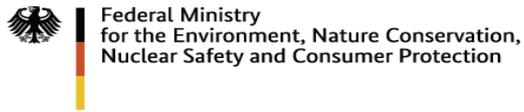


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## Terms of Reference

### Facilitation of Media Training on Rangeland Management and Herding for Health (H4H), July 29<sup>th</sup> to 31<sup>st</sup> 2025, in Livingstone, Zambia

June 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 to enable Agro pastoralists 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 themes in open arid landscapes across Southern Africa (Growing Greener) Growing. The consortium is led by GIZ and implemented together with three partners, 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**

**The objectives of the projects are to:**

1. Facilitate the adoption of innovative, tech barrier-free, community-led, agropastoral practices and nature-based solutions;
2. Develop soil and landscape restoration economies;
3. Establish enabling regional/national policies for sustainable land use in open land ecosystems;
4. 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**

The primary objective of this assignment is to support CCARDESA, in collaboration with GIZ, the Peace Parks Foundation, and Conservation International, to organize a

media training workshop on Rangeland Management and Herding for Health (H4H) from July 29 to 31, 2025, in Livingstone, Zambia. The aim of the workshop is to build media capacity for reporting on sustainable land use, biodiversity, and climate-smart agriculture.

To support this, CCARDESA seeks to engage a **Media Consultant** to provide technical guidance in media coaching, story development, and content packaging.

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

To meet the objective of this assignment, CCARDESA is seeking the services of a highly experienced **Consultant** to facilitate the planned workshop as outlined below.

The Media Consultant will:

1. Provide hands-on guidance and mentorship to journalists on impactful storytelling, media ethics, and digital content development.
2. Support the facilitation of story development sessions to ensure quality, inclusivity, and technical accuracy.
3. Assist in refining participants' media products (articles, interviews, videos) during the workshop.
4. Provide expert input during panel discussions and dialogue sessions.
5. Package at least 10 flagship stories from the training to be published through CCARDESA's platforms and partner outlets.
6. Review training content and provide input into the story development segment of the programme.
7. Deliver a session on "Crafting Stories for Impact in Environmental Journalism".
8. Offer one-on-one coaching to journalists during the story development workshop.
9. Collaborate with the videographer and communication team to ensure alignment of visual and written outputs.
10. Document and submit 2-3 flagship stories, with images or video snippets, for CCARDESA and partners.
11. Participate in post-training debrief and contribute to the media training evaluation report.

#### **E. Deliverables**

The consultant/team is expected to produce the following:

1. Facilitation of a hands-on media session during the training
2. Edited drafts of at least 10 stories from participants
3. Training materials "**Crafting Stories for Impact in Environmental Journalism**"
4. 2–3 packaged flagship stories with high-resolution images
5. Short consultancy report (7–10 pages) summarizing the assignment, key results, and recommendations.

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

- I. Bachelor's Degree or Masters in Communications or Media or Journalism or any closely related field.

- II. Minimum of 7 years' experience in media training, environmental/agricultural journalism, or communication consultancy.
- III. Proven track record of published work in sustainable development or climate change topics.
- IV. Excellent editing, writing, and mentoring skills.
- V. Proven experience in Media production for development programs.
- VI. Understanding of rangeland management and community training is an advantage
- VII. Familiarity with SADC regional policies, CCARDESA's mandate, and rangeland management or agroecology principles.
- VIII. Experience working in the SADC region.
  - IX. Demonstrable ability to write very clear reports,
  - X. Proven ability to work both independently and as part of a team;
  - XI. Good interpersonal skills and experience in working with a diverse group of people;
- XII. Experience in working in Southern African countries, especially for international organisations in the agricultural sector; and
- XIII. Knowledge of SADC languages would be an added advantage

#### **G. DURATION**

The assignment is expected to be completed within 10 working days. This assignment will commence on the day on which the individual signs the agreement.

#### **H. Duty Station**

The assignment will be conducted physically in Livingstone, Zambia.

#### **I. ASSIGNMENT MANAGEMENT**

The CCARDESA ICKM Officer will be the focal point person for CCARDESA.