

Terms of Reference

Title: Consultancy on providing participatory awareness raising for biodiversity and environment issue at village levels in Phongsaly district, Phongsaly province, Laos PDR.

For Strengthening the economic and environmental resilience of rural communities in BounNeua & Phongsaly districts, Phongsaly province, Lao PDR

Background

The CCL (Comité de Coopération avec le Laos) has been involved in implementing rural development programs in Laos for almost 40 years. Currently, CCL works in 4 provinces of Laos. In Phongsaly the CCL is currently implementing 2 projects aiming at strengthening local communities' resilience towards climate change impacts and economic shocks. The projects follow an integrated and participatory approach.

The mission is integrated in the following program:

- Generating an inclusive Resilience and Environment Enhancement - GREEN (CCL, funded by AFD & BfW, 2023-2026)

The specific objectives of the Generating inclusive Resilience and Environment Enhancement Project (GREEN project - Phongsaly and Boun Neua districts) are:

1. The natural resources of Phongsaly province are preserved and sustainably managed to favor a sustainable, inclusive, and localized economic development;
2. The local stakeholders of Phongsaly province are strengthened, locally acknowledged, and participate in the sustainable and inclusive development of the territory;
3. The local stakeholders of Phongsaly province are strengthened, locally acknowledged, and participate in the sustainable and inclusive development of the territory.

In 2013 CCL supported the creation of the non-profit association COSKA. Since then, a close partnership has been effective between both organizations. COSKA is partner to CCL for the implementation of both projects.

I. Context

The GREEN project aims to strengthen the resilience of the Phongsaly's population in order to favor the sustainable development of the territory. The natural resources Phongsaly province's natural resources are preserved and managed for relocalized sustainable and inclusive economic development. Forest Resources are better managed and protected contributing to climate mitigation.

A4.3: Creation of community hunting management exchange activities in villages near the Phou Dene Dine National Protected Area.

The Villages located in biodiversity hotspots always report hunting for consumption or sale (including by outsiders) inside the protected area, which has led to a decline in the number of animal species and individuals in recent years. An exchange visit to other villages facing similar

problems, and which have been supported by other organizations, will enable village leaders, in particular members of the Village Forest Units, to learn from them and make informed decisions about the management of their resources.

Rural communities often serve as the frontline guardians of biodiversity and natural ecosystems, yet may lack comprehensive understanding of environmental conservation principles and sustainable practices. This project aims to bridge knowledge gaps through targeted awareness-raising sessions that empower village communities to become active participants in biodiversity conservation and environmental stewardship.

The project also aims to establish village biodiversity conservation committees in the targeted villages. So far, in these villages, villagers have been involved in biodiversity monitoring and in discussions and consultations with the project team to consider activities and actions to improve biodiversity conservation while enabling the maintenance and development of community livelihoods.

Through the recruitment of a consultant, the objective is to set up participatory awareness-raising activities in villages to strengthen their knowledge but also their reflection on the avenues of village actions to be put in place to strengthen the conservation of the biodiversity present on their land.

Scope of the consultancy

Raise awareness on biodiversity and environment impact, the village communities are critical stakeholders in biodiversity conservation and environmental protection yet often lack access to comprehensive environmental education and awareness programs. This consultancy aims to bridge this knowledge gap by developing and implementing targeted awareness-raising sessions that will empower rural communities to become active participants in environmental conservation and sustainable development initiatives.

II. Objectives & outputs for the consultancy

2.1. Overall objectives of the consultancy

Ensure the villagers in the targeted villages understand the important messages on biodiversity and environment through a participatory awareness raising or a show activity that involves villages authorities, villagers with men and women, includes youth from local schools. And link this awareness raising to solutions emphasized by the project.

2.2. Specific objectives and expected outputs

Specific objective: Conduct a show awareness at village level

This awareness raising activity will involve the identified 5 villages in Phongsaly district, which villages near Phou Dene Dine National Protected Area that have expressed the need to improve their situation on biodiversity and environment issues.

This awareness raising activity will take one day per village and will include:

- The magic and clowning show prepared by the consultant
- Discussion with villagers about solutions they want to implement and the support they need.

- The activity triggers participatory discussions at the village level, leading to action on biodiversity through the development of a village action plan and the formation of a designated committee.

