



REPUBLIC OF ZAMBIA

MINISTRY OF GREEN ECONOMY AND ENVIRONMENT

REQUEST FOR EXPRESSION OF INTEREST (INDIVIDUAL CONSULTANT)

Assignment Title: NATIONAL AWARENESS RAISING CONSULTANT FOR THE ECOSYSTEM ADAPTATION PROJECT

Project Name: ECOSYSTEM BASED ADAPTATION PROJECT

Reference: ZM-MGEE-EBA-INDV_005

1.0 BACKGROUND

The Ministry of Green Economy and Environment (MGEE) through its Department for Green Economy and Climate is implementing the GEF funded "Building the resilience of local communities in Zambia through the introduction of Ecosystem-based Adaptation (EbA) into priority ecosystems, including wetlands and forests" Project. The overarching goal is to reduce the vulnerability of communities living around wetlands and forests in Zambia to current and predicted effects of climate change, such as drought and flooding. The objective of the project is to strengthen the capacity of government and rural communities living around wetlands and forests to adapt to climate change using EbA.

The project implementation commenced in 2021 with a grant of US\$ 6,185,000, and had the Mid Term Review (MTR) conducted in 2025. The MTR recommended for urgent review and integration of EbA approaches on planned policies and plans as well as adoption of policies, plans and Acts that were integrated with EbA approaches and validation of policy briefs developed.

2.0 OBJECTIVE OF THE ASSIGNMENT

The objective of this assignment is to design, implement, and evaluate a gender sensitive, multimedia national awareness-raising campaign. The campaign will achieve the following:

- Improve knowledge and awareness among target audiences on the environmental, economic, and social value of ecosystem services provided by forests and wetlands;
- Highlight the observed and anticipated effects of climate change in Zambia and their impacts to communities and awareness on potential adaptation solutions;
- Create awareness on the concept and benefits of Ecosystem-Based Adaptation (EbA) for building the resilience of livelihoods and ecosystems;
- Incentivize and motivate relevant stakeholders (Government, traditional authorities, local communities, and CSOs) to adopt sustainable management practices for wetlands and forests; and
- Reach a minimum target of 156,961 people (77,375 men and 79,586 women) through diversified and strategic communication channels and activities

3.0 RESPONSIBILITIES AND TASKS:

The Awareness Raising Consultant will carry out the following tasks:

- Develop a gender-sensitive awareness-raising campaign on the: i) effects of climate change; ii) benefits of functional wetland and forest ecosystems; and iii) benefits of EbA for increasing the resilience of ecosystems and livelihoods to climate change.
- Implement awareness-raising campaigns at national, provincial, District and local level.
- Assess a variety of media types that could be used to disseminate information on EbA.

4.0 QUALIFICATION CRITERIA

To qualify for issuance of the Request for Technical Proposal, consulting individual should have the following minimum qualifications:

- Minimum of Master's Degree in Communications, Journalism, Environmental Education, Public Relations, or a related field.
- Minimum of 12 years of professional experience in the field of Public Relations/Communication.
- Demonstrate experience in developing awareness raising and training strategies, campaigns, tools and materials (Samples are a requirement).
- Experience in stages of activity planning and implementation of public relations and/or awareness raising campaigns for international donor funded projects/organizations.
- Proven experience in media relations communication, marketing, campaigning, inclusion agenda and policy analysis, inclusion of vulnerable groups, the development agenda, gender, and equity issues.
- Demonstrate experience in developing successful social media and in-depth knowledge and understanding of different social media platforms, content and growing of followers.
- Creative and innovative approach, /ICT apps to reach and have wider effect at the same time with the events, activities and other steps of the awareness raising campaign. More oriented to the paper & energy saving.
- Ability to work as a part of a team, sharing information and coordinating efforts within the team;
- Demonstrate very good inter-personal skills and demonstrated ability to engage and work with local communities;
- Demonstrate strong analytical skills for measuring impact of awareness methods to inform future initiatives.
- Experience in training of trainers will be an asset.

The consultant will be selected in accordance with the Individual Consultant Selection Method (INDV) set out in the Public Procurement Act No.8 of 2020 and the Public Procurement Regulation of 2022

5.0 DURATION OF THE CONSULTANCY

The duration of the consultancy is 120 days spread over a period of 12 calendar months. This period includes field work, training and reporting.

6.0 DEADLINE AND SUBMISSION

The Ministry of Green Economy and Environment now invites eligible individual ("Consultants") to indicate their interest in providing the Services. Interested Consultants should submit their application letter and detailed CV with information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Further information and the detailed Terms of Reference for the assignment can be obtained at the address below during office hours 08:00 -13:00 and from 14:00 -17:00 hours local time.

Expressions of Interest (EOI) with detailed Curriculum Vitae, and Cover letter must be submitted electronically via email addresses below on or before **Friday, 14th August 2026, at 16:00 hours** to Ellison.Sakala@mgee.gov.zm and copy to Sibeso.Mataa@mgee.gov.zm

Head- Procurement and Supplies Unit
For/Permanent Secretary

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