



**GOVERNMENT OF MALAWI
MINISTRY OF AGRICULTURE
SHIRE VALLEY TRANSFORMATION PLAN (SVTP) II**

TERMS OF REFERENCE

**Name of Project: SHIRE VALLEY TRANSFORMATION PLAN (SVTP) II
Project ID No.: P176575
Loan No./Credit No./ Grant No.:**

**ENVIRONMENTAL EDUCATION PROGRAM FOR THE SHIRE VALLEY
LANDSCAPE**

September 2023

1. Background

1.1 The Shire Valley Transformation Plan (SVTP)

The Program Development Objective for the Shire Valley Transformation Program(SVTP) is to increase agricultural productivity and commercialization for targeted households in the Shire Valley; and to improve the sustainable management and utilization of natural resources. The Project Development Objective (PDO) is to develop irrigated commercial agriculture and strengthen the management of natural resources in the Program area.

The Program is a 14-year plan (2017-2031) structured around four coordinated pillars: (i) providing reliable, professionally managed, and sustainably financed irrigation service to a number of irrigators in a phased construction of an irrigation and drainage scheme; (ii) supporting farmer organizations within a comprehensive land use plan, and supporting land tenure strengthening and voluntary consolidation; (iii) establishing and investing in smallholder-owned commercial farm enterprises transitioning into commercial agriculture from subsistence farming and integrating them into commercial value chains; and (iv) natural resources management in and around the Program area. These pillars all contribute to the overarching goals of the plan and build on each other in a phased approach. There are three Phases to the SVTP:

- Phase I (SVTP-1) initiates the process on all pillars, with a major focus on irrigation service provision to the SVIP-I area, land tenure, farmer organization and natural resource management;
- Phase II (SVTP-2) shifts investment focus to agricultural investment, private sector and value chain support, as well as investments in bulk infrastructure;
- Phase III (SVTP-3) is the scale-up phase of investments to the SVIP-2 area.

The Program aims at providing irrigation to over 43,000 ha through the phased construction of a new gravity-fed irrigation scheme that will supply surface water to over 27,600 ha of agricultural land presently under rainfed cultivation, creating agricultural development opportunities in the fertile valley, as well as approximately 15,700 ha of existing irrigation areas that currently use electric pumps to abstract water from the Shire River. SVTP-2 has 6 components: Component 1 - Irrigation Infrastructure Development and Service Provision; Component 2 - Land Tenure and Consolidation; Component 3 - Agriculture Development and Commercialization; Component 4 – Strengthening Landscape and Natural Resources Management; Component 5 – Contingent Emergency Response; and Component 6 - Project Management and Coordination. These Terms of Reference (ToRs) are specific to component 4 which has been described below.

1.2 Strengthening Landscape and Natural Resources Management in the Lower Shire Valley

The Lower Shire Valley contains some of the most important natural resources in Malawi, which provide global public goods, such as biodiversity, climate stabilization, and nationally significant ecosystem services. The natural resources in the area play a critical role in contributing to the national economy and resilience of local communities, by providing goods and ecosystem services to the local population, such as freshwater, food, construction material, medicinal products, and wood fuel. Despite their socioeconomic and environmental value, the protected areas, forest reserves and community biological resources face several challenges to their long-term integrity and sustainability and there is a need to strengthen existing management capacity and explore alternative management arrangements. The recent

experiences of SVTP-1 have highlighted the significance of improving natural resource management to realize the long-term transformational ambition of the valley and protecting valuable forest ecosystems and biodiversity that will enable the landscape to remain productive for the long-term. SVTP-1 is assisting in the enhancement of management of protected areas, forest reserves, and the Elephant Marsh. SVTP-2 will build on this by encouraging long-term funding for the management of the Lower Shire's natural resource base and biodiversity, which will ensure the sustainability of community livelihoods, the economy at large and the ecosystem services on which they rely.

