1. Introduction

This is the Terms of Reference (ToRs) for the required technical support towards the review and updating of the Nile Basin Initiative’s (NBI) Communication and Stakeholder Engagement Strategy which ran from 2018 to 2023. This was a build up to the first communication strategy, which ran from 2012 to 2016.

The NBI Communication and Stakeholder Engagement Strategy (2018-2023) has supported – and is aligned – with the NBI 10-Year Strategy (2017-2027) which is broken down into two phases – each lasting for five years. The first phase of the Basin-Wide Program (BWP I) ran from 2017 to 2022 and now that NBI began the BWP II phase (2022-2027) in the Financial Year 2022/2023, there is need to review and update the Communication and Stakeholder Engagement Strategy. Stakeholder engagement that is well structured will enable NBI to get maximum buy-in and ownership from its stakeholders, as well as create a common understanding of the benefits and challenges of Nile cooperation as well as the risks of non-cooperation. The media plays a key role in reaching out and influencing NBIs’ stakeholders’ perception towards Nile Cooperation. In recognition of this, a media action plan will be developed as a key component of the revised and updated strategy.

With support from the World Bank through the Cooperation in International Waters in Africa (CIWA), NBI requested to implement the Nile Cooperation for Climate Resilience (NCCR) project targeting different key stakeholders of the Nile Basin. The project is implemented by NBI through the NBI Secretariat, Nile Equatorial Lakes Subsidiary Action Program Coordination unit, and Eastern Nile Technical Regional Office, as well as Lake Victoria Basin Commission and Nile Basin Discourse. The Nile Basin Initiative Secretariat has the primary function of coordinating the rest of the implementing partners. The project is implemented in the period March 2021 – November 2025.

Reviewing and updating the NBI Communication and Stakeholder Engagement Strategy is one of the key activities for facilitating implementation of the NBI 10-Year Strategy. To achieve this, NBI is seeking the services of a competent individual consultant to conduct the review and update of this strategy.

2. Contextual background

The Nile Basin Initiative (NBI) is a regional intergovernmental partnership that seeks to develop the River Nile in a cooperative manner, share substantial socio-economic benefits, and promote regional peace and security. NBI was established on 22 February 1999 by riparian countries and continues to
be led by 10 Member States namely Burundi, DR Congo, Egypt, Ethiopia, Kenya, Rwanda, South Sudan, The Sudan, Tanzania, and Uganda. Eritrea participates as an observer.

NBI has prioritised stakeholder engagement and rejuvenated its communication channels. The strategic intention is to support the development of a conducive public opinion that enables decision makers to gain the buy in of their constituencies for agreement on Nile cooperation and sustained support to the organisation, based on a good understanding of the benefits of cooperation and risks of non-cooperation.

To communicate effectively with its diverse stakeholders, NBI requires a more intimate understanding of its key stakeholders’ conceptions and priorities, and their preferred channels and tools of communication and engagement.

NBI also requires more flexibility to respond to shifts in the political and public debate swiftly and effectively and an updated communication strategy will facilitate the achievement of this goal.

3. Objectives of the Assignment
The overall objective of this short-term consultancy is to review and update the NBI Communication and Stakeholder Engagement Strategy to ensure that NBI continues to efficiently and effectively fulfil its mandate to the Nile Basin Member States and citizens and is an institution that is enabled to flexibly respond to a global context which is constantly changing.

4. Scope of Work
In close coordination with the NBI Regional Communication and Stakeholder Engagement Specialist, the scope of work for the Consultant will entail the review and development of an updated Communication and Stakeholder Engagement Strategy which incorporates a Media Action Plan as an Annex. It is envisaged that this review will entail a desk review of the NBI Communication and Stakeholder Engagement Strategy (2018-2023). The consultant will facilitate two workshops of the task team, one for consideration of the inception report, the other for sharing the first draft of the revised and updated CSHE Strategy. Reports on these two workshops will be prepared too.

5. Deliverables
i) Inception report including the work plan
ii) First Draft of the revised and updated Communication and Stakeholder Engagement Strategy which includes a Media Action Plan
iii) Two workshop reports (review and consensus building) (Hybrid)
iv) Final Draft of the revised and updated strategy including the Media Action Plan

6. Qualifications, Experience and Desired Competencies
Education:
A Master’s Degree in Communication, Social Sciences, Development Studies, or any other related field.

Work Experience:
At least 7 years of combined experience in these areas: Communications, stakeholder engagement in communication and/or stakeholder engagement strategy development or at least 3 similar assignments.

- Demonstrated experience in implementing similar assignments.
- Experience from and knowledge of NBI or other intergovernmental or international organizations.

**Competencies:**

- Excellent facilitation, negotiation and oral and written communication skills
- A repertoire of a wide range of facilitation approaches
- Strong analytical skills
- Ability to communicate in English and/or French

### 7. Implementation arrangements

The consultant shall sign a contract with Nile-SEC under the overall supervision of the Deputy Executive Director. The consultant shall work closely with the Regional Communication and Stakeholder Specialist.

### 8. Duration of Assignment

- 30-consultant days (over three months)

### 9. How to Apply

Interested applicants are advised to submit an electronic application to the following email address: [xxxxxx@nilebasin.org](mailto:xxxxxx@nilebasin.org). The application/cover letter along with detailed curriculum vitae should reach the NBI Secretariat no later than 12:00 pm (Local time in Entebbe, Uganda) by XXXX, 2023. **Women are strongly encouraged to apply.**