Output:

The villagers are aware of the biodiversity and environment issue and have made a decision about the solution they want to implement.

At least 250 villagers in total of five villages (including 50% of women and 30% of young adult under 25-year-old) have participated to the awareness raising activities implemented.

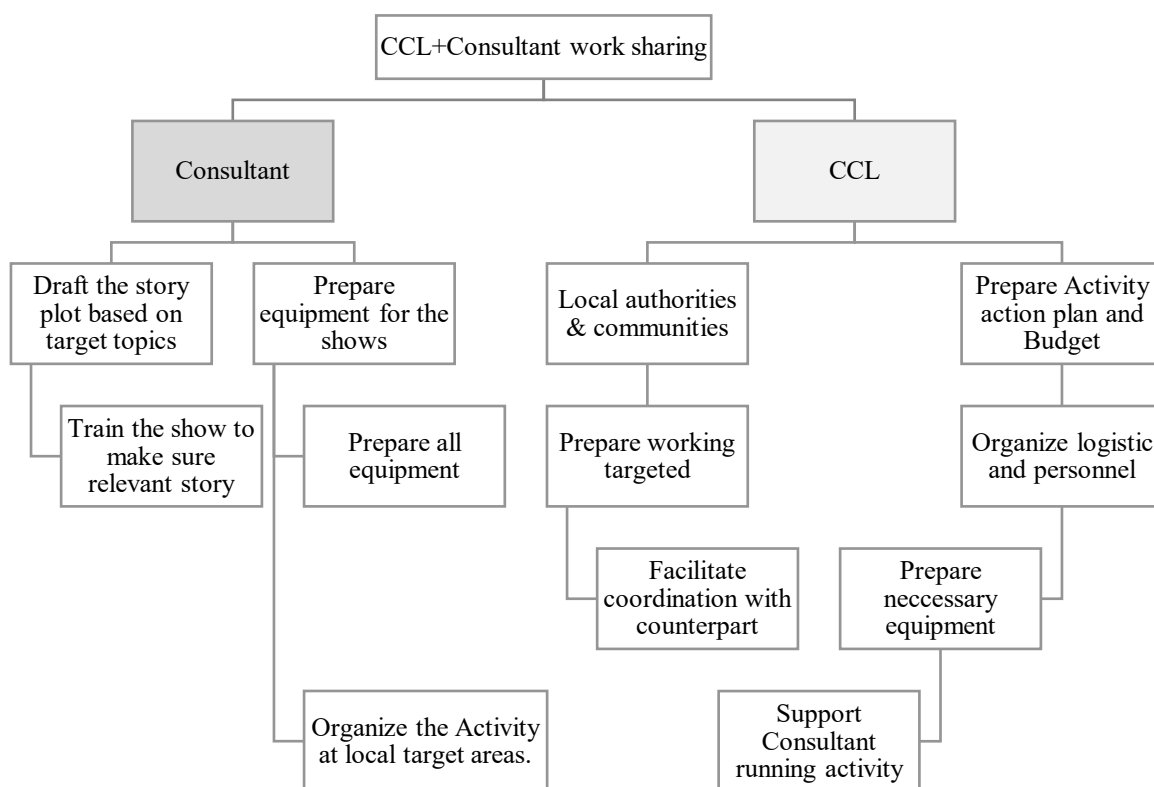
III. Methodology of activity implementation

- 1) Using local languages: The targeted villages are combining of different ethnic groups (Phounoi & Hor) and using different local languages, it is very important to consider to use local languages and local translator during the activity to make sure villager understanding and they will be confident on contribution their participation.
- 2) Avoid of using technical terminology too much: Using the local languages with giving examples to ensure villagers can understand.

The awareness-raising campaign, featuring a stage drama performance, will focus on key topics such as biodiversity conservation, environmental protection, and gender empowerment. The storyline is developed by Monelakhone with support of CCL (the theatre show on biodiversity has been already developed through the CCL project ADAEBIO, cf. The Biodiversity Silence Voice).

With strong commitment, the project aims to carry out this activity at 5 villages (Laofuchai, Huayseun, Phoudokcham, Kiew and Namoung) located within the Phongsaly district, CCL project sites. This engaging and entertaining activity is expected to draw significant public interest and effectively raise awareness on the highlighted issues.

