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Wildlife
Conservation
Society

Terms of Reference (TOR) for Communication and engagement strategy plan.

Individual Contractor

Organisation	Wildlife Conservation Society
Title	National Communication and Engagement Strategy for Coral Reef Conservation in Solomon Islands
Duty station	Honiara, Solomon Islands

Background:

The GEF funded Coral Reef Rescue: Resilient Coral Reefs, Resilient Communities (GEF CRR) is a multistakeholder project that aims to safeguard globally significant coral reef ecosystems in the face of climate change and human induced threats. Solomon Islands, home to some of the most biodiverse marine ecosystems in the world, is one of the six countries part of the GEF CRR global project.

The WCS, as the National Technical Facilitator supporting the focal government Ministry (Ministry of Environment, Climate Change and Disaster Management - MECDM), is seeking a consultant to develop a comprehensive communication and engagement strategy to help achieve its objective of building capacity and solutions to ensure the long-term survival of climate-resilient coral reef ecosystems in Solomon Islands, thereby supporting the blue economies and communities dependent on these reefs.

The communication and engagement strategy is intended as a national communication strategy aligned to the overall vision for coral reef conservation in Solomon Islands. It should help establish, maintain, and effectively engage stakeholders and provide a clarity to enable MECDM to lead the conservation of coral reefs across the nation through clear and inclusive mechanisms.

The communication and engagement strategy should develop clear objectives, messaging, set specific targets, and identify the tools and activities to implement the strategy. This proactive communication and engagement strategy should be closely aligned to the Solomon Islands National Action Plan for Coral Reef Conservation.



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Objectives:

The objectives of this consultancy are to:

- Develop a communication and engagement strategy for the long-term conservation of coral reefs in Solomon Islands aligned to the overall goal and strategic vision for the Solomon Islands Action Plan for coral Reef Conservation.

Scope of work:

The scope of work for the consultant/firm is to provide a comprehensive communication and engagement strategy for the long-term survival of climate-resilient coral reef ecosystems in Solomon Island. The scope of work will include:

- I. Setting clear communication goals aligned to the overall goal and strategic vision for the Solomon Island Action Plan for coral reef conservation.
- II. Identify target audience: Mapping of key stakeholder and target audiences including an assessment of levels of awareness and understanding of different stakeholders on the significance of coral reefs and barriers/opportunities to behaviour change to be able to inform communication messages and strategies.
- III. Develop clear and simple messaging to build local capacity to ensure the long-term survival of climate-resilient coral reef ecosystems, supporting blue economics and local coastal communities to inform decision-making and policy development.
- IV. Create a clear guideline and tools to implement the communication and engagement strategy plan. This includes identification of the communication products, activities and timelines tailored to each audience, building on already produced communication material, where possible, for each target audience. The methodology and approach should underpin principles for gender equality and sensitivity.
- V. Establishing tools for the evaluation of the communication and engagement strategy to analyze the impact of the communication efforts.
- VI. Validation with Technical Working Group. Liaise with the CRR TWG to provide the opportunity to provide strategic guidance and support during the development of the strategy.
- VII. Present the communication and engagement strategy to the National Hub for review.

Deliverables:

Key deliverables:

- I. Develop a clear operational plan for the development of the communication and engagement strategy.
- II. Produce a short report on the assessment of levels of awareness and understanding of different stakeholders on the significance of coral reefs and barriers/opportunities to behaviour change to improve the conservation of coral reefs in Solomon Islands
- III. Produce a draft communication and engagement strategy for feedback by TWG and the Solomon Islands National Hub for Coral Reef Conservation.
- IV. Presentation slides summarizing the key findings and recommendations for dissemination to stakeholders.
- V. Produce a final communication and engagement strategy for submission to National Hub for approval.

All work will be conducted under the guidance of, and in collaboration with, the Government of Solomon Islands (through the Ministry of Environment, Climate Change, Meteorology and Disaster Management as the focal government Ministry) and WCS and will focus on an approach that prioritises in-country capacity building.

Timeline:

The planned time schedule is five months for the above deliverables. The estimated work timeframe will be for 40 days, spread within July to November 2025.

Reporting and Coordination:

For day-to-day matters, the consultant/team responsible will report directly to the GEF CRR Project Manager, WCS. For strategic matters, the consultant/firm will report to the TWG, and WCS. Regular progress updates and coordination meetings will be scheduled to ensure the timely completion of deliverables.



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Role of the consultant

The consultant is responsible to provide his/her technical expertise to produce the expected outputs:

- The consultant shall report on and submit the above deliverables under this assignment to the assigned person, acting as the focal point for the project.
- The consultant needs to maintain regular communication with the project focal point as and when problems emerge during the consultancy period, especially if they affect the scope of the job.

Evaluation Criteria:

The success of the communication and engagement strategy plan will be evaluated based on the quality and relevance of the analysis, the effectiveness of stakeholder engagement, and the clarity and practicality of implementing the communication and engagement strategy plan.

Response Procedure:

The Consultant will be selected in accordance with the procedures set out in the WCS's procurement and contract administration. Interested applicants may obtain further information from athughes@wcs.org or cmanepolo@wcs.org.

Expression of Interest must be labelled with EOI title/description and delivered in hard copies or by email to apply.solomonislands@wcs.org and marked with the address by: 3pm, Friday 30th May 2025.

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