

Call for Expression of Interest: Consultancy to Develop Simplified Stakeholder Engagement and Advocacy Materials for the Comprehensive Agriculture Transformation Support Program (CATSP)

Organization: ActionAid Zambia (AAZ), supported by GIZ

Location: Lusaka, Zambia

Duration: Maximum 25 working days

Final Report Due: No later than 30 October 2026

Application Deadline: 6 September 2026, 5:00 PM CAT

1. Introduction

ActionAid Zambia (AAZ), part of the ActionAid Federation, is implementing a project titled "Strengthening the Capacity of Civil Society and Non-State Actors in the Implementation of Inclusive and Accountable CAADP and CATSP Processes in Zambia," with support from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

The project seeks to strengthen the participation of civil society organizations (CSOs), non-state actors, farmers, women, youth, and marginalized communities in agricultural governance, policy implementation, and accountability processes, supporting the Comprehensive Africa Agriculture Development Program (CAADP) commitments and Zambia's Comprehensive Agriculture Transformation Support Program (CATSP).

Despite CATSP's strategic importance, awareness and understanding among communities, smallholder farmers, civil society organisations, women, youth and local leadership structures remains limited, as existing policy documents are largely technical. ActionAid Zambia seeks to engage a qualified consultant to develop simplified, user-friendly stakeholder engagement and advocacy materials that clearly define roles, responsibilities, opportunities, and entry points for various stakeholders within CATSP.

2. Purpose of the Consultancy

To develop simplified, accessible, and action-oriented stakeholder engagement materials that explain CATSP in practical terms and clearly outline how different stakeholder groups can participate in, influence, monitor, and benefit from CATSP implementation.

3. Objectives of the Assignment

- Review the CATSP document and identify information most relevant to farmers, CSOs, women, and youth
- Translate technical policy language into simplified and accessible content for non-technical audiences
- Clearly define roles, responsibilities, opportunities, and benefits available under CATSP
- Identify and communicate practical entry points for participation, engagement, advocacy, and accountability
- Develop a visually appealing, easy-to-understand simplified CATSP guide for awareness raising, advocacy, and stakeholder engagement

4. Expected Content of the Simplified CATSP Guide

- What CATSP is and why it matters
- Key priorities and objectives of CATSP
- What CATSP means for farmers, women, and youth in agriculture
- The role of civil society organizations in CATSP implementation
- Opportunities and benefits available to different stakeholder groups
- How stakeholders can participate in implementation and monitoring
- Entry points for advocacy, engagement, and accountability
- Key messages, practical actions, and simple graphics/infographics

5. Deliverables

- Draft Inception Report (methodology, tools and workplan)
- First draft of the CATSP guide for review and validation
- A professionally designed and simplified CATSP guide suitable for dissemination
- Final report

6. Methodology

A participatory approach including desk review, key informant interviews, stakeholder consultations, validation workshop(s), and review of existing communication materials.

7. Duration

Maximum of twenty-five (25) working days, inclusive of validation of draft reports and submission of the final report. The final report must be submitted no later than **30th October 2026**.

8. Consultant Qualifications

- Advanced degree in Agriculture, Development Studies, Public Policy, Governance, Communications, Rural Development, or related field
- At least ten (10) years of relevant experience in policy analysis, agricultural governance, advocacy, or stakeholder engagement
- Demonstrated knowledge of CAADP, agricultural policy processes, and agricultural transformation frameworks
- Strong experience developing simplified policy communication products and advocacy materials
- Excellent analytical, facilitation, writing and communication skills
- Experience working with government institutions, CSOs, farmers' organizations, and development partners

Bid Submission

- Technical proposal (max. 2 pages) highlighting the proposed approach, inclusive of timelines
- Detailed financial proposal (max. 2 pages)
- A CV outlining demonstrable experience in similar work
- At least two (2) traceable references

Application Process

Submit to info.zambia@actionaid.org with the subject line: "Consultancy Application – Advocacy Materials for the Comprehensive Agriculture Transformation Support Program (CATSP)", no later than **6 September 2026 at 5:00 PM Zambian Time (CAT)**. No physical applications will be considered.