In some target villages, it might be conducted activity at night-time based on availability of villagers to involve participants as much as possible in each villages.



The activity will be achieved fruitfully by the support from all counterparts especially the local government offices (DAFO, DOE, DONRE, LWU), local civil society organization (COSKA), local communities and the CCL project team.

IV. Deliverables

For this consultancy the deliverables will be:

- Guidelines for the awareness raising activity conducted at village level (made with the support of GREEN project team)
- Report about the results of the activity (including objectives, attendance, outputs, advise for monitoring)

V. Expected working days

The number of expected working days is going up to 10 days, with a starting day planned in October 2025 and distributed as follows:

- Discussion session maybe by online for 1 day
- Prepare with the GREEN project team on training tools, logistic and material: 1 day (in GREEN office, Boun Neu district)
- Conduct a show at village level: 5 days
- Travel back from target village to Boun Neu district: 1 day
- Travelling days: 1 (from BN-VTE)
- Reporting about activities: 1 day

Working time frame

Activity description		Date	Key responsible
1.	Activity plan discussion	XX/XX/2025	CCL+Consultant
2.	Sharing proposed story	XX/XX/2025	Consultant
3.	Prepare activity and budget plan	XX/XX/2025	CCL
4.	Travel to the project target area	XX/XX/2025	Consultant
5.	Activity implementation	XX/XX/2025	CCL+ Consultant
6.	Activity reflection and next step planning	XX/XX/2025	CCL+ Consultant

Daily Agenda per village

Time	Activities	Participants	Leaders
8:30	Gathering the villagers	All villagers	Consultant - CCL
8:30-9:00	Warm up activities and games	All	Consultant
9:00-9:15	Introduction objectives	All	Consultant - CCL
9:15-9:45	Magic Show	All	Consultant
9:45-10:45	Clowning Show	All	Consultant
10:45-11:30	Conclusion & Q&A	All	Consultant - CCL

Period of implementation

No	Date	Activities	Place	Participants
1	To define	Travel	To BN	Consultant
2	To define	Prepare with GREEN team Travel to village	GREEN office, BN dist BN-target village	Consultant – CCL, GoL
3	To define	Conduct show biodiversity and environment	Laopuchai VL, PSL dist	Consultant – CCL, GoL
4	To define	Conduct show biodiversity and environment	Huayseun VL, PSL dist	Consultant – CCL, GoL
5	To define	Conduct show biodiversity and environment	Phoudokcham VL, PSL dist	Consultant – CCL, GoL
6	To define	Conduct show biodiversity and environment	Kiew VL, PSL dist	Consultant – CCL, GoL
7	To define	Conduct show biodiversity and environment	Namoung VL, PSL dist	Consultant – CCL, GoL
8	To define	Travel back	Namoung VL - Boun Neau district	Consultant – CCL, GoL
9	To define	Travel	BN-VTE	Consultant

The project will cover travelling costs (including flight tickets, train tickets, bus and field mission to village). Accommodation with per diem cost must cover by the consultant and it can be included into the financial proposal.

VI. Selection process

The CCL is looking for one consultant, national (Lao PDR) or international.

Application file should include:

- a Curriculum Vitae
- a technical proposal which includes the description of the method followed to complete each step of the consultancy.
- A financial proposal which details the consultancy fees (related to the number of working days required and every expense expected to be made to reach the objectives of the consultancy). The financial proposal should detail the expected costs for the overall outputs of the consultancy.
- Any other documents developed by the applicant and that could be relevant to the topic of the consultancy (ex: previous similar activity drafted, former works and results obtained on related fields, publications...)

The following skills will be assets:

- Background of knowledge in biodiversity and environment issue
- Experiences with community participatory approach in the rural areas with diversify ethic groups especially, Ho and Phou noi
- Women are encouraged to apply.

For any question about this call for proposition, please contact, before the 28th of September 2025: Mr Robert WILLIAMSON, robert.williamson@ccl-laos.org.

Candidates should send their application file per email by 29th September 2025 to:

- CCL Director, Mrs. Manivone VORACHAK, manirachak@gmail.com
- Project advisors: Mr Robert WILLIAMSON, robert.williamson@ccl-laos.org
- Project Coordinator: Mr Pasert KHOUNSOMHUENG, sertk14@gmail.com

The consultant selected will be offered a consultancy contract signed with CCL.