

Integrated Ecosystems Service Management Plans for Bakassi Post Conflict Ecosystems”

PINESMAP-BPCE

Terms of Reference to Support the Designing, Development and Management of the Portal Web Site for Project Information Sharing

Context:

Integrated Ecosystems Service Management Plans for Bakassi Post Conflict Ecosystems” PINESMAP-BPCE is a biodiversity conservation and Development project of the Republic of Cameroon funded by United Nation’s Environmental Programme (UNEP) and executed by the Global Environmental Facility (GEF), Ministry of Environment, Nature Protection & Sustainable Development (MINEPDED) in partnership with six civil society organisations (CHEDE, ERuDeF, CWCS, FIDEPE, OPED AND CAM-ECO)

PINESMAP-BPCE is implemented in Ndian division of the South West Region. Also referred to as Rio-del-Rey, the region is a biodiversity hotspot of global significance that supports a high diversity of flora and fauna species which are threatened and have restricted range. The project area lies in the shadow of mount Cameroon, in the wettest corner of Africa. It lies in a presently remote and undeveloped area of the Cameroon coast with a number of oil palm plantations at its periphery. There is a large potential for more oil and gas exploitation in this important biodiversity hotspot. The trend towards fragmentation and overexploitation are important especially with the nearby Nigerian town of Calabar with a population estimated at 2 million people. The area is sparsely populated with about 400 000 inhabitants with some 115 mangrove villages with total population of 250 000 people with about 90% of whom originate from Nigeria. The remoteness and insecurity of the area makes it a real challenge to build up good relationships with local fishing communities and develop a comprehensive conservation and development strategy.

The project area is typified by a series of short term projects that have come and gone, often closing before achieving their stated objectives (such as securing the gazettelement and long-term management of proposed PAs), and not leaving behind improved livelihood initiatives that will be sustained in the absence of a continued subsidy.

PINESMAP-BPCE makes explicit reference to the 9th Conference of the Parties to the Convention of Biological Diversity (CBD) which requested all parties to ensure Pa’s contribute to the eradication of poverty and sustainable development and to the Revised Strategic Plan for Biodiversity 2011-2020 including the Aichi Targets which were adopted at the 10th COP, and Decision No. UNEP/CBD/COP/DEC/XI/3 of 5 December 2012 adopted at the 11th COP on "Monitoring progress in implementation of the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets" The overall goal of PINESMAP-BPCE is to support progress towards many Aichi targets and indicators.

Specifically, the project aims to:

- ✓ *Address the underlying causes of Biodiversity loss by mainstreaming biodiversity across government and society*
- ✓ *Reduce the direct pressures on Biodiversity and promote sustainable use*
- ✓ *To improve the status of biodiversity by safeguarding ecosystems, species and genetic diversity, with particular relevance to and*
- ✓ *Enhance the benefits to all from biodiversity and ecosystem services*
- ✓ *Enhance implementation through participatory planning, knowledge management and capacity-building*

The project has as vision that "By 2020, at the latest, biodiversity values have been integrated into national and local development and poverty reduction strategies and planning processes and are being incorporated into national accounting, as appropriate, and reporting systems through "developing policies considering biodiversity and ecosystem service in environmental impact assessment and strategic environmental assessment"

Justification:

As a recently launched biodiversity conservation and development project that is being implemented by many partners in the South West Region, it is crucial for PINESMAP-BPCE's management to ensure effective communication among its stakeholders, particularly those in and around the project areas. Also, given that all of the activities implemented by the project and her partners may require awareness raising amongst stakeholders, knowledge and ultimately behaviour change, the development of a website for communication and information sharing purposes will play an important role in the successful implementation of the project.

Similarly, the South West Region already has several big actors implementing conservation and development initiatives such as PSMNR-SWR, WWF EruDef and WCS who have already branded themselves as key conservation and development players in the region. This therefore means that though the project will work in collaboration with these key players, PINESMAP-BPCE must build a strong communication around its activities to stand out among these existing actors. Hence the need for a website that will meet its online communication needs.

Goal:

The overall objective of this task is to develop a website (English and French) dynamic and integrated «CMS (content management system)» for the communication and sharing of relevant information to the implementation of the PINESMAP-BPCE Project.

Most specifically the consultant is expected to :

- Publicize PINESMAP-BPCE project and communicate its activities,

- Provide partners and communities with reliable information about society,
- Design all iconographic elements related to the site,
- Digitize the data that is needed,
- Create graphical elements (background, buttons, icons ...),
- Include an internal search engine,
- Provide tools for monitoring site statistics,
- Train staff responsible for updating the site, managing the site on a daily basis,
- Reserve the domain name and host the site realized for one year with a host of first order,
- Set up a procedure for safeguarding the website,
- Respect delivery deadlines;

Outputs:

- The communication on the activities of the PINESMAP-BPCE project is visible "on line" and the website popular and attractive (well referenced),
- Reliable project information is available in English and French,
- The graphic design of the website is carried out;
- Textual searches are possible on the PINESMAP-BPCE website,
- The statistical tools on the site visits or the number of clicks is functional
- One or two members of the project coordination staff are trained in the management and updating of the website.
- The hosting of the site is insured for one year and the domain name acquired;
- The website, containing content, is posted online;

Target :

- National and international public opinion
- National and international partners
- Cameroon Donors
- Local community
- Press
- researchers
- Students

Methodology:

The Consultant will present a work plan based on the duration of the mission and also elaborating on the various expected Outputs.

Profile of Consultant:

Required qualification and experience:

The webmaster who often endorses the caps of technician, editor and graphic designer must:

- Master programming languages such as HTML, JavaScript, Dreamweaver, ASP, PHP, Flash or Java
- Excellent technical knowledge in Web Content Management (CMS)
- Good writing and design skills
- Making technology watch

It is important that the webmaster has developed certain skills, other than technical, such as:

- The rigor
- Creativity and imagination
- Communication
- Autonomy / taste of teamwork
- Graduates of a bac +3 to bac +5, coming from an engineering school (option Internet). Proficient in French and English

Main responsibilities

The following tasks should be executed by the consultant:

- Set guidelines on collaborative management and conservation incentive
- Submit end of assignment report

Deliverables

- Report of the project Portal developed.

Composition of file:

- A cover letter indicating interest to take up this assignment
- Curriculum vitae (CV)
- A technical proposal which should consist of methodology and work plan for the assignment
- A financial offer indicating the unit price

Duration of consultancy: 30days

How to apply: Interested persons can obtain further information every working day from 7:30 am to 3:30 pm local time at the address below:

Hard copy (one original and three photocopies)

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Email: pinesmap-bpceproject@gef-cameroon.org with copies to:

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