



Strengthening Agricultural Resilience Through Transformational Livelihood Adaptation in Liberia (SARTLA)

Project Management Unit, Ministry of Agriculture, Republic of Liberia

Date: July 28, 2026

Line Nr: 2104-01

I. CONSULTANCY SUMMARY

Job Title	<i>National NGO – implement a large-scale awareness-raising campaign about unsustainable livelihood practices (mining, sand mining, deforestation, littering)</i>		
Institution	Ministry of Agriculture		
Program/Project Number/ GEF Project ID number	11447		
Activity Result	Implementing awareness on unsustainable livelihood practices in project's communities through environmental awareness		
Application Deadline	August 14, 2026		
Location	Monrovia with travel to other project counties in Liberia		
Reports to	SARTLA Project Manager	Consultancy Duration:	12 Months

II. PROJECT BACKGROUND

Liberia's smallholder fishers and farmers are experiencing increasing climate change-related risks to their livelihoods. Flooding of agricultural land after heavy rainfall events, especially in combination with high average temperatures and the occurrence of extreme heat spells, is a direct cause of post-harvest losses and the occurrence of crop pests and diseases. Marine heatwaves and coastal storm surges lead to a deterioration of fish stocks, coastal erosion and coastal flooding. These hazards are projected to increase in frequency, intensity and duration. The capacity of smallholder farmers and fishermen and associated micro, small and medium-sized enterprises (MSME's) to adapt to these climate-related risks is low. Land, forest and coastal degradation, inadequate extension services, limited infrastructure and insufficient financial incentives and mechanisms have already held back smallholder agriculture and fishery sectors in terms of production, value chain development and sustaining livelihoods and food security. Additionally, options that help build adaptive capacity, such as alternative livelihoods in sustainable ecotourism, are still underexplored.

The project's objective is 'building climate resilience in natural-resource dependent rural communities of Liberia through systems-based, transformational adaptation in the agricultural, fisheries and ecotourism sectors.' It will increase smallholder adaptive capacity by restoring natural resources, strengthening extension services, strengthening access to finance, and strengthening sustainable value chains. It will employ a combination of interventions that focus on the adoption of resilient and regenerative practices among farmers and fisherfolk to improve productivity while at the same time reducing environmental impacts,

- i) linking local livelihoods to sustainable value chains, developing alternative livelihood strategies such as those linked to eco-tourism, and fostering market access through business skills training, and
- ii) providing an enabling innovative finance environment that fosters private sector engagement, links actors along the value chain and scales the development of sustainable enterprises based



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along the value chain. The project is expected to bring 3640 ha of land and coastal areas under improved management for climate resilience, capacitate an overall of 81,800 people in the seven target counties to identify climate change impacts and appropriate adaptation responses, mobilize 500,000 (US\$) investment from private sector sources and incubate or accelerate 30 MSMEs enterprises engaged in climate change adaptation and resilience action with technical assistance, financial matchmaking, and/or direct financing.

III. OBJECTIVE OF THE ASSIGNMENT

To design, implement, and evaluate a comprehensive Communication and Behavior Change Campaign that increases public awareness and promotes positive behavioral change regarding environmental conservation, sustainable livelihoods, and climate resilience among communities engaged in or affected by unsustainable environmental practices.

IV. TERMS OF REFERENCE

The selected NGO shall be responsible for the design, implementation, monitoring, and reporting of the awareness campaign for the SARTLA Project across the seven intervention counties of Montserrado, Margibi, Grand Cape Mount, Bong, Nimba, Lofa, and Maryland. The NGO will be expected to generate reliable baseline information that will establish benchmark values for project indicators and provide a foundation for measuring the project's knowledge, awareness and impacts throughout the implementation period.

Phase 1: Community Entry, Stakeholder Engagement and KAP Baseline

The NGO shall undertake a comprehensive review of all relevant project documentation, including the Project Document (PRODOC), Results Framework, Theory of Change, Monitoring and Evaluation Framework, GEF Core Indicators, environmental and social safeguard instruments, and other relevant national policies and strategies. Building upon this review, the NGO shall engage key stakeholders, including representatives of MoA, EPA, UNDP, project management staff, government institutions, county authorities, and community representatives, to gain a clear understanding of project objectives, intervention areas, and expected results.