In phase 2, component 4 will support strengthening the management of key biodiversity hotspots and protected areas to ensure continued generation of revenue and provision of important ecosystem services to vulnerable communities. Project activities will support the strengthening of management of Lengwe National Park, Mwabvi Wildlife Reserve, the Elephant Marsh (EM), Matandwe and Thambani Forest Reserves (Figure 1), as well as surrounding buffer areas. Investments under this component will improve the conservation and management of key ecosystems in urgent need of additional support and financing, including the important wetlands, forest reserves, and protected areas.

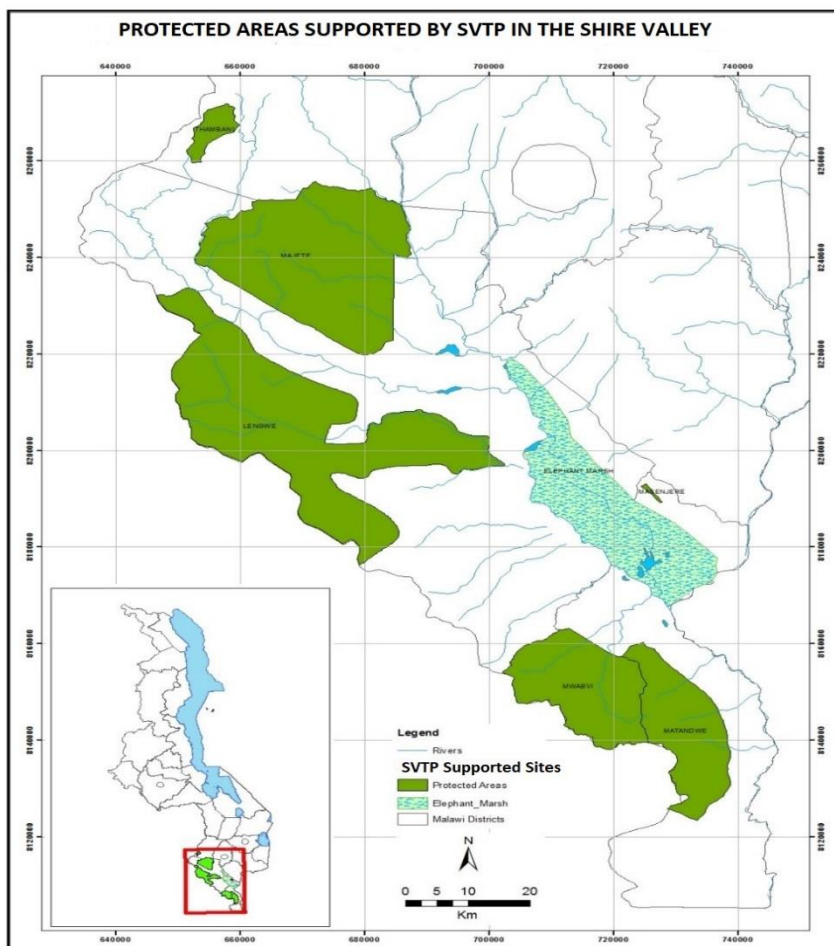


Figure 1. Map depicting the focal protected areas and the Elephant Marsh

Sub Component 4.3

This sub component will support community trainings, promotion of income generating activities (IGA), and livelihoods interventions. Bordering communities for the protected areas and the community conservation areas will be engaged to strengthen the management of the natural resources within the project area. Accompanying the project investments in infrastructure, strengthened management, and enforcement will be critical community livelihoods interventions in the areas around the protected areas and forest reserves to strengthen co-management and reduce direct threats to aquatic and terrestrial biodiversity, such as overfishing and habitat destruction. Importantly, SVTP-2 will support strengthening of the management of the Elephant Marsh through the implementation of its Community Conservation Area (CCA) Management Plan and collaborative management efforts for protected areas.

Environmental education activities have been implemented during Phase 1 of the project targeting the general community to raise awareness on wildlife legislation at Lengwe and Mwabvi; forestry legislation at Matandwe; community participation in management of protected areas; fisheries legislation and community conservation area at elephant marsh. These activities have been conducted at relatively low pace and not reaching wider community.

