

CONSULTANCY SERVICES – (INDIVIDUAL SELECTION)

**Support to Selected National Agricultural Research Institutes (NARIs) to develop Strategies:
Development of Knowledge Management and Communication Strategies for National
Agricultural Research Institute (NARI) Eritrea, and Institut de Recherche Agricole pour le
Développement (IRAD), Cameroon**

REFERENCE NO: ASAR/CONS/2025/00004

- 1. Introduction:** The Association for Strengthening Agricultural Research in Eastern and Central Africa (ASARECA) is a sub-regional not-for-profit intergovernmental organization comprising 15 Member States namely Burundi, Cameroon, Central African Republic, Democratic Republic of Congo, Eritrea, Ethiopia, Kenya, Madagascar, Republic of Congo, Rwanda, Somalia South Sudan, Sudan, Tanzania, and Uganda. ASARECA brings together researchers from the National Agricultural Research, Extension and Education (NARES) institutions, the private sector, and other strategic partners including Development partners to generate, share and promote Technologies, Innovations and Management Practices (TIMPs) and knowledge to solve common challenges facing agriculture in the sub-region. ASARECA is strategically positioned to perform higher level facilitative, supportive, coordination, and advocacy roles to enhance sustainable agricultural transformation and economic growth in the Eastern and Central Africa (ECA) sub-region.
- ASARECA is currently implementing the Comprehensive Africa Agriculture Development Programme ex-pillar IV (CAADP-XP4) Programme, which is funded by the European Union (EU) and managed by the International Fund for Agricultural Development (IFAD). The CAADP-XP4 Programme directly contributes to Pillar 2 of the EU Development Smart Innovation through Research in Agriculture (DeSIRA) initiative, which is aimed at spurring Science-led and Climate-Relevant Agricultural Transformation in Africa. The CAADP-XP4 Programme aims at enabling agricultural Research and Innovation, including Extension services, to contribute effectively to food and nutrition security, economic development and climate mitigation in Africa. The Programme has five outputs namely: (1) Strengthened capacity of ASARECA and national level partners to perform their mandates; (2) Strengthened multi-stakeholder partnerships for innovation; (3) Strengthened national policies, regional institutional arrangements and market access; (4) Improved Knowledge Management for advocacy, decision support and communication; and (5) Enhanced effective planning, coordination, partnerships, monitoring, evaluation, learning and reporting. Output 4 and 5 provide an opportunity for ASARECA to strengthen the capacity of its continental peers and national partners in the areas of Knowledge Management, Communication, and Monitoring and Evaluation.
- 3. Rationale for Development of CKM Strategy for Cameroon**
Across the world, there is an increasing demand for high-quality information and data for evidence-based decision making, planning, and the development of policies and innovations to adapt to factors such as climate change. However, ASARECA has over the years noted that more than half of its constituent National Agricultural Research Institutes (NARIs) are lagging behind in the areas of Communication, Knowledge Management and Information to the extent that some of the NARIs lack basic systems for knowledge development, processing, curation, storage, dissemination and sharing, let alone utilization. Sadly, most NARIs lack the requisite

Information Communication and Technology (ICT) infrastructure, and human and financial capacities to effectively exploit and manage the value of their knowledge and information assets. Yet ASARECA and the NARIs are individually and collectively duty bound to facilitate Agricultural Research for Development (AR4D) transformation by designing strategic mechanisms including tools, techniques, processes and platforms to inform timely generation and sharing of agricultural knowledge, innovations and learning to intended beneficiaries including farmers, policy leaders, researchers, extension, development partners, the private sector, youth and women, and facilitators such as Development Partners.

Based on the foregoing, ASARECA seeks to work seamlessly with the NARIs to improve their capacity to establish Knowledge Management and Knowledge sharing systems to facilitate learning within the NARIs and among key stakeholders including researchers and beneficiaries of research by enhancing collaboration of the member organizations.

Based on the foregoing, ASARECA undertook a rapid capacity assessment of the knowledge assets, strengths, weaknesses, and challenges of the (15) member NARIs in 2021. The study was meant to inform ASARECA's strategic direction in engaging with and supporting the NARIs to rise to the threshold for Communication and Knowledge Management. The Assessment produced the *Status Reports on Knowledge Management and Communication in 14 ECA countries*. Key findings indicate (i) Non-existence of Knowledge Management and Communication (CKM) Strategies and Policies to guide operationalization of CKM in more than half of the NARIs; (ii) lack of basic needs such as ICT infrastructure and equipment; (iii) lack of online Knowledge and Communication Management resources such as websites, repositories, portals, and data bases in many of the NARIs; (iv) unformulated Knowledge Management systems; (iv) lack of human capacities for sound Communication and Knowledge Management approaches and practices. Overall, the report shows that of the 15 ASARECA member NARIs, only six, namely Kenya (KALRO), Uganda (NARO), Tanzania (TARI), Ethiopia (EAIR), Rwanda (RAB), and to some extent Sudan (ARC), are operating at a fairly sound level, guided by some Knowledge Management and/or Communication Strategies; have modest ICT infrastructure and equipment; have fully fledged and resourced websites, repositories, portals, and data bases; have structured Knowledge Management systems and some human capacities to implement international standards for Communication and Knowledge Management. The rest are constrained. The report recommends immediate measures to support initiatives to help these countries to develop CKM Strategies to inform CKMs transformation.

It is against this background that ASARECA under the CAADP-XP4 Programme wishes to support the National Agricultural Research Institute (NARI)—Eritrea and Institut de Recherche Agricole pour le Développement (IRAD)—Cameroon alongside (ISABU which has already been covered) to develop and implement CKM Strategies as blue blueprints for all-round improvement of the conduct of Agricultural Research for Development and Dissemination of research outputs and increase the visibility of the institutions, ASARECA and Development Partners.