Based on these consultations, the NGO shall consult key stakeholders, county authorities, traditional leaders, women and youth groups, mining communities, farmers' organizations, and other actors. Conduct a baseline Knowledge, Attitudes and Practices (KAP) assessment using quantitative and qualitative methods to establish benchmark indicators on environmental awareness and behavior as well as develop a Community Entry Report presenting methodology, sampling approach, stakeholder engagement plan, campaign implementation schedule, and monitoring framework.

Phase 2: Campaign Strategy and Creative Development

The NGO shall develop a Comprehensive Communication and Behavior Change Campaign Strategy that outlines audience segmentation and behavior analysis, behavioral objectives and change pathways, communication channels and outreach mix, risk communication and misinformation management, monitoring and learning framework. In addition to the key components of the campaign, the strategy should highlight information on



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socioeconomic conditions, livelihood systems, climate resilience capacities, ecosystem management, climate change knowledge and perceptions, alternative livelihood opportunities, and gender and social inclusion considerations.

The NGO shall also create a campaign branding package including campaign name and theme, the visual identity, materials and branding guidelines, tailored messages as per audiences and result validation from communities. Attention should be given to ensuring the participation of women, youth, persons with disabilities, and other vulnerable groups in the study process while adhering to ethical standards.

Phase 3: Production of Communication Materials

The NGO shall produce high-quality multimedia materials in English and dialect (Bassa, Kpelle, Lorma, Gio, Grebo, Kru, and others) adaptable to the community. The materials shall include, but not be limited to, radio jingles and town crier scripts, short and documentary videos, digital media content, IEC materials (fact sheets, posters, brochures, and banners), Townhall Dialogue or Focus Group Discussion. All materials shall be submitted for technical review and approval prior to dissemination.

The NGO shall design, produce, and coordinate the installation of strategic outdoor communication materials, including awareness signboards and other durable visibility materials at agreed locations. The NGO shall undertake site assessments, develop design concepts, obtain technical approval from the SARTLA Project Management Unit and relevant government authorities, and ensure that all signage complies with the approved campaign branding guidelines, accessibility considerations, and environmental standards.

Phase 4: Campaign Implementation

The NGO shall implement a nationwide campaign using integrated communication approaches, including Community dialogues and town hall meetings, interactive radio programs, school and youth engagement activities, Traditional leader forums, tailored SMS outreach and road shows, media and digital engagement, participatory storytelling and citizen reporting. Special attention shall be given to engaging women, youth, persons with disabilities, miners, farmers, fisherfolk, and local government authorities.

Phase 5: Monitoring, Learning and Final Evaluation

The NGO shall establish a monitoring system to track campaign reach and audience exposure, participation disaggregated by sex, age, disability status, and county, engagement levels across communication channels, changes in knowledge, attitudes, and self-reported behaviors, community feedback, human success stories, and lessons learned.

Upon completion of campaign activities, the NGO shall conduct an endline assessment and prepare a comprehensive Campaign Impact Report highlighting key socioeconomic, environmental, and climate resilience of the campaign characteristics of the intervention areas, with recommendations for sustainability and scale-up.

Cross-cutting requirements

The campaign shall integrate gender equality and women's participation, social inclusion of vulnerable and marginalized groups, conflict sensitivity in messaging and community engagement, climate resilience and ecosystem restoration messages, safeguarding and ethical communication standards.