Phase II, therefore, seeks to develop Environmental Education Program for the establishment of robust environmental education Strategies and actions in order to educate all community groups including youth relevant stakeholders, to enhance their knowledge and participation on environment and biodiversity conservation and support a coordinated effort to promote formal and informal Environmental Education, as a cross-cutting tool. This Program and its associated strategies and actions will result in change of mindsets by community and the general public towards the conservation of valuable natural resources, increase number of people or groups engaging in decision making processes in collaboration with stakeholders and partners contributing to conservation and sustainable utilization of natural resources in lower shire.

In light of this, SVTP wants to engage an Academic Institution/NGO to review existing Environmental Education programs in order to design and implement an Environmental Education Program targeting Lower Shire Valley Landscape.

2.0 Objective and Scope

The overall objective of this consultancy is to develop and implement an Environmental Education Program for the Shire Valley Landscape to educate local communities, including the youth and enhance their knowledge on environment and biodiversity conservation to ensure that they are taking a leading role in the conservation and sustainable use of natural resources.

2.1 Specific objectives

- 1.** Determine the current knowledge, attitude, practice, driver, bottlenecks and communication channels on environment and biodiversity conservation in Shire Valley Landscape to inform improved strategic implementation of education programs, standardization of education materials and lead to behavior change.
- 2.** Identify the conservation and natural resources management challenges in the Shire Valley Landscape including Protected Areas (PAs) and propose solutions through EE;
- 3.** Develop Environmental Education Program, with associated Strategies and Action Plans, to address challenges for the Shire Valley, with a particular focus on the protected areas, forest reserves, and key biodiversity areas;

4. Design, develop, and disseminate resource materials and methods of communication for Environmental Education;
5. Develop and provide trainings for trainers (ToT) and Environmental Education groups to impart knowledge, develop attitude, skills, and a sense of responsibility that enables the youth to act on environmental problems.

2.2 Scope of Work

Task 1. Conduct a Knowledge, Attitude and Practice Baseline Survey (KAP) and assess existing Environmental Education programs.

The consultant firm will:

- Conduct a Knowledge, Attitude and Practice (KAP) Survey of primary and secondary students, communities, and Institutions and partners in the Shire Valley Landscape that undertake Environmental Education programs. This should be done to assess their knowledge, attitudes and current practices including available materials and tools for dissemination and their adequacy in meeting conservation objectives of the landscape, especially in terms of being strategic in implementation, standardisation of the content of training, relevance of materials used, and adequacy of workforce delivering EE. The assessment should include analysis of existing curriculum, syllabus and teaching and learning materials related to EE in Malawi. The assessment will (i) provide an estimate of the level of knowledge on environment and biodiversity conservation among similar target groups by gender, age group and level of education; (ii) identify knowledge gaps, cultural beliefs or behavioral patterns and practices that create barriers to biodiversity conservation and practices; and (iii) assess existing Environmental Education plans, institutions and available education materials especially in terms of the content of training, relevance of materials used, and adequacy of institutions and capacity of workforce including adequacy in meeting conservation objectives of the landscape.
- Develop a tool to be used by government departments in monitoring environmental education campaigns – building on the results of the survey on Knowledge, Attitude, Practice (KAP). This requires a review of the KAP survey tools that have been used in similar circumstances in Malawi (quite a number in Malawi) and adapting and incorporating the best aspects into a tool that is appropriate for the socio-cultural environment in the Shire Valley Landscape;
- Conduct an extensive literature review and study of existing documents related to Environmental Education plans. This will include undertaking a review of the Environmental Education Plans in sectors implementing EE in Malawi – with the aim of determining those aspects that are leading to genuine and measurable change of attitudes and behaviours as well as those that are either failing to achieve genuine and measurable change of attitudes and behaviours of different groups at the landscape.

Task 2. Support the strengthening of department and partner institutions EE Program.

