

TERMS OF REFERENCE

KNOWLEDGE MANAGEMENT EXPERT

Job title: knowledge management

Country / geographical zone: Most of the missions will take place in Paris (Expertise France's office) but there will also be remoted meetings with people from other countries.

Duration of the mission: a maximum 80 working days over 18 months

1. Context

A. Expertise France presentation

Expertise France is a public agency and a key stakeholder in international technical cooperation. It designs and implements projects that sustainably strengthen public policies in developing and emerging countries. Governance, security, climate, health, education... It operates in key areas of sustainable development and contributes alongside its partners to the implementation of the 2030 Agenda. The agency has 4 priorities:

- Democratic, Economic and Financial Governance;
- Peace, Stability and Security;
- Sustainable Development;
- Health and Human Development.

Knowing more: <https://www.expertisefrance.fr/>

B. BIODEV2030 project presentation

BIODEV2030 is a project funded by AFD (the French Development Agency), coordinated by Expertise France and jointly implemented by Expertise-France IUCN and WWF France. The main objective of the project is to foster the emergence of sectoral voluntary commitments contributing to a development path consistent with the preservation of biodiversity in 16 pilot countries¹. These commitments will be one of the results of a multi-stakeholders dialogue, based on scientific evidence and diagnosis.

The main steps of the project will be to:

1. Test a pilot process for the elaboration of science based multi-stakeholders voluntary commitments in favour of biodiversity;
2. Help the pilot countries in formalising their national voluntary commitments;
3. Contribute to the elaboration of the Post2020 Global Biodiversity Framework which will be acknowledged during the 15th Conference of the Parties of the Convention on Biological Diversity (CBD COP 15) in China in 2021.

¹ Benin, Burkina-Faso, Cameroon, Republic of the Congo, Ethiopia, Fiji, Gabon, Guinea, Guyana, Kenya, Madagascar, Mozambique, Uganda, Senegal, Tunisia, Vietnam.

The project team comprise the Expertise France coordination team (2&½ people), the operators' team (2 people at IUCN headquarters – HQ – and 2 peoples at WWF France headquarters – HQ –) and the technical assistance team (1 person in each of our 16 pilot countries).

This project aims at addressing biodiversity preservation issues at both the international level (mainly targeting the CBD COP15 negotiations) and the national level with 4 main audiences in each of the 16 pilot countries:

1. The public sector: ministries in charge of environmental affairs as well as sectoral ministries for the selected involved sectors and negotiators for the CBD Convention;
2. The selected private sectors: industrial and / or craft stakeholders from economic sectors both impacting and relying on biodiversity;
3. The civil society
4. Donors

During the first half of 2020, we built the basis of the project's communication strategy which defines:

The aim of our communication

Building the project notoriety as a credible player to rise a community of actors gathered ambitious sectoral commitments for biodiversity preservation.

The objectives of the project communication

4 main objectives are identified to set the project notoriety:

1. Attention: the communication strategy must arouse stakeholders interest about the project;
2. Understanding: Enable the creation of a community of actors committed to a process (feeling of being a part of a community);
3. Conviction: Facilitate the mobilization of stakeholders in each country in order to jointly define ambitious sectoral commitments;
4. Action: Promote and disseminate the processes and results of the project on sectoral commitments in order CBD COP15 negotiations and contribute to the implementation of these commitments and outcomes sharing towards other countries.

This communication strategy has to be a part of the project's events calendar. These events will be either at the international level (SBSTTA and SBI meeting, IUCN world conservation congress, One Planet Summit, CBD COP 15, etc.) or specific to the project (national and regional workshop and forum).

C. Expression of need

The worldwide COVID-19 pandemic forced us to postponed and/or cancel mobilisations events dedicated to the project stakeholders.

In order to strengthen and complement the existing communication strategy, it has been decided to set up new unplanned online events and add a knowledge management strategy. This strategy will aim at:

- Among the project stakeholders:
 1. contribute to bring together a project community² (experience sharing, tools and moments for dialogue, etc.) around common objectives
 2. enhance the efficiency of the communication strategy
- With regard to the target audience: contribute to the project visibility and clarity and the spread and promotion of the project results in order to influence decision makers.

² The team is located in France, Switzerland and, for the technical assistants, in the countries.

2. Objectives and expected results

A. Main objective

The expert will develop a detailed strategic and operational plan for the management and dissemination of the main outcomes and knowledge products of the project. This strategy will be based on the existing communication strategy and must be relevant with regard to the operational of the project (16 countries all over the world, several kind of stakeholders, various impact on work and communication of the COVID crisis, etc.).

