



Terms of reference

Consultancy services: Development of information, education and communication materials for the EnABLE project

I. Background

The Enhancing Access to Benefits while Lowering Emissions (EnABLE) project promotes social inclusion and participatory approaches within the Emission Reduction Programme in Lao PDR, which is implemented through the Governance of Forest, Landscape and Livelihoods (GFL) project. The main objective of EnABLE is to enhance the inclusion of target beneficiaries, particularly women and ethnic groups (non-Lao-Tai ethnic groups) living in selected remote villages, in receiving carbon and non-carbon benefits from the programme. It does so by supporting their meaningful participation in sustainable forest management, climate-smart agriculture, value chain and market access, and equitable benefit-sharing from emission reduction initiatives.

Key partners include the Lao PDR Department of Forestry under the Ministry of Agriculture and Environment (MAE), Provincial and District Agriculture and Environment Offices (PAEOs and DAEOS), the Lao Women's Union (LWU), the National Commission for the Advancement of Women, the Lao Front for National Development (LFND), the Ministry of Foreign Affairs (MOFA) and other local stakeholders.

The Capacity Development Needs Assessment (CDNA) and Information and Communication Needs Assessment (I-CAN) identified significant communication and capacity gaps, and limited awareness of community rights among project stakeholders. Current communication relies heavily on technical language and verbal presentations, with limited use of visual, audience-adapted formats. Existing information, education and communication (IEC) materials are mostly available only in Lao, restricting outreach to ethnic communities and remote areas.

These barriers are especially acute for women, youth and non-Lao-Tai ethnic communities, who often have lower education levels, limited access to information on their rights and benefits, and reduced influence over decisions due to social norms, confidence barriers and household responsibilities. District-level extension staff, who deliver GFL's standardized engagement materials, often have limited skills in participatory facilitation, local language proficiency and inclusive communication tools, further constraining outreach in remote villages.

The EnABLE communication strategic plan responds to these gaps by prioritizing high-quality, audience-appropriate communication materials and visual learning tools such as posters, brochures, flipcharts, guidebooks, videos and factsheets on Reducing Emissions from Deforestation and Forest Degradation (REDD+), Community Action Plans (CAPs) benefit sharing, gender equality and social inclusion (GESI), Grievance Redress Mechanism (GRM), sustainable forest management (SFM), Climate Smart Agriculture (CSA), Value Chain and Market Access (VCMA) and community rights.

RECOFTC is seeking a qualified consultancy firm to design and produce IEC materials that align with the EnABLE communication strategic plan and contribute to inclusive, accessible and effective stakeholder engagement across project's target areas.



II. Objectives of the assignment

The objective of this consultancy is to translate the EnABLE communication strategic plan into concrete IEC products that enhance awareness, understanding and meaningful participation among project stakeholders, particularly women, youth and non-Lao-Tai ethnic communities. The products will support outreach and capacity-building activities, including training, the Community Engagement Process (CEP), CAP implementation, GESI integration, the Environmental and Social Commitment Plan (ESCP) and broader community awareness-raising.

Specific objectives are to:

- Develop IEC content aligned with the EnABLE communication strategic plan, covering REDD+, the CEP and CAPs, the GRM, benefit sharing, GESI, sustainable forest management, value chains and market access, climate-smart agriculture and the roles and responsibilities of Village Development Committees (VDCs), tailored to the identified target groups.
- Design and produce high-quality communication products in digital and print-ready formats (posters, banners, brochures, handbooks, factsheets, flipcharts, visual guides and related materials) to support project implementation and stakeholder engagement.
- Tailor materials to approximately eight ethnic groups in GFL villages, from the Mon-Khmer, Hmong-lwmien and Sino-Tibetan ethno-linguistic families (excluding Lao-Tai), that meet the definition of Indigenous Peoples under the World Bank's Environmental and Social Standard 7 (ESS7). Because most of these groups, other than the Hmong, do not have their own written scripts, content for them should be adapted into audio and video formats with voice-overs in the relevant languages.
- Develop training and facilitation materials, including IEC handbooks and visual learning tools, to support facilitators, government counterparts and community outreach teams.
- Ensure all products are user-friendly, visually appealing, gender-responsive and culturally sensitive, and avoid producing excessive materials that are costly to develop but underused in practice.

III. Scope of services

The firm selected will provide technical and creative services to develop content and to design and produce culturally appropriate, audience-specific IEC materials for EnABLE, in line with the communication strategic plan. The scope covers four components: (1) planning; (2) content development and message adaptation; (3) design and production; (4) quality assurance, validation, coordination and reporting.

GESI will be mainstreamed throughout all four components, in line with the minimum standards set out in Section IV.