The consulting firm will:

- Assess and analyse current EE teaching materials and techniques used by government departments and provide recommendations for improvement – With the aim of incorporating the most progressive but socio-culturally appropriate educational techniques, materials and practices into the Landscape Biodiversity Conservation Education.
- Having carried out an assessment of the capacities and competencies of the education sector organizations :
 - i) Provide recommendations for appropriate Environmental Education Approach for existing EE Plans within the Landscape, and if so:
 - ii) Recommend their continued capacity development needs for Officers and organisations currently doing EE such that they will be in a position to deliver the EE Program already facilitated by the Institution in a more effective manner.
- Present the findings of the review, with recommendations, receive feedback and incorporate comments. The recommendations should include a realistic roll out/implementation schedule and indicative resources (both financial and human) required for achieving all identified goals, impacts, outcomes and objectives of an improved Landscape Environmental Education Program.
- Conduct one training for government EE leads, which will function as trainers during implementation – i.e. training-of-trainers (ToT). The training should be conducted with the support of DNPW, Forestry, Fisheries, Environmental Affairs, Land Resources and others.
- Develop training materials.
- On completion of the review and with guidance from Sector Partners initiate the progressive implementation of the findings and recommendations from the review.
- Support Government Sectors to implement the EE Plans with the consultant taking the role of advisor/mentor to ensure that the mutually agreed vision will be achievable.

Task 3. Develop and implement an Environmental Education with Action Plans for the Shire Valley Landscape

The Consulting Firm using analysis of information from the KAP in Task 1 and that for Task 2, will

- Review Environmental Education Programs in Malawi with emphasis help in developing the EE Program for the Shire Valley Landscape in four steps, which are:
 - i) Undertake a formal review of Malawi Environmental Education Programs in natural resource sectors that conduct Environmental Education activities in Malawi, both public and NGO sectors.

- ii) Produce a set of recommendations for the design of an improved and up-to-date Environmental Education Program
- iii) Provide support to the initial implementation of a designed Environmental Education Program and facilitate the development of a new EE Program by providing overall support for the development of the program
- iv) Initiate the implementation of the Environmental Education Program in partnership with the lead sector partners of DNPW, Forestry, Fisheries, Environmental Affairs, Land Resources and others.
- v) Refine the in an adaptive approach the Program for EE in the Lower Shire Valley, which incorporates the lessons learned from earlier engagements, literature reviews, and stakeholder engagements.
- vi) Develop an action plan for accelerated implementation including implementation responsibilities, estimated budgets, and timelines. The action plan will include proposals for education campaigns, field visits, and structured communication and stakeholder engagement campaigns.
- vii) Design an EE field school curriculum within Lengwe National Park for use during campaigns and youth education within the Lower Shire School Groups.

3.0 Deliverables

The Firm will deliver the following outputs:

1. An Inception Report.

- An Inception Report with a roadmap for the assignment and time frames.

2. KAP Study Report: A final Report with Findings and Recommendations which should include Survey design including survey instruments, draft report documenting analysis of survey data, the findings and recommendations

3. Reports on the proposed and accepted Environmental Education Program for the Shire Valley Landscape

3.1 Report showing evidence of a thorough review of EE initiatives, plan, materials in lower shire and elsewhere to understand the current scenario of Environmental Education and provide recommendations for improvement

- Prepared and successfully delivered presentation (through workshops) which are a result of careful analysis and received feedback on findings and recommendations;
- A submission of A Report that incorporates all the feedback into the findings and recommendations: A Final Presentation (workshop) of findings, recommendations and a roadmap for implementation to Sector Partners

3.2 Validated and Adopted 5-year Environmental Education Program with Strategies and Action Plans

3.3 Validated and adopted Environmental Education tools, materials, illustrations, manuals, modules that are suitable for building knowledge and capacity of local communities and the youth targeting the various PA's and Shire Valley Landscape in relevant languages

3.4 Validated and Adopted ToT field facilitation guide or manuals in English and Chichewa.

3.5 ToT of at least 30 participants over the duration of the assignment and submit ToT evaluation report to measure the level of understanding of trainees based on pre-test and post test results

3.6 Prepare and submit an end line KAP and a Final Report of implementing the Environmental Education Program and Action Plan fully executed with partners having approved the project end Report.