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V. DELIVERABLES

Deliverables	Description	Timeline
Onboarding	Methodology, campaign strategy, detail workplan, stakeholder engagement plan, and result framework	Week 2
	KAP Baseline findings, indicator and report	Week 3
Communication & Behavior Change Strategy	Audience segmentation, channels, key messages, and implementation plan	Month 2
Multimedia & IEC Materials	Branding guidelines, and approved message package	Month 3
	Radio, video, print, and digital content in English and local languages	Month 4
Environmental Signage	Approved designs, production, installation of all signboards and outdoor communication materials	Month 6
Monthly Progress Reports	Activities, reach, challenges, and corrective actions	Monthly
Midterm Monitoring Report	Reach, engagement, and emerging behavioral trends	Month 6
Endline Assessment Report	Changes in knowledge, attitudes, and practices	Month 11
Final Campaign Impact Report	Results, lessons learned, sustainability recommendations, and all communication assets	Month 12

VI. PAYMENT SCHEDULE

The consultancy is expected to be completed within the first year of the project cycle. Payment will be made in tranches based on successful submission and approval of key deliverables as outlined in the schedule.



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Terms of Payment	Percentage %	Timeline	Deliverables
Instalment 1	30	1 month after the signing of the contract	Approved Community Entry Report and KAP Baseline
Instalment 2	30	2 months after the signing of the contract	Approved Campaign Strategy, Branding Package, and Initial Materials
Instalment 3	25	6 months after signing the contract	Midterm Monitoring Report and Evidence of Campaign Implementation
Instalment 4	15	12 months after signing the contract	Final Campaign Impact Report and Submission of All Assets
Total	100		

VII. QUALIFICATIONS AND EXPERIENCE

Institution Requirements

The successful NGO will have the following minimum requirements:

- ✓ Be legally registered in Liberia.
- ✓ Have at least 7 years of experience implementing communication, social mobilization, or behavior change programs.
- ✓ Demonstrate experience in environment, climate change, natural resource management, agriculture, livelihoods, or public awareness campaigns.
- ✓ Have proven capacity to conduct KAP surveys, multimedia production, community engagement, and campaign monitoring.
- ✓ Demonstrate experience working with government, UN agencies, donors, and rural communities.

Key Personnel:

The proposed team should include:

- ✓ Team Leader / Communication Specialist
- ✓ Behavior Change Specialist
- ✓ M&E / Research Specialist



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- ✓ Creative / Multimedia Production Lead
- ✓ Community Engagement Coordinator
- ✓ Translator / Local Language Facilitators

Desirable

- ✓ Experience with GEF-funded projects.
- ✓ Experience with UNDP projects.
- ✓ Experience in agriculture, fisheries, ecosystem restoration, and livelihoods.
- ✓ Experience working in rural Liberia.

Competency

- ✓ Strong analytical skills.
- ✓ Excellent report writing skills.
- ✓ Excellent communication and facilitation skills.
- ✓ Knowledge of GEF Results Frameworks and Core Indicators.
- ✓ Ability to work under tight deadlines.

VIII. CONTRACT & REPORTING

The NGO will work under the supervision of the SARTLA Project through the Project Manager and with technical oversight from UNDP, MOA, and EPA. The PIU will provide access to relevant project documents, facilitate stakeholder engagement, and support validation meetings. The NGO will be responsible for all logistical arrangements, including travel and communications.

All deliverables shall be submitted electronically in editable and PDF formats.

The NGO shall submit all strategies, branding and visibility materials, clean datasets, outputs and final reports.

All data, communication materials, recordings, and reports generated under this assignment shall remain the property of the Ministry of Agriculture, EPA, UNDP and SARTLA.

The Ministry of Agriculture reserves the right to terminate the contract should the NGO's performance fall below agreed standards or fail to meet the project's requirements.

EXPECTED RESULTS

By the end of the assignment, the campaign is expected to achieve:

- ✓ Increased public awareness of environmental degradation and climate risks.
- ✓ Improved knowledge of sustainable livelihood alternatives.



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- ✓ Stronger community participation in conservation and restoration activities.
- ✓ Enhanced engagement of women, youth, and vulnerable groups in environmental action.
- ✓ Evidence-based recommendations for sustaining behavior change beyond the project period.

IX. SUBMISSION OF APPLICATION

Interested applicants should submit the following:

- A detailed technical proposal and cover letter outlining the approach.
- Organizational profile and legal registration documents.
- CVs of proposed key personnel.
- Portfolio of similar assignments completed.
- Financial proposal with detailed budget.

