

Annex A

Tasks to be performed by the contractor

The contractor will be responsible for four ongoing tasks as described in chapter 4 of the ToR, conducted simultaneously throughout the contract period and phases. The tasks build on the Phase II Project Specific Communication, Public Relations and Marketing Support and are updated to reflect the Phase III Knowledge Ecology and the integration with the MEL and KM service provider. This Annex should be read in conjunction with the 4 project phases as broken down in chapter 4.

Task 1: Promote the ABioSA mandate, module objectives and indicators across the three main components, within the framework of the broader ABS communication strategy.

Sub-activities:

- Provide strategic advice to ABioSA for internal and external communications and outreach.
- Co-design with the ABioSA project team the Phase III Communication, Public Relations and Marketing strategy, building on the Phase I and II strategy and aligned with the Knowledge Ecology 2.0 framework.
- Develop new communication products including an e-newsletter, corporate brochures, social media assets and updated ABioSA website articles.
- Ensure that all products, documents and materials produced are in accordance with GIZ, SECO, DFFE and broader ABS Initiative donor visibility and branding requirements.
- Communicate linkages, synergies and differences between ABioSA and other GIZ and SECO sister projects (SIPPO, SSAIP, GQSP, BioInnovation Africa, the GIZ global biodiversity programme).
- Ensure appropriate communications before, during and after local, regional and national events, with specific reference to the African Biotrade Festival 2027, the Biotrade Stakeholder Forum, BioPANZA cluster events and the ABioSA Annual PSC meetings.
- Facilitate or support the facilitation of selected key workshops and other events, with specific reference to the African Biotrade Festival 2027.

Task 2: Develop knowledge products and knowledge artefacts to promote greater knowledge and information sharing among existing and new stakeholders and beneficiaries on important matters within the sector.

Sub-activities:

- Use the content received from all three outcome areas and from the quarterly insight memo of the MEL and KM service provider to create knowledge products (KPs) and knowledge artefacts (KAs) in formats palatable, illustrative and easy to read.

- Produce and disseminate short quarterly news digests based on the activities of the project, contributing to the ABS Capacity Development Initiative news digests where applicable.
- Identify and highlight effective programme activities and results, including gender-disaggregated outcomes.
- Promote better understanding of sector-specific content for MSMEs, IPLCs and other stakeholders, with the aim of changing the narratives in the sector.
- Project-manage the technical content and input developed by other consultants under Outcomes 1, 2 and 3, including rewriting, organising, editing and designing into accessible KP and KA formats.
- Develop digital and multimedia material including short films, podcasts, presentations, blogs, interactive media and high-quality photography of project activities and events.
- Develop, maintain and update the stakeholder, partner and MSME contact list and database, in compliance with POPIA and with explicit informed consent.
- Provide source files, templates and visual assets to the MEL and KM service provider where required to support evaluation deliverables and stakeholder feedback workshops.

Task 3: Host, maintain and develop the ABioSA website at www.abiosa.org, and provide ongoing support to internal and partner communications.

Sub-activities:

- Take over hosting and maintenance of the ABioSA website (www.abiosa.org) at the start of the assignment, including domain renewal, hosting, technical support, security patching, content management system updates, regular backups and uptime monitoring.
- Conduct a technical and editorial review of the website within the first three months of the assignment and propose, for ABioSA approval, any structural or content updates required to align with the Phase III strategy.
- Publish news, knowledge products, event coverage and resource pages on the website on an ongoing basis, with quarterly content reviews.
- Ensure that the website complies with POPIA, accessibility good practice and donor visibility requirements.
- Provide content to other ABS-related websites including the ABS Capacity Development Initiative resources page and BioPANZA, in coordination with the ABioSA Component Manager.
- Document, review and refine the process of working collaboratively with partners, including meetings, joint projects and information sharing, in particular under the Biotrade Stakeholder Forum and the African Biotrade Festival.
- Assist with the dissemination of results and activities undertaken by the project, including the contribution to country priorities such as the BioPANZA clusters.
- Enhance the quality, consistency and appropriateness of country and regional-specific communication materials, activities, processes and messages shared with partners and sector stakeholders.

- Support the ABioSA visual identity established during Phase I and refreshed during Phase II.

Task 4: Provide direct marketing and communications support to the African Biotrade Festival 2027 and selected workshops, fora and conferences.

Sub-activities:

- Develop and execute the marketing and communications plan for the African Biotrade Festival 2027, including procurement of promotional materials, ABF branding and donor visibility.
- Liaise with the ABF venue, collaborators including Organic and Natural Products Expo Africa where applicable, suppliers, partners and hotels.
- Coordinate ABF student presentations, sector organisation content (species information, event delegates, visuals) and graphic representation of the conference tracks.
- Provide note taking, rapporteur services and ABF report development, including coordination of event content.
- Coordinate the ABF photo and video library and ensure handover of media assets to ABioSA and partners after the event.
- Support communications around the Biotrade Stakeholder Forum, the ABioSA Annual PSC meetings, peer learning events under the SDP implementer cohort, and inter-departmental, regional and South-to-South ABS peer learning engagements as required.
- Provide a final ABF 2027 close-out communications report, including a “recommendations note” for any potential future continental ABS or biotrade event.