4. A prepared and approved Environmental Education Program indicating lead implementing partner

- A presentation summarising the key messages and ideas that shape the (new) content of the Environmental Education Program

5. Preparation and Submission of Progress and Final Reports, which are dully, approved

- The consulting firm will be required to submit, activity reports and progress reports to the Sectors through the PMT in acceptable format discussed with the PMT and Partners.
- Compilation of Overall Achievement Report at the end of the Contract, accepted and approved by the Client

4. Deliverables and Timeframe

No	Deliverable	Description	Time from signature
1	Inception Report	An Inception Report with an accepted roadmap on EE Program methodology and time frames	One month
2	Baseline KAP Study Report	A report that includes survey design, survey instruments, data analysis, findings and recommendations	Two Months
3	Environmental Education Program and Action Plans Reports	3.1 Validated Report Prepared and a successfully delivered presentation (through a workshop) which are a result of careful analysis and feedback received on findings and recommendations	Four Months
		3.2 Validated and Adopted 5-year Environmental Education Program and action Plan	
		3.3 Validated and adopted Environmental Education tools and materials	
		3.4 Validated and Adopted ToT field facilitation guide or manuals in English and Chichewa languages.	Six months
		3.5 ToT for partners that includes training evaluations of partners implementing the EE Program, compilation of Overall Achievement Report at the end of the Contract, accepted and approved by the Client	Seven Months
		3.6 An end-line KAP and a Final Report of implementing the Environmental Education Program and Action Plan fully executed with partners having approved the project end Report	Eight Months
5	Final Consultancy Report	Submission of Final Consultancy Report with all materials delivered to the Project Partners to carry on with the EE Program	9 Months

6. Payment Schedules

Deliverable	% of the total
Inception Report	10 %
Baseline KAP Study Report	15 %
Environmental Education Program and Action Plans Reports	35 %
Final Consultancy Report	40 %
Total	100 %

7. Time frame

The program is expected to last for period 15 months but not exceeding 24 months. The anticipated start and completion dates are 1 September 2024 and 31st August, 2026 respectively.

8. Reporting and Supervision Arrangements

In all formal aspects of this assignment including reporting, the consultant will report to the SVTP Project Coordinator. For day to day functional coordination and guidance, the consultant will work directly with the designated sub-component 4 Coordinator, Specialists and Sector Partners.

9. Qualifications

Firm Qualifications:

- More than 15 years experience in environmental education and/or conservation in protected area settings in Malawi;
- More than 15 years practical experience on development of environmental education awareness and training materials both in English and Chichewa languages;
- Excellent track record of communication and community engagement targeting a wide range of stakeholders including youth;

Key Team Members:

Team Leader

- Must have a postgraduate degree related to natural resources management and Environmental Education, with bias towards Environmental Education;
- Exceptional skills in training and capacity building of local communities, youth extension workers, students and middle carrier professionals
- Demonstrated capacity to work with various partners;
- Demonstrated understanding of environmental policies, co-management approaches and sustainable livelihood programmes

Education and Communication Specialist

- Must have a minimum of a degree in education, communication, conservation

- At least 10 years' experience in the design and implementation of Environmental Education plans
- Exceptional skills in training and capacity building of local communities, youth extension workers, students and middle carrier professionals

10. Copyright of the materials

The Environmental Education Programme will be developed in according with the Copyright Act of Malawi (2016). Part II (The Copyright Society of Malawi) article 5 (1) subsections a to h will be relevant to the EE programme under this consultancy.

In accordance with this act, the original sources of information will be fully acknowledged; unless it is original material, permission will be sought for re-printing, re-publication and dissemination and any other form of use; sign MoUs with relevant institutions for joint implementation of the EE programme.