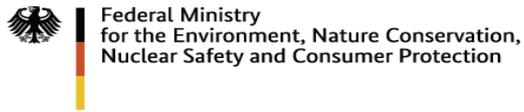


Supported by:



based on a decision of  
the German Bundestag

## Terms of Reference

**Consultancy to review existing training material and develop new materials for training farmers and local organizations, using Herding for Health (H4H) concepts and other value chains for Herding for Health (H4H) Sites in Botswana, Madagascar, and Zambia**

August 2025



## **A. BACKGROUND**

The CCARDESA Knowledge Management Herding for Health (H4H) Project works in semi-arid to arid regions in Botswana, Madagascar, South Africa, and Zambia to combat desertification, enhance biomass and biodiversity, increase soil carbon, and build resilience to climate change. It applies principles of the Herding for Health (H4H) concept for livestock and rangeland management, using controlled rotational herding to ensure improved livestock, land productivity, and less degradation. Improved livestock health and productivity enable Agro pastoralists, both men and women to earn more from animal products, making them more resilient to climate shocks. The project uses different strategies in each country in response to the local context while supporting the dissemination of related knowledge across the Southern African Development Community (SADC) region. It works through local non-governmental organizations (NGOs) with long experience in the regions, ensuring that these approaches will endure even after the project has ended.

The project is being implemented under the Restoration and sustainable agropastoral systems in open arid landscapes across Southern Africa (Growing Greener). The consortium is led by GIZ and implemented together with the partner Conservation International (CI), Peace Parks Foundation (PPF), and the Centre for Coordination of Agricultural Research and Development in Southern Africa (CCARDESA). CI and PPF take the technical lead on Outputs I and II. PPF in Zambia and CI in the other three countries. GIZ will lead Output III and serve as a key liaison to the national and regional political partners. CCARDESA leads Output IV, working with the other partners on information sharing and dissemination to the SADC region.

## **B. OBJECTIVES OF THE PROJECT**

1. To adopt innovative, tech barrier-free, community-led, agro-pastoral practices and nature-based solutions
2. To develop soil and landscape restoration economies
3. To establish enabling regional/national policies for sustainable land use in open land ecosystems
4. To enhance capacity to scale up sustainable management practices across Southern Africa

Therefore, CCARDESA's role in the Growing Greener project will address the knowledge management and communication aspect of the project. This will be done through work package 4.1, where it is envisaged that the following will be achieved.

- I. Knowledge exchange - Promote knowledge-sharing events and platforms –
- II. Enhance communities of practice
- III. Promote digital communication and tools
- IV. Enable learning exchanges – Training and extension
- V. Train herders, eco-rangers and extension officers
- VI. Incorporate landscape management practices into a training program

## **C. OBJECTIVE OF THE ASSIGNMENT**

CCARDESA requires user-friendly manuals and toolkits to support training at the farmer, field staff, and policy levels in the four sites where Peace Parks Foundation and Conservation International are implementing the H4H Concepts and other value chains. Existing materials are fragmented and need to be standardized, simplified, and visualized for more significant impact. Therefore, the objective of this assignment is to develop a comprehensive, infographic-rich Field Manual and associated toolkits that are specifically tailored to the distinct needs of the following target audiences

- Farmers- with practical, easy-to-follow guidance for adoption of H4H practices and sustainable value chains.

- Site-level implementing staff- with clear operational procedures, facilitation tips and monitoring tools.
- Regional policymakers - with concise briefs, visuals and summaries to inform policy alignment and support.

#### **D. SERVICE AND SCOPE OF WORK**

To meet the objective of this assignment, CCARDESA is seeking the services of a highly experienced **Firm** to revise existing and develop training materials for the Growing Greener project. The Firm/Service Provider will be required to:

1. Review and analyze the existing training content and identify gaps, redundancies, inconsistencies and overlaps, across materials related to H4H Introduction & Principles (four pillars, rangeland restoration, livestock management, value chain development, governance)
2. Develop a Practical Field Manual
  - Produce a concise, accessible manual summarizing the H4H toolkit, tailored for field implementation.
  - Ensure the manual is user-friendly for community facilitators and adaptable for translation into local languages.
  - Where feasible, digitize key H4H topics for use on mobile platforms or offline devices. Key H4H topics and other value chains include;
    - ✓ Transitioning from feasibility to sustainability
    - ✓ Grazing and livestock management
    - ✓ Community engagement strategies
    - ✓ Community empowerment strategies
3. Value Chain Development and Sustainable Financing
  - Develop materials covering H4H-aligned livestock and rangeland value chain development.
  - Design simple context relevant business models for community-led enterprises.
  - Incorporate content on innovative and sustainable financing options, such as carbon credits, conservation finance and public-private partnerships.
  - Ensure accessibility for both community-level users and policymakers, using clear language, visuals and step-by-step guidance.
4. Visual Communication Tools
 

