



**Sustainable farming and critical habitat conservation to achieve biodiversity mainstreaming and protected areas management effectiveness in Western Cameroon - SUFACHAC**

Terms of Reference:

**Conduct Perception Survey of Conservation Interventions in the BBML TOU**

**Context**

The Project **sustainable farming and critical habitat conservation to achieve biodiversity mainstreaming and protected areas management effectiveness in Western Cameroon (SUFACHAC)** has as main objective conservation and development. The SW Region, in which the Project is situated, is a biodiversity hotspot of global significance that supports a high diversity of animal and plant species, large numbers with restricted ranges, and many of which are threatened. The project area is part of the volcanic mountain chain that connects Mount Cameroon with the Adamaoua massif. The mountain chain protects a densely forested and undulating landscape that covers much of the South-West Region. This set of characteristics have made the South West the subject of long-term interest for foresters, and scientific researchers, who over the last century have developed a network of Forest Reserves, logging Concessions (Forest Management Units) and more recently Protected Areas in the Region. Today, the South West hosts six of Cameroon's 35 Protected Areas.

**Justification of Activity**

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 the SUFACHAC's management to ensure effective participation of stakeholders, particularly those around protected areas. Also, since most of the activities implemented by SUFACHAC will require stakeholder participation and ownership of the project activities will play an important role in the successful implementation of the project.

For the Monitoring and Evaluation Unit – specifically communication, simply measuring activity outputs (the number of communication products we will produce) has to justify a communications project. There needs to be a growing emphasis on outcome measurement, the measurement of stakeholder behavior fluctuations. Have our stakeholder base changed? How? What are people saying about the project and has there been a change in the types of people talking or the messages they are using? These are questions that can be answered with the implementation of a proper perception survey.

A perception survey is the best way for the M&E unit to understand in real time how efforts such as natural resource management, wildlife protection, co-management and landscape approach are perceived. This understanding will allow us to craft more effective messages and activities that trigger responses more closely aligned with SUFACHAC projects purpose and objectives.



Similarly, a measurement survey is an appropriate evidence-gathering initiative, whose implementation at this period will be significant as the project is about to start implementation. The recommendations stemming from the survey result could help drive SUFACHAC future strategy, facilitate better collaboration between partners and establish a baseline and targets to measure progress in the future.

The SUFACHAC project seeks the services of a consultant (individual) to conduct perception Survey of Conservation Interventions within the BBML Landscape.

### **Objective of the consultancy**

The overall objective of this activity is to conduct landscape wide-representative, area-sensitive, quantitative and credible assessment of conservation efforts and perceived value to both external stakeholders and SUFACHAC partners and staff.

Specifically, it will:

- Assess stakeholders' general perception of Conservation efforts and partners as well the Regional Delegation of Environment, protection of nature and sustainable development and its services
- Assess stakeholders' views on SUFACHAC Projects eventual contribution to biodiversity conservation in the region
- Assess stakeholders views on conservation issues in the region
- Assess stakeholders' views on SUFACHAC's initial communication performance
- Assess SUFACHAC's value vis-à-vis other conservation project in the region; and,
- Assess and outline SUFACHAC's possible leadership and integrity.

### **Key Responsibilities**

- Design and implement a survey assessing SUFACHAC's perceived value in the South West Region.
- Understands the Landscape Outcome Assessment Method (LOAM) developed by WWF/ IUCN in Cameroon and in other places
- Based on survey results, make practical recommendations to help improve SUFACHAC communications Plan and intervention.

### **Methodology**

The implementation of this activity will involve a series of sub-activities including:

- **Initial meeting with SUFACHAC:** This will be scheduled by the selected consultant to discuss the objectives and methodology of the survey, map out the questions and set a timeline of activities.
- **Meeting to present planned survey to SUFACHAC:** Prior to the launch of the survey, the consultant will be expected to present to the SUFACHAC team the planned survey to gather views and take on board comments



- **Presentation analysis and findings:** Following detailed work plan, the consultant will meet with SUFACHAC team to present draft document and subsequently with the "SUFACHAC Ad Hoc Technical Working Group" and will be expected to make adjustment to the document if need arise and ultimately submit the final document and report of consultancy

#### **Deliverables** (all in English)

At the end of this activity, the consultant is expected to submit to SUFACHAC all materials and data generated during this activity, especially:

- Survey instrument
- Raw alphanumeric data(baseline)
- Outlines Indicators to monitor behavioral change with respect to conservation within the BBML
- Prepare a MS PowerPoint of the consultancy
- Inception and consultancy reports (in English).

#### **Profile of Consultant (Individual):**

The consultant should have the following qualification and experiences:

- Advanced university degree (Master plus) in Social Sciences or related field
- Considerable expertise and a proven track record in undertaking national surveys with a variety of complex methodologies across a range of institutions;
- Specializes in at least two or all of the following areas: public affairs, public relations, investor relations, events, and association management;
- Strong statistical and data analysis skills are desirable
- Proficient in English and French , pidgin English will be an advantage

#### **Composition of file:**

- Signed cover letter indicating interest and availability to take up this assignment
- Curriculum vitae (CV) and photocopies of diploma obtained alongside related certificates or contracts if any
- A technical proposal which should consist of methodology and work plan for the consultancy
- A financial offer indicating the unit price

**Duration of consultancy:** 20 days

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

Hard copy (one original and three photocopies)

**National Direction of the SUFACHAC project**  
**Located on the 6<sup>th</sup> floor of the Ministerial Building No. 2, Door 619.**



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Or At the SUFACHAC Project Management Unit  
Divisional Delegate of MINEPDED Fako, Limbe

While soft copy should be sent to: [azaboya.sufachac@gef-cameroon.org](mailto:azaboya.sufachac@gef-cameroon.org),  
[jhmoudingo.sufachac@gef-cameroon.org](mailto:jhmoudingo.sufachac@gef-cameroon.org)  
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