Overall Objective: The overall objective of this consultancy is to support the development of Communication and Knowledge Management Strategies: Phase 1, for the National Agricultural Research Institute (NARI)—Eritrea, and Phase 2, for Institut de Recherche Agricole pour le Développement (IRAD)—Cameroon.

4. **Specific Objectives of the Assignment:** The specific objectives of the assignment are:
 - i) Undertake consultations with critical internal and external actors of NARI and IRAD to inform their CKM Strategies.
 - ii) Based on (i) above, identify critical stakeholder categories including undertaking stakeholder analysis as a bedrock for Communication and Knowledge Management.

- iii) Identify critical Communication and Knowledge Management priorities, needs and challenges of the NARIs and their partners for articulation in the CKM Strategies.
 - iv) Identify and discuss candidate tools, approaches, online resources and dissemination channels for CKM Strategies.
 - v) Identify critical human, infrastructure and financial resources needed for support in implementation of the CKM Strategies.
 - vi) Discuss and describe CKM best practices to inform articulation of the IRAD and NARI systems, procedures and processes.
 - vii) Develop final Strategies for IRAD and NARI.
5. **Scope of work:** To achieve the objectives and deliverables, the scope of this assignment will cover the following:
- i) Review a list of proposed stakeholders to be invited for consultation and advise on suitability or any adjustments if need arises.
 - ii) Develop templates for advance collection of data to inform part of the discussions, refinement and input into the Strategy.
 - iii) Develop and ensure effective implementation of the programmes for consultations.
 - iv) Facilitate consultations with critical internal and external actors of NARI and IRAD to inform the CKM Strategies.
 - v) Based on (iv) above, identify critical stakeholder categories including undertaking stakeholder analysis as a bedrock for Communication and Knowledge Management.
 - vi) Identify critical Communication and Knowledge Management priorities, needs and challenges of the NARIS and their partners for articulation in the Strategies.
 - vii) Identify and discuss candidate tools, approaches, online resources and dissemination channels for the CKM.
 - viii) Identify the critical human, infrastructure and financial resources needed for support in implementation of the Strategies.
 - ix) Discuss and describe CKM best practices to inform articulation of the IRAD systems, procedures and processes.
 - x) Facilitate writing to consolidate content from the workshop towards development of outline of the Strategies.
 - xi) Develop draft CKM Strategies
 - xii) Facilitate validation workshop and finalize the development of the Strategies.
6. **Expression of Interest:** ASARECA now invites eligible individual consultants to indicate their interest in providing the services. Interested individual consultants are requested to submit Expression of Interest for this consultancy containing at least the following:
- i) Description of your understanding of the tasks including comments on the ToR;
 - ii) Detailed description of your experience (with evidence where required) in undertaking similar assignments
 - iii) Work plan and time frame for implementation; and
 - iv) Relevant CVs.
7. **Academic Qualifications: The consultant should have the following qualifications:**
- i) Master's degree in Mass Communication, Communications and Media Studies or relevant fields in the broad areas of Information and Communications Technology, marketing, Branding and New Media.
8. **Experience: The consultant should have proven experience in the following areas:**
- i) At least five years' experience (recent experience) in Development of Strategies in areas of Communication, Knowledge Management and Stakeholder engagement/outreach.
 - ii) At least five years' experience of working in a communications environment including with national and regional organizations.
 - iii) At least five years' experience in managing stakeholder consultative and training workshops, especially those meant to source input of stakeholders for inclusion into CKM.

- iv) At least five years' experience in the development of specific communication programmes for organizations to facilitate them in implementing their communications strategies
9. **Selection Criteria:** Consultants will be selected in accordance with procedure for selection of **Individual Consultants** contained in ASARECA Operational Manual (Section Six). The selection will be based on the Consultants' qualification, experience and capability to perform the assignment to be assessed as follows based on the criteria presented below:
- i) Academic qualification as per ToRs (20)
 - ii) At least five years' experience (recent experience) in Development of Strategies in areas of Communication, Knowledge Management and Stakeholder engagement/outreach (20)
 - iii) At least five years' experience of working in a communications environment including with national and regional organizations (15)
 - iv) At least five years' experience in managing stakeholder consultative and training workshops, especially those meant to source input of stakeholders for inclusion into CKM (15)
 - v) At least five years' experience in the development of specific communication programmes for organizations to facilitate them in implementing their communications strategies (15)
 - vi) Experience in collaborating with ASARCA, its constituents the NARIs, Universities, governments and other AR4D institutions that may inform Communications of a NARI (15)

10. Timeline and Milestones

- i) An inception report for the assignment outlining the methodology and timetable of delivery.
- ii) Report of the CKM consultative process and its output
- iii) Communication and Knowledge Management Strategies for NARI and IRAD

10. Reporting

The consultants will report to the Interim Executive Director of ASARECA, and work very closely with the Technical Communications Officer. The assignment is expected to last 60 working days, broken down as 30 days for Phase 1 and 30 days for Phase 2.

Expressions of Interest must be sent by email to the address below by **17.00 hours on 10th June 2025** clearly Marked: **“Consultancy Services to Support to IRAD, Cameroon and NARI, Eritrea to develop their Knowledge Management and Communication Strategies.”**

To:
The Interim Executive Director
Attn: Procurement and Contracting Consultant
Plot 5 Mpigi Road, Entebbe.
E-mail: procurement@asareca.org