relevant software proficiency, particularly CEPA strategy development and implementation as an asset;</p> <ul style="list-style-type: none"> • Proven successful experience in the projects including familiarity with logical frameworks, SMART indicators and strategic planning; • Experience and knowledge of the ABS procedures, GR/aTK, community protocols; • Experience in developing and conducting awareness raising to relevant stakeholders through campaign, media and workshop; and • Demonstrated experience in conducting stakeholders' engagement where the government ministries, IOs, NGOs, community-based Organization (CBOs) and nonaffiliated community members who contribute to decision-making.
Competencies:	<ul style="list-style-type: none"> • Analytical skills and ability in development of report finding; • Ability to understand ABS terminology and its concepts and to analysis/synthesize information from different sources into project report; • Displays sensitivity and adaptability to different cultures, genders, religions, races, nationalities and age groups; • Good team player, self-starter, has ability to work under minimum supervision and maintain good relationships.
Language:	Fluency in Khmer and English required;

9. Criteria for Evaluation of Level of Technical Compliance of Service Provider (Contractor)

Technical Evaluation Criteria	Obtainable Score
At least 3 years relevant work experience in the of projects, preferably financed by the GEF (Stock-taking, analysis, report writing, policy development, biodiversity conservation, TK, familiar with Nagoya Protocol).	60
Relevant educational background	10
Experience in UNDP Programming cycle, applied rule and regulation	15
Experience in project design and planning	15
Total Obtainable Score:	100

10. Payment Milestones

The consultant will be paid on a lump sum basis under the following installments.

No	Outputs/Deliveries	Payment Schedule	Payment Amount
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1	Upon satisfactory completion of Deliverable 1		30%
2	Upon satisfactory completion of Deliverable 2		40%
3	Upon satisfactory completion of Deliverable 3		30%

Interested Institution or private firm should submit a letter of interest and profile with support references no later than 21st April 2021 to Ministry of Environment (MoE), Morodok Techo Building, Lot 503, Sangkat Tonle Bassac, Chamkarmon, Phnom Penh, Cambodia.

And/or email to: keosamnang.tiep@gmail.com.

For further information, please contact at: 069 393 666. Only short-listed candidates will be contact for interview.