Awareness Evaluation Criteria for Applicants

1. Technical Competence (40 points)

- **Understanding of the Assignment (10 points)**
 - Clear articulation of the objectives and scope of work in the proposal.
 - Demonstrates understanding of Liberia's landscape and geographical pattern context.
- **Proposed Methodology and Work Plan (15 points)**
 - Logical, practical, and evidence-based approach for mapping and analysis.
 - Inclusion of stakeholder consultation plan and validation process.
 - Alignment with international guidance (UNDP, GEF frameworks).
- **Innovation and Best Practices (5 points)**
 - Use of comparative benchmarks or lessons learned from similar contexts.
 - Clear strategies for sustainability and policy integration.
- **Risk Management and Quality Assurance (5 points)**
 - Identification of potential challenges and mitigation strategies.
 - Mechanisms for quality control of deliverables.
- **Work Plan and Timelines (5 points)**
 - Realistic timeline aligned with deliverable schedule in the TOR.

2. Qualifications and Relevant Experience (35 points)

- **Organizational Experience (20 points)**



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- Relevant communication and environmental campaign experience, donor-funded projects, and Liberia context.
- At least 7 years of professional experience conducting baseline, evaluation, or research studies.
- Experience in climate change adaptation and resilience programming.
- Experience in quantitative and qualitative methodologies.
- Experience in producing success story high-end documentary
- **Key Personal Profiles (15 points)**
- Qualifications and experience of the proposed team.
- **Regional/Local Experience (5 points)**
 - Prior work experience in Liberia or similar ecological and institutional contexts.
- **Stakeholder Engagement Skills (5 points)**
 - Evidence of successful consultations and participatory processes in previous assignments.

3. Institutional and Individual Capacity (10 points)

- Demonstrated ability to deliver assignments within the given timeframe.
- Organizational structure and roles (if applying as a firm).

4. Financial Proposal (15 points)

- **Cost Effectiveness and Value for Money (10 points)**
 - Realistic and justified budget aligning with work scope.
- **Transparency of Cost Structure (5 points)**
 - Clear breakdown of fees, logistics, and other costs.

Total: 100 points

- **Technical Proposal: 85 points**
- **Financial Proposal: 15 points**

Minimum Technical Score to Qualify: 70 points

ATTENTION:

a) Deadline.

All applications must be submitted by email to the address below, before or on August 14, 2026 @23:59 GMT. Please indicate in the subject line “**2104-01 - National NGO to implement a large-scale awareness-raising campaign**”

Mr. Allen Paulono



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Procurement Officer
Project Management Unit
SARTLA Project
apaulono@gmail.com

COPY: switherspoon2017@gmail.com
mosebiah@yahoo.com

b) Validity of bid.
40 days from the submission deadline

c) Clarifications:
Questions may be submitted to apaulono@gmail.com (+231886448707 / 775833737) and copied to switherspoon2017@gmail.com, mosebiah@yahoo.com by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. The PIU will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the EPA/MOA website and/or communicated via email.

d) Amendments.
At any time prior to the deadline for submission of proposals, MOA may, for any reason, modify the RFP documents by amendment which will be posted to the EPA/MOA website and/or communicated via email.

Any submission received after the above deadline will not be considered. Only applicants who meet the requirements as outlined will be considered for evaluation. Eligibility criteria and the selection procedure shall be in accordance with the Public Procurement and Concessions Commission (PPCC) law and amended regulations.

NOTE: This information is also posted on <https://www.moa.gov.lr/>, <https://www.undp.org/>, <https://www.epa.gov.lr> and can be found in local dailies.



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Prepared By: Simone Witherspoon Signature: _____ Date: _____
Communication Expert & Knowledge Manager

Attested By: Moses K. Biah Signature: _____ Date: _____
Acting Project Manager

Approved By: Hon. Antoinette F. Dukuly Signature: _____ Date: _____
Deputy Minister for Administration, MOA