



**Ministry of Fisheries and Livestock, Bangladesh
Department of Fisheries (DoF)**

**Sustainable Coastal and Marine Fisheries Project
(SCMFP)**

**Terms of Reference
For
Communication Specialist (National)
Individual Consultant (Package No.: SD 41)**

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1. Background

Bangladesh's physical and cultural characteristics and the livelihoods of nearly 165 million people are defined by the Ganges-Brahmaputra-Meghna delta—the world's largest, most densely populated delta, and one of the richest in aquatic resources. Bangladesh has progressed in reducing extreme poverty and boosting shared prosperity, with poverty incidence (based on international US\$ 1.90 per capita/day poverty line and measured using the Purchasing Power Parity exchange rate) declining from 44.2 percent in 1991 to 13.8 percent in 2016. GDP has grown above the average for developing countries, averaging 6.5 percent per year since 2010, and reaching 7.24 percent in 2017,¹ driven mainly by the manufacturing and service sectors.

Recognizing the country's land resource limits and in the face of increasing soil salinity and other climate-related threats, the Government of Bangladesh (GOB) regards coastal and marine fisheries as a new source of growth. Fisheries are vital for Bangladesh's food supply and food security and are central to the livelihoods of millions of fishers and stakeholders along the production chain. The sector comprises three subsectors: aquaculture (56 percent of total production), inland capture fisheries (28 percent), and marine and coastal capture fisheries (16 percent), with total sector value estimated at US\$ 3.68 billion. As in most other developing countries, Bangladesh's coastal and marine fisheries economic model continues to be driven by targeting ever-increasing volumes, despite the current lack of stock data to back up the expansion.

With these background and challenges, and also taken into consideration of the positive results from DoF efforts to improve management of the iconic Hilsa fishery, the Ministry of Fisheries and Livestock proposes Sustainable Coastal and Marine Fisheries Project (SCMFP) to implement through ten-twelve year fisheries program with the support of the World Bank in two phases. These programs offer a significant opportunity to contribute to targets of Vision:2021, 7th Five Plan (2016-2020), Country Partnership Framework's (CPFs) Focus Areas: growth and competitiveness, social inclusion and climate and environment management. The SCMFP has provisions for building fishing community institutions, facilitate business development and promote market linkages for alternative livelihoods to support livelihood transformation of 54,000 fishers' households including 25% of women in 450 coastal villages spread over in 45 Upazilas of 13 districts.

For the First Phase of the project, the Government of Bangladesh has received an IDA Credit of US\$240 million equivalent for a period of 5 years. The Department of Fisheries (DoF) under the Ministry of Fisheries and Livestock (MoFL) is the lead program implementation agency with direct implementing responsibilities for project activities estimated at US\$188 million.

Project Objectives and Components

The overall objective of the project is to explore *greater economic opportunity from coastal and marine fisheries resources, while promoting sustainable management of fisheries stocks and environment to reduce poverty and improve livelihoods of the coastal community.*

Specific objectives

- a) To strengthen stock surveys and assessment program for shrimp, demersal and pelagic stocks in the Exclusive Economic Zone (EEZ);
- b) To build and enhance capacity of DoF and relevant public research agencies to conduct science-based stock conservation and management to promote Blue Economy;



- c) To develop mechanisms for effective implementation of Monitoring Control and Surveillance (MCS) for the artisanal and industrial fisheries;
- d) To develop infrastructure and create production facilities for coastal belt fisheries (capture and culture);
- e) To up-scale cluster farming for shrimp to disseminate best lessons learned from cluster farming approaches;
- f) To strengthen community led fisheries management and transform livelihoods in poor fishing communities by access to recovering fish stocks and reducing dependence on fishing; and
- g) To develop National Marine Fisheries Management Plans for sustainable harvest of fisheries resources;

Projects Components

The BSCMFP Phase I project components will support GOB in designing, establishing, and effectively operating fisheries management systems for sustainable utilization of coastal and marine fishery resources. Phase I project has four components as outlined below.

