

## Voices for Just Climate Action (VCA) Proposal, Zambia – SouthSouthNorth Communications Partner

### Terms of Reference

The [Voices for Just Climate Action \(VCA\)](#) programme is a lobby and advocacy programme being implemented by the World Wide Fund for Nature (WWF) Netherlands, SouthSouthNorth (SSN), Akina Mama wa Afrika (AMwA), Slum Dwellers International (SDI), Fundación Avina and Hivos under the Dutch Ministry of Foreign Affairs' five-year strategic partnership: "Power of Voices".

SSN, the knowledge partner for the VCA programme, has launched this call for proposals to support the knowledge management, brokering, communications and capacity development of the VCA Zambia programme and its local partners, in collaboration with other media partners working within VCA Zambia. This communications partner will be expected to oversee the development and overall effective implementation of the VCA Zambia communications strategy, as well as work closely under the supervision of SSN and coordinate with other sub granted media partners. This partner would be willing and able to work across up to 10 Districts in Zambia, namely: Luangwa, Rufunsa, Chongwe, Lusaka, Kafue, Chirundu, Siavonga, Chikankata, Mazabuka and Itezhi Tezhi. The deadline for submissions is **22 February 2022**.

### Background

The programme aims to ensure that by 2025, local civil society and underrepresented groups will have taken on a central role as creators, facilitators and advocates of innovative and inclusive climate solutions. Their inclusion is crucial for effective and lasting climate responses. The climate crisis is a societal challenge with ethical and human rights aspects occurring alongside a number of inequalities based on gender, socioeconomic class, race, ethnicity, nationality, ability, sexual orientation, and age. The overall approach of the programme is to work with civil society to build widespread societal support for locally shaped climate solutions through an inclusive and rights-based approach. This includes building a broad-based climate alliance at country level, bridging divides (urban-rural, gender, youth) that amplifies voices in new unusual ways. In addition, it will influence national and global policies and financial flows (e.g. climate finance, private sector investments) in support of these locally shaped solutions.

The VCA Programme recognizes that climate change is not only an environmental problem but also a societal challenge that brings in ethical and human rights issues. Climate change is essentially a human rights issue because it affects the enjoyment of indivisible, interdependent and interrelated human rights. Hitting the most vulnerable the hardest, climate change threatens to increase existing inequalities between the rich and poor, ethnicities, sexes, generations and communities. It undermines democracy and threatens the economy and sustainable development at large. Likewise, by far the greatest burden

falls on those already in poverty and on marginalised groups such as Indigenous peoples and traditional communities, the rural and urban poor, women and youth, although they are the least responsible for climate change. Through a climate justice approach, the Programme intends to foster an expanded civic space where civil society voices, in particular those of vulnerable people are heard on climate action.

**Vision:** A Zambia where civil society is heard & respected by influencing & co-creating locally relevant, inclusive and fundable climate solutions that deliver real benefits to people & nature as part of a local & global response to this crisis.

**Target Groups:** the target group of the VCA intervention in Zambia is centered around those who are most vulnerable to climate change impacts: women, youth, urban poor, rural communities, indigenous groups and marginalized groups. These underrepresented groups often have critical perspectives on power structures and alternative approaches to the climate crisis.

**Focus Areas/Districts:** VCA will operate in ten districts in the Lower Kafue Basin and Lusaka Province regions namely: Luangwa, Rufunsa, Chongwe, Lusaka, Kafue, Chirundu, Siavonga, Chikankata, Mazabuka and Itezhi Tezhi. The contracted partner would be willing and able to work across these 10 districts.

**Thematic Areas:** VCA is targeting five key thematic areas; water, food, energy, health and gender in relation to climate change.

- Food system: Innovative food system approaches to improve access to sustainable, diverse, and nutritious food and ensure food security. Sustainable agriculture which addresses the threat to livelihoods and food and nutrition security through crop failures resulting from climate impacts
- Energy: Strengthening energy security of Zambians in the face of energy shortages as hydroelectric power is exposed to the variability of rainy seasons. Addressing the unsustainable use of natural resources resulting in deforestation as the rural and urban poor continue to depend on wood fuel for energy
- Water: Strengthening the resilience of natural freshwater and critical human water systems to reduce risks for communities facing high water stress, inadequate water quality, and impacted by floods and droughts
- Health: Strengthening the capacity of urban poor communities to cope with climate-related hazards resulting from poor access to sanitation and drinking water, inadequate solid waste management and insufficient infrastructure for water and sanitation which leads to disease outbreaks, particularly during flooding episodes
- Gender: Strengthening the feminist and transformational leadership capacity of CSOs, women's networks and youth groups to amplify their voices for inclusive, rights based and just climate transition. Recognizing that the socio-economic and political challenges that communities face are interlinked and therefore, that the solutions to emerging challenges such as the climate crisis

require an intersectional approach for the overall scaling of climate solutions, especially for women.

These thematic areas will thus form the basis of the VCA climate action which is focused on advocacy while emphasizing a rights-based and intersectionality approach to amplify civil society voices in climate action.