Design clear, context-relevant communication products using H4H toolkits, including maps, posters, infographics, training and policy briefs

Tailor outputs for

  - ✓ Farmers (practical illustrations and how-to guides)
  - ✓ Trainers (facilitation tools, visuals, and checklists)
  - ✓ Policy engagement (concise briefs, impact summaries)
5. Digital and Print Accessibility
  - Ensure that all materials are professionally designed, print-ready and optimized for digital accessibility and distribution, including mobile use in low low-bandwidth environments.
6. Strategic Alignment
  - Align content with identified value chain opportunities and broader income-generating programs under the H4H model.
  - Ensure materials support practical implementation and scale-up potential.
7. Stakeholder Validation Workshop
  - Facilitate a participatory validation workshop with key stakeholders (farmers, site staff, NGOs, government and partners).

- Gather feedback and refine materials accordingly to ensure relevancy, accuracy and usability.

### **E. Deliverables**

The firm is expected to produce the following:

- I. Inception Report detailing the methodology, work plan, and timelines
- II. Finalized Field Manual (print and digital formats).
- III. Toolkit package (Posters, Maps, flyers, infographics).
- IV. Editable design files (e.g., InDesign, Illustrator, Word).
- V. User guide for training facilitators

### **F. QUALIFICATIONS AND WORK EXPERIENCE**

#### **a. Work experience of the firm**

- i. The core business of the firm must be research
- ii. The Firm must have at least 15 years of experience and expertise in conducting similar assignments.
- iii. The firm must have at least 5 years of experience in conducting similar assignments at the regional level
- iv. The firm must have a solid management structure with clear reporting formats.

The consulting team should have experience and/or be qualified in the areas as specified in b. below.

#### **b. Qualifications and experience of key staff**

##### **Team Leader-Sustainable Agricultural/Resource/Development**

##### **Economist**

The Team Leader will be required to have the following qualifications and experience:

- I. Master's degree in agriculture, PhD will be an added advantage, Communication or a related field
- II. Proven experience in manual/toolkit development for agriculture or community programs.
- III. Familiarity with sustainable land management and farmer training materials.
- IV. Understanding of rangeland management and community training is an advantage
- V. Familiarity with SADC regional policies, CCARDESA's mandate, and rangeland management or agroecology principles.
- VI. Experience working in the SADC region
- VII. At least 7 years' experience in the agricultural development sector;
- VIII. Demonstrable ability to write very clear reports,
- IX. Proven ability to work both independently and as part of a team;
- X. Good interpersonal skills and experience in working with a diverse group of people;
- XI. Experience in working in Southern African countries, especially for international organisations in the agricultural sector; and
- XII. Knowledge of SADC languages would be an added advantage

##### **Training and Curriculum Development Expert– Natural Resources/Rangelands**

- I. Master's degree in agriculture, Communication or a related field
- II. Proven experience in manual/toolkit development for agriculture or community programs.
- III. minimum of a Bachelor's degree in Communication, Environmental Education, Agriculture, Development Studies, Public Relations, or a related field.

- IV. At least 5 years of professional experience in communication, training material development, or extension work.
- V. Experience supporting development or donor-funded projects in agriculture, climate resilience, or natural resources.
- VI. Proficiency in English (oral and written); knowledge of local languages spoken in H4H countries is an asset.
- VII. Strong skills in Microsoft Office and visual content tools (e.g. Canva, Publisher, InDesign).
- VIII. Understanding of rangeland management and community training is an advantage
- IX. Familiarity with SADC regional policies, CCARDESA's mandate, and rangeland management or agroecology principles.
- X. Experience working in the SADC region
- XI. Knowledge of SADC languages would be an added advantage

### **G. DURATION**

The assignment is expected to be completed within 28 days. This assignment will commence on the day on which the individual signs the agreement.

### **H. Duty Station**

The assignment will be conducted virtually, but it will include one trip to the validation workshop depending on the location of the Consultant.

### **I. ASSIGNMENT MANAGEMENT**

The CCARDESA Information Communication and Knowledge Management (ICKM) Officer will be the focal point person for CCARDESA and will work with other consortium partners.

You can submit your expression of interest to :

The Executive Director

Attn: Procurement Officer

CCARDESA Secretariat

Private Bag 00357, Gaborone, Botswana

E-mail: [procurement@ccardesa.org](mailto:procurement@ccardesa.org)