Proposed Project Components	Proposed Sub-components
COMPONENT 1: Enabling Sustainable Fisheries Sector Investments and Growth	<ul style="list-style-type: none"> ▪ Subcomponent 1.1: Stock assessment and development of national fishery management plans ▪ Subcomponent 1.2: Enabling investments in sustainable fisheries ▪ Subcomponent 1.3: MCS development for IUU reduction
COMPONENT 2: Improving Infrastructure and Production Practices	<ul style="list-style-type: none"> ▪ Subcomponent 2.1: Infrastructure improvements for capture and culture fisheries ▪ Subcomponent 2.2: Value chain and food safety ▪ Subcomponent 2.3: Boosting coastal aquaculture productivity
COMPONENT 3: Community Empowerment and Livelihoods	<ul style="list-style-type: none"> ▪ Subcomponent 3.1: Fishing community institutions and alternative livelihoods development ▪ Subcomponent 3.2: Business development and market linkages for alternative livelihoods
COMPONENT 4: Project Management	

Project Beneficiaries

The primary target group of direct project beneficiaries are the fishers' and poor fisheries-dependent households and smallholder aquaculture producers in 16 coastal districts. The project will support the establishment and empowerment of community co-management associations that can make decisions on fisheries management and enable the fisheries-dependent poor to adopt supplementary and alternative livelihoods. The project will also directly benefit GoB agencies that will use the MCS systems financed by it (DoF, Coast Guard, Chittagong Port Authority, Bangladesh Police, and Bangladesh Customs). Dedicated attention is given to supporting women and youth empowerment as a precondition for the interventions' success and sustainability. Increased institutional capacity and sector investments are designed to enable gender sensitive and socially inclusive growth.

2. Objective of the Assignment (of Communication Expert)

The Department of Fisheries will implement the planned activities of the SCMF project through active participation of the relevant stakeholders in coastal and marine fisheries sector to explore and strengthen the blue economy. So, the project has envisioned a set of unique activities which successes lying on effective communication strategy to engage and ensure active participation of multi-stakeholders. This will not be possible to achieve without implementation of a high quality communication plan developed through vigorous stakeholder's analysis, their roles-responsibilities-relationship with the project outcomes using appropriate communication tools throughout the different stages from planning to implementation to reporting and monitoring. It is necessary to ensure identical branding of the project bearing the identities of GoB/MoFL, DoF and World Bank and ensure its execution in all purposes of communication including reporting, publications, newsletters, websites, IEC materials, etc. Moreover, the project needs to mainstream the communication strategy in the day to day planning and implementation of all activities, so that all parties involved specially the beneficiaries, project proponents, and PMU officials are aware about and be ambassadors of the project.

Project has budgetary provision to develop printed and electronic communication materials for behavioral changes of stakeholders and awareness raising program including Audio, Video, Film production (TV Spot/ TV Filler etc.) and also through other means of communication. Project will use both offline and online communication tools such as social media (facebook, twitter, etc.), designing dedicated websites and printing newsletter on project ongoing activities and success stories inclining with the project progress monitoring schedules, which is a sole responsibility of the communication expert to lead the process in cooperation with all other relevant subject specialists particularly M&E, CDM, PMS, ESSS, GWM, CCE, etc.

As stated above, the SCMF has planned to engage a large number of multi-sectoral stakeholders ranging from grass-root level to national and international levels where GO, NGO, private sector, civil society, community leaders, local government institutes and consultants will be involved. Hence, it has provision to conduct awareness raising and behaviour changes program for dissemination of the importance of sustainable and conservation of marine and coastal fisheries resources to restore the resilience of valuable fisheries wealth from the seas and peoples dependence for nutrition and fishers' livelihood sustenance. To sensitize and aware coastal fishers', fish processing and marketing operators, producer groups and other populace the project will engage a consulting firm to conduct 'public awareness and behaviour change program through media campaign by electronic and print media, journalist with targeted messages' with consultation of Communication Expert and relevant DoF personnel dealing and experienced in mass communication for both citizen and stakeholder engagement level. The behaviour change program recognizes the current domination of coastal and marine fisheries profit distribution by fish processors and their use of credit to manipulate fishing input beneficial ownership. Change is expected to be a long term process and to require alternative credit systems for fishing communities, special care will be needed to bring about behaviour change avoiding community discord.

The project will carry out vigorous investment promotion campaign for fish and fishery products in the domestic and international market that would be linked to prime quality, food safety and value chain maintenance at each level of production from farm to table. In order to expand domestic and international market participation of exporters, investors and other producer organization in international frozen food fairs, symposium will create more investment opportunities for the nation. Moreover, market promotion and growth in domestic market will be enhanced with value added and ready to cook product with wide publicity and attending fish fairs and organize roundtable consultation, wide publicity in electronic and print media, organize mass awareness campaign to create investment

climate in fisheries sector. In order to facilitate investment promotion campaign for fish and fisheries products, market promotion and growth a consulting firm will be engaged provide necessary service. Thus, it is necessary to hook up the project communication strategy covering the national and international market dimensions and requirement of its multi-stakeholders, a major role to be played by the communication expert.

