



TERMS OF REFERENCE FOR THE DEVELOPMENT OF AN ADVOCACY STRATEGY

1. Context/Background

Bloggers of Zambia, through the support of the German Corporation programme Enabling Access to Justice, Civil Society Participation and Transparency (EnACT) is implementing a project called, **Promoting Digital Rights and Democracy in Zambia (PDD-II)**.

This project is aimed at supporting efforts on advocacy and awareness raising, with a special focus on strengthening the civil society networks and their capacity in evidence-based advocacy and monitoring of the implementation of Cyber legislation and related policies in Zambia.

2. Objectives of the Consultancy

The objective of this consultancy is to, 'Develop an advocacy strategy which will guide and inform effective policy and advocacy engagements targeted at influencing government policies, laws and regulations as well as best practices for the advancement of the digitalisation in Zambia.' The strategy should provide a framework for strengthening the project's advocacy interventions through the Zambia CSO Coalition on Digital Rights. In addition, the strategy is also intended to guide and promote creative and strategic alliances, collaborations and partnerships for effective engagement and dialogue with legislators, policy and decision-makers.

3. Scope of the assignment

The successful candidate will be required to carry out the following activities:

- i. Share an advocacy template that will guide advocacy strategy development for validation with the Project Management Team
- ii. Carry out consultations with key project partners and stakeholders to identify advocacy capacity gaps as well as priority areas for advocacy
- iii. Carry out consultations with some of the current advocacy networks to identify areas for potential collaborations
- iv. Develop and share a draft advocacy strategy, outlining clear objectives, targets, activities, partners, deliverables and indicators, as well as a detailed implementation plan
- v. Facilitate validation and consultative meetings with the Project Management Team and project stakeholders during which, the consultant shall present the findings of the assignment for validation
- vi. Finalising the Advocacy strategy and action plan after feedback from the Project Management Team and stakeholders.

4. Key Deliverables

The consultant will work closely with the project staff to ensure completion of agreed deliverables. All deliverables will be submitted on dates and formats mutually agreed upon in the contract and inception meeting. All draft and final documents will be submitted as soft copies. The following are the key deliverables:



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a. Inception report:

Building on the initial proposal submitted, the successful consultant should prepare an inception report within 2 days of contract award and present to the Project Management Team. The inception report should cover the methodologies, work plan and template that will guide advocacy strategy development.

b. Draft Advocacy Strategy Document:

The consultant is expected to conduct a comprehensive desk review to gather data which is available. This must utilize reliable sources and be referenced to academic standards.

c. Action Plan:

The consultant is expected to prepare an action plan.

d. Validation Meeting:

The consultant, working with Project Management Team is expected to organise and facilitate a virtual validation workshop in which the draft advocacy strategy document and action plans are presented. Afterwards, the consultant should produce a workshop report and proceed to finalise the advocacy strategy and action plan.

e. Final advocacy strategy document:

f. The consultant is expected to incorporate feedback and prepare a final advocacy strategy and action plan with aspects under the scope incorporated.

5. Delivery Schedule

DELIVERABLE	SUBMISSION TIMELINES	PAYMENT SCHEDULE
Inception report, advocacy strategy template and data collection tools	4 days	30 %
Presentation of the draft strategy, facilitation of validation workshop, production of validation workshop report and submission of final advocacy strategy and action plan	10 days	70%

6. Duration of Assignment

The assignment will be carried out and completed within 14 working days from the date the award contract is signed by both parties.

7. Project Management Team (PMT) to monitor Consultant Work

The Project Officer at Bloggers of Zambia will work with the Consultant with support from other team members such as finance and administration. An inception meeting can be held between the Project Management Team and the Consultant to discuss the assignment and agree on the plan of action. The Inception Report, Draft Advocacy Strategy Document, Validation workshop report, Final Advocacy Strategy Document, Action Plan, Presentation and Final Report.

8. Ownership

Bloggers of Zambia shall be the owner of the consultancy output on behalf of the Zambia CSO Network on Digital Rights. The Consultant will have no right of claim to the assignment or its outputs once completed. Any reports/research outputs /process documents produced as a part of this assignment shall



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be deemed to be the property of Bloggers of Zambia. The consultant will not have any claims and will not use or reproduce the contents of the above documents without the written permission of Bloggers of Zambia.

9. Qualification and Experience

The consultant should have the following minimum qualifications to spearhead this initiative:

- a. Relevant academic background (Bachelor's Degree as a minimum) in Development studies or any other relevant social science with policy and advocacy in governance issues. Experience/knowledge in Internet law and policy landscape is an added advantage
- b. Demonstrated experience (at least 3 years) in carrying out similar assignments concerning governance policy lobbying and advocacy; planning and strategy development for civil society advocacy engagements.
- c. Strong analytical, facilitation and communication skills.
- d. Good understanding of the policy-making and implementation process in Zambia as it relates to the governance sector.
- e. Good understanding of critical issues and challenges in the governance sector in Zambia in particular, cyber legislation and related policy.
- f. A good understanding of international processes for advocacy for cyber legislation is an added advantage.
- g. Excellent writing and presentation skills.
- h. Ability to work efficiently and deliver committed outputs under the assignment within the agreed timeline and budget.

10. Application process

Consultant(s) who meet the qualifications above should submit an expression of interest, which should include the following:

- a. A technical proposal (max 2 pages) highlighting how the consultant intends to carry out the assignment as detailed above.
- b. A financial proposal indicating all fees and associated costs in executing the assignment.
- c. CV of consultant(s) who will work on the assignment with at least three references who can give examples of previous work.
- d. At least contact three referees who can vouch for the quality of your work. No hard copy submission will be accepted. All the completed applications must be sent by email in PDF format to: hello@bloggersofzambia.org on or before October 31, 2023 at 17h00 with the heading **CSO COALITION DEVELOPMENT OF ADVOCACY STRATEGY**. Bloggers of Zambia shall only respond to shortlisted candidates.