### **About SSN**

As a VCA Alliance member, SSN brings extensive experience and expertise on knowledge and partnership brokering for climate-compatible development, and on building unique relationships with decision-makers in various contexts. Through the Alliance, SSN aims to support the generation, dissemination, and brokering of information, building the capability of partners to enable them to respond innovatively to the challenges and opportunities that climate change presents. Knowledge intermediaries and knowledge translators are roles that we often refer to as part of 'Knowledge Management' and are key roles that SSN provides in the VCA programme. Knowledge brokering, on the other hand, includes activities by knowledge/process brokers and innovation brokers, focusing on networks, relationship-building, and systemic change through knowledge co-production.

SSN is seeking the support of a communications partner to work alongside and in collaboration with other VCA Zambia media partners to develop an inclusive communications strategy for VCA Zambia and undertake capacity building for local partners. The following ToR outlines key roles and outputs for the communications partner.

### **Scope of work**

The communication partners' primary role is to develop an inclusive communications strategy by working across all 10 VCA districts (Lusaka, Kafue, Chongwe, Itezhi tezhi, Chirundu, Chikankata, Siavonga, Mazabuka, Luangwa, Rufunsa) and engaging with and coordinating all the local partners to shape the strategy. This strategy will form the basis of VCA Zambia's communication work and ensure all local partners are able to speak with one voice and are aligned in their key messages for the programme. ZAMCOM is currently contracted by WWF to develop a communications strategy in 6 of the districts with WWF partners. The Zambia Free Press Initiative, similarly, has been contracted by Hivos and is developing a media campaign at the national level. However, the Zambia Communications Strategy needs to be rolled out in all the districts and be inclusive of all local partners. Thus, this scope of work is in addition to the work already planned in the WWF and Hivos contracts. The communication partner will be expected to work collaboratively with all partners and lead on the joint communications strategy development and implementation.

In terms of the extension activities (contracted by SSN), the partner will be expected to undertake the following in the 10 districts:

## 1. Communications strategy

- Develop a communication strategy for the amplifying of community voices that will be used in the 10 districts. This will be an overall communications strategy with specific guidance for each district. It may build on the existing strategies being developed in some of the districts, and ensure that the final strategy is inclusive of all local partners.
- Conduct partners' meetings with the VCA partners on the various activities to ensure that all voices are heard. This will enable uniformity in the dissemination of information.
- Work with the VCA local partners within the districts to document community-generated stories on climate change activities

## 2. Capacity building

- Provide capacity building support to local partners on basic storytelling (for CSOs) in all districts
- Potential additional capacity building activities to be shaped in consultation with local partners, tailored to their emerging needs

## 3. Generating stories and disseminating

- Network with the civil society grassroots networks, community radio, women, youth and other marginalised groups on the gathering of community-generated stories
- Support documentation of indigenous climate-resilient practices and community responses in the district
- Promoting the VCA Zambia projects through media outlets

## 4. Co-facilitating a learning session

- Support SSN with facilitating a session on learning and communications at the Zambia planning meeting

### **Ways of working**

SSN, as the VCA knowledge partner, aims to work alongside the communications partner to collaboratively manage VCA communications in the Zambia programme. The communications partner will be expected to coordinate with the other media partners, including ZAMCOM and the Free Press Initiative. The Zambia Institute of Mass Communication (ZAMCOM) is an independent Educational Trust under the Ministry of Information and Broadcasting Services established under chapter no. 164 of the laws of Zambia Act no. 9 of 1996. The Free Press Initiative (FPI) Zambia is a non profit group whose focus is on the defense of press freedom and all other human rights.

### Who is eligible to apply?

- Locally registered media or communications non-governmental or non-profit organizations
- Coalitions and networks with at least one locally registered media non-governmental or non-profit organization with sufficient operational and financial management experience. If applying as a coalition, one organization must be designated the lead in the application.
- Applicant with a clean human rights record
- Applicants with experience in using communications for local and national level advocacy
- It will be considered favorable if the coalitions/organizations:
  - Have prior experience carrying out communications and storytelling around issues of climate change
  - Has experience in working with grassroots populations and marginalized groups including but not limited to indigenous people, women and girls, youth, and people with disabilities
  - Have experience working with journalists, artists and influencers at local, regional and national level

**Grant Duration:** March 2022 - February 2023. Depending on performance, the grant duration may extend for 2-3 years

**Budget:** EUR 30,000 - EUR 40,000 for 1 year - to be extended based on performance. However proposals will be requested to submit a detailed budget and are able to propose and justify alternative approaches and/or budgets for this piece of work

### Application and submission Timelines

Application deadline is **Tuesday 22 February, 17h00 CAT**

To apply, kindly complete the (1) proposal template and (2) budget template and send documents to [infovca@southsouthnorth.org](mailto:infovca@southsouthnorth.org)

For further information, questions or clarifications, please contact [charlotte.scott@southsouthnorth.org](mailto:charlotte.scott@southsouthnorth.org)