The project has provision for deploying Fisheries Performance Indicator (FPI) for supporting DoF's own capacity building for multi-dimensional (bio-physical, economic, financial, labor, social dimension etc.) analysis and monitoring to inform the fishery management plans preparation. FPIs can measure the success of fisheries management systems in achieving the "triple bottom line" of environmental, economic, and social sustainability. The role of communication expert is to assist the project to understand the linkage between success and management inputs, infrastructure, enforcement, marketing system, and exogenous factors. It is also necessary to capture the success stories to provide clear understanding of the dynamics prevailed in ecological, social, and economic situation associated with Bangladesh's coastal and marine fisheries management system.

One of the mass public activities of the project would be preparation, printing and supply of Fishers' ID card (150,000) & piloting of smart card (limited number) for fishermen. This activity would attract the concern of the policy makers to the grass root public representatives including local administration, which also demands effective roles of communication. Besides, under the investment on infrastructure improvements for capture and culture fisheries the project will design and test access-to-finance facility and capitalization scheme for fishers and aquaculture smallholders—including a communication and awareness campaign—with the objective of deploying them at scale, as enabling data availability, sector management, infrastructure, and absorption capacity preconditions start materializing.

3. Scope of Services, and Tasks

The objective of this assignment is to plan, execution, manage, facilitate, coordinate, and report and evaluate all activities related to communication of the project. Communication Expert will be deployed with the Project Management Unit (PMU) at the head quarter of DoF and s/he will provide co-ordination, technical support and services maintaining liaison with other individual and institutional consultants for successful implement in achieving the communication objectives of Components 1, 2 and 4. Communication Expert will work in close coordination inward with project consultants/experts and institutions and outward with project beneficiaries ranging from officials of DoF, MoFL, PC, MoF, universities, research institution to fishermen, entrepreneurs, and other stakeholders. The Communication Expert will work collectively as a team within the PMU under the overall supervision of Project Director in developing required outputs and the services required will include, but will not necessarily be limited to, the services described in this ToR.

- 1) Develop and disseminate communication strategy for the project and materials relevant to its implementation including assist with the implementation of communication plans, event planning and management;
- 2) Conduct project stakeholders analysis following 3Rs (Roles, Responsibilities and Relationships) and suggest appropriate communication tools in the communication plan targeting each individual type of stakeholders categories;
- 3) Liaison with World Bank communication team to comply with the WB's branding requirements in the project communication branding strategy, templates and ensure compliance of the approved project branding throughout the project period in all kinds of publications, IEC materials, audio-visual documentaries, websites, etc.;
- 4) Ensure project communication strategy and branding in all activities of project partners, consultants and outsourced institutions;

- 5) Develop templates for all kinds of project reports, presentations, publications following the project approved branding and communication strategy;
- 6) Document and disseminate the project's works and message through planning, implementation, and oversight of all project communication activities;
- 7) Establish and arrange Citizen Engagement Platform (open house events) with consult to PMU & DoF at three regional and H/Qs level;
- 8) Developing and introducing innovative communications tools and approaches to communicate country specific issues within the project organizing public events, including launching reports, knowledge and learning products;
- 9) Liaise with press and media, organize briefings of PMU management and DoF on project progress and drafting press releases, articles, feature and result stories, other information products for various audiences;
- 10) Source and develop local case studies for use across all communication channels including media, website, marketing materials and newsletters;
- 11) Responsible for knowledge management activities and develop content for publication based on project activities; and produce/disseminate IEC and knowledge management materials of the project and coordinate in developing of extension booklets/ brochures, pamphlets/ leaflets and video clips in close association with DoF and PMU personnel;
- 12) Write ToR for media events and ensure quality of selected vendors for communication materials, supervise the production of media materials and writing content for all media and research;
- 13) Provide inputs in designing, content developing and updating of project website at regular basis and prepare regular information e-bulletins, web stories and news on the project (in English and Bangla) and ensure wide dissemination;
- 14) Language editing both in Bangla and English and ensure centre of excellence publications;
- 15) Conduct awareness raising and behaviour changes program of the SCMFP;
- 16) Assist PMU and relevant consultants in carrying out investment promotion campaign for fish and fishery products in the domestic and international market;
- 17) Assist PMU/PD and relevant consultants in doing publicity in electronic and print media, organizing fish fairs and roundtable consultations;
- 18) Assist the project to understand the linkage between success and management inputs, infrastructure, enforcement, marketing system, and exogenous factors;
- 19) Capture the success stories to provide clear understanding of the dynamics prevailed in ecological, social, and economic situation associated with Bangladesh's coastal and marine fisheries management system;
- 20) Organize capacity building training for PMU, DoF, MoFL and other govt. officials on strategic communication write-up and storytelling;
- 21) Assist in planning and organizing social and cultural events using popular tools Viz. Street shows/fairs, folk song, gamvira, etc. on project theme and at beneficiary level;
- 22) Providing support to PMU in organizing consultations, including for the Country Partnership Framework, analytical products, etc.;
- 23) Producing multimedia and social media products about the results of the SCMFP;
- 24) Assist with the evaluation of the impact of the communication strategy and in developing corrective measures as may be required; and
- 25) Any other task assigned by the Project Director/ project management as and when required.