The expert will also be responsible of the implementation of the knowledge management strategy and action plan.

He / She will closely work with the coordination team of the project.

B. Specific objectives

The specific objectives of this contract are, both at the global and national scale, to:

- Develop and write down a detailed strategy of knowledge management and dissemination in connection with the project digital strategy and tools³;
- This strategy will be based on a diagnostic conducted by the expert and associated with an action plan;
- Ensure that the project team understand and is capable of implanting this strategy;
- Help the project team to implement the strategy.

3. Description of expected results

A. Develop a detailed strategy of knowledge management and dissemination based on a diagnosis and associated to an action plan

The expert will conduct a diagnosis of the project team capacities and abilities on knowledge management as well as on the knowledge outcomes and products of the project. In addition to the identification of the knowledge outcomes and products of the project which will be integrated to the knowledge management strategy, this diagnosis will lead to the identification of the project team's human resources and mobilisation capacity and their knowledge and skills meaningful for the implementation of the knowledge management strategy.

In collaboration with the project teams, the expert will develop a detailed knowledge management strategy associated with and action plan which will at least include:

- The identification of relevant dissemination and outreach tools for the project;
 - ✓ Specific attention will be given to the definition of the various kind of knowledge products and information sharing (format, dissemination channel, etc.);
- The definition of a knowledge management process which will particularly include:
 - ✓ A precise organization and detailed roles and responsibilities;
 - ✓ A process of data collection from key stakeholders to the technical committee⁴;

³ Web site ; intranet, social media tools and strategy

⁴ The technical committee comprises Expertise France's team together with IUCN HQ and WWF France HQ

- ✓ A detailed schedule to implement the action plan including the link between the national and the supra-national mobilisation;
- ✓ A template or a pattern for the classification and organisation of knowledge products and data gathering;
- The detailed needs in human and financial resources for the implementation of the strategy;
- If relevant, indicators and reporting process to measure the impact of the project knowledge management and dissemination strategy.

B. Ensure the project team understanding of the strategy and capacities to implement it

The expert will ensure the understanding and ownership of the strategy and action plan from the project team. To this end, the expert will ensure trainings for the teams' members and write short handbooks in both English and French.

C. Implement the knowledge management and dissemination strategy

The expert will have to support the implementation of the strategy and the defined tools. He / She will ensure the continuity of the implementation of the strategy during all the project.

The expert conduct and facilitate the discussion among the project teams with methodological support.

The expert will particularly help the team to define the knowledge products and the relevant tools and format for the project.

The expert will have a key role in the organisation webinars as well as drawing and sharing the lessons.

During all the contract, the expert will help the project team to build meaningful knowledge products easy to understand and share.

4. Expected deliverables

All the deliverables (guides, rulebooks, trainings, etc.) must be given both in **English and French**.

The following table is an indicative schedule. The list of deliverables might change accordingly to the expert's suggestions and Expertise France decision.

Deliverables	Deadline
<i>Identify and set priorities for the project knowledge management and dissemination</i>	
1. Diagnosis of knowledge management capacities	T0 + 1,5 month
2. Knowledge management and dissemination strategy associated with and action plan	T0 + 3 months
<i>Ensure the understanding and ownership of the strategy by the project team</i>	
3. Production of trainings and handbooks for the appropriation of the strategy and action plan	T0 + 4 months
<i>Implement the strategy</i>	
4. Support the project team for the implementation of the strategy	During all the contract*

T0 = Contrat signature date and notification

*the amount of days will be proposed by the expert and define together with the expert and Expertise France.

5. Coordination

A kick-off meeting will be held 7 days after contract notification. Expertise France focal point for the contract will be the project coordinator and the expert will have to work closely with all the project team.

6. Expertise and expected skills

We are looking for a senior expert with at least 10 years of experience in knowledge management. The candidate must provide at least 3 references in similar contracts (thematic, kind of missions, budget).

1. Qualifications

- Degree in at least one of these field: knowledge management, communication, reporting/journalism, sustainable development communication, international affairs;
- At 5 years of experience in knowledge management and communication;
- Proven skills in media management, social media, popularization of knowledge, communication for various target audiences;
- Experience in knowledge management strategy development;
- Experience in public relation and online outreach and communication campaign;
- Experience and knowledge of various communication tools;
- Fluent English and French;
- Experience in sustainable development projects in multicultural contexts would be appreciated.

2. Skills

- Excellent communication skills
- Ability and taste for team work
- Excellent skills and justified experiences in knowledge management and dissemination
- visual communication skills
- Ability to listen and take several points of view into account