4. Contribution in Deliverables

- Inception report and work plan;




- Communication Strategy and Plan;
- Develop project branding in templates for reporting, presentations, publications, etc.;
- Project IEC materials, Audio-visuals, TV Spot/TV Filler, etc.;
- Capacity development on strategic communication write-up and storytelling;
- Ensure communication and branding in all Reports/Proceedings;
- Input of appropriate performance and monitoring indicators into the Monitoring and Evaluation (M&E) Framework of the project;
- Quarterly and any other progress reports and audits of compliance;

5. Profile of the Consultant

(i) Required qualifications:

- Master degree in Communication /Public Administration/Information Management/Journalism/MBA/Sociology/Agricultural Science or any other relevant disciplines;
- Minimum 10 years of work experience in developing and managing communication related materials at national and/or international level;
- Demonstrated experience in communication and media release of multi-disciplinary projects;
- Excellent oral and written presentation skill set with capacity to communicate effectively with different audiences;
- Computer literacy skills in basic office software's MS Word, Excel, PowerPoint etc. including other publication applications viz. Photoshop, Illustrators, etc.

(ii) Preferred qualifications

- Previous experience in developing and/or implementing project communication strategy and plan for govt./World Bank/international organizations or projects;
- Experience of conducting strategic communication workshop/training for multi-level govt. officials and other project stakeholders;
- Very good inter-personal skills and demonstrated ability to engage and work with local communities;
- Understanding of the dimension of the large-scale projects engaging multi-stakeholders;
- Demonstrated capacity to mediate conflict of knowledge among fisheries resource users through capacity building and communication;
- Knowledge of GoB policies, acts, rules, regulations and practices relevant to gender, fisheries, environment, agriculture, marine and coastal fisheries;
- Understanding of World Bank communication policies;
- Good networking with the print and electronic media;
- Experience of producing audio-visual documents/TV films including scripting, production and editing techniques;
- Experience of establishing/operationalizing the Citizen Engagement Platform;
- Experience of evaluation and monitoring of large volume communication activities;
- Experience of assessing communication impact in implementation; and
- Ability and willingness to travel nationally in the project geographical locations;
- Excellent proficiency both in written and spoken English and Bengali including translating and high quality writings for different offline and online media, project reports and IEC materials;

6. Selection Method

Communication Expert (National) will be selected following the Selection of Individual Consultants method as set forth in the World Bank Procurement Regulations for IPF Borrowers, July 2016 revised November 2017.





7. Duration of Assignment

The initial duration of this assignment is 30 months, subject to a 12-month probation period. The duration of the assignment may be further extended or reduced subject to program needs and consultant performance.

8. Data, Personnel, Facilities and Local Services to be provided by the Client

The PD, PMU, DoF will arrange all necessary information relevant to the consultant to fulfil this assignment. Personal office space and necessary logistical supports will be facilitated from the project.

9. Institutional Arrangement

The Communication Expert (National) will be based at the SCMFP PMU in Dhaka and will report directly to the Project Director. The Individual Consultant will work closely with other consultants working at the PMU and departmental officials. The consultant is expected to undertake the activities (scope of services) mentioned in the ToR in order to achieve the stated objectives. Under this consultancy travels are being envisaged. However, travels necessary for the exigencies of services to achieve the desired objectives, may be undertaken but with prior permission of the PD, PMU and in such cases daily subsistence allowance (DSA) as per contract signed and only the actual costs for travel will be reimbursement. The deliverables will be submitted on time by the consultant to the PD, SCMFP Project, DoF, Dhaka Bangladesh.