3.1 Planning

- Review relevant project documents, including the communication strategic plan, CDNA and I-CAN findings, and existing IEC materials.
- Consult with RECOFTC Lao PDR's Communication Officer and GESI Focal Point
- Hold consultation meetings with representatives of village facilitators (women and men), the District LWU, District LFND, District Lao Youth Union, district radio stations and other partners to validate communication needs, target audiences and key messaging priorities.
- Consult representative community members, including women, youth and members of ethnic groups, during concept development and message adaptation. This co-design step complements the pre-testing required under Section 3.4. It helps ensure that communication products are relevant, culturally appropriate, accessible and locally owned, consistent with the co-creation approach set out in the communication strategic plan.
- Prepare concepts and outline the methodology, workplan, content development approach, design concepts and production schedule.
- Organize a half-day planning workshop with the RECOFTC team to jointly develop, validate and agree the IEC production plan, including key messages, final outputs methodology, production schedule and action plan.

3.2 Content development and message adaptation

- Develop simplified, accurate and audience-appropriate key messages from technical project content.
- Adapt technical topics into visually and culturally appropriate content for women, youth and non-Lao-Tai ethnic communities.
- Ensure content aligns with the nine thematic areas defined in the communication matrix (Annex 2), covering REDD+ and carbon and project information, CAP implementation, GESI, the GRM and prevention of sexual exploitation, abuse and harassment (PSEAH), benefit sharing, sustainable forest management, value chains and market access, climate-smart agriculture and VDC roles, including the recommended communication products and channels for each theme.

3.3 Design and production of IEC materials

- Design and produce visually engaging, low literacy-friendly materials in digital and print-ready formats for both social media and physical distribution.
- Develop materials in Lao, adapt and translate them into Hmong and convert key content into audio for Akha, Khmu and Prai audiences, given the absence of written scripts for these languages.
- Develop community-friendly video and audio products for outreach activities and for dissemination through district radio stations and village loudspeakers.
- Produce infographic cards formatted and scaled for smartphones and social media.
- Develop facilitator-focused training materials, IEC-based facilitation guides and visual aids that support participatory learning and can be adapted for village meetings, awareness campaigns and training sessions.



Indicative materials include: A2 posters, banners (100×200cm), stand banners (80×100cm, in Lao, English and Hmong), A4 trifold brochures, single-page A4 factsheets, audio spots (Akha, Khmu, Prai), three- to five-minute animated explainer videos (Hmong, Akha, Khmu, Prai), A5 job aids, A5 handbooks, A4 illustrated training manuals, A4 case study booklets, and branded items (tote bags, shirts, notebooks). The full list of products required per thematic area, with quantities, languages and channels, is provided in Annex 3 (EnABLE communication product specification).

3.4 Quality assurance and validation

- Present draft materials to RECOFTC for review and feedback, and revise them based on consolidated inputs.
- Ensure technical accuracy, cultural appropriateness, gender sensitivity and alignment with World Bank Environmental and Social Framework (ESF) and its Environmental and Social Standards (ESSs).
- Conduct pre-testing in at least two communities representing two to three ethnic groups (women, men and youth) to assess comprehension, cultural appropriateness and language clarity, using agreed assessment criteria.
- Submit a pre-testing report with findings, feedback and recommended revisions. This report is a required deliverable and must be accepted before materials are finalized.

3.5 Coordination and reporting

- Maintain regular coordination with RECOFTC focal points throughout the assignment.
- Submit progress updates as agreed during implementation.
- Participate in review meetings and presentations as required.

IV. GESI minimum standards

GESI is mainstreamed across the entire assignment. RECOFTC will monitor the following mandatory minimum standards throughout the implementation, to ensure a safe and dignified space for women, youth and ethnic minorities to participate. The firm will:

- Develop materials in Lao using visual aids, pictorial guides and simplified formats accessible to participants with different levels of literacy.
- Adapt materials and facilitation approaches for ethnic minority language groups through translation, interpretation or other culturally appropriate methods.
- Ensure all products consider the needs of women, youth, ethnic groups and vulnerable communities, so that messages are understandable, relevant and inclusive.
- Apply inclusive communication approaches that promote equal access to information and meaningful participation in project activities.
- Reflect GESI achievements, challenges and improvement actions in communication reporting.
- Coordinate closely with the GESI Specialist on communication planning, audience identification, and message and material adaptation.



V. Deliverables and indicative timeline

#	Milestone	Key deliverable	Indicative timing
1	Planning and validation workshop	Planning workshop held and an agreed IEC production plan submitted, including the workplan, content outline, key messages, design concepts, production schedule and action plan, endorsed by RECOFTC	Week 1–2 (5 days)
2	Content development and message adaptation	Approved content packages for all thematic areas, in Lao, Khmu, Hmong, Akha, Khmu and Prai	Week 3–4 (8 days)
3	Design and production of print and digital IEC materials	Print-ready and digital design files (posters, brochures, factsheets, flipcharts, job aids, branded items)	Weeks 5–8 (10 days)
4	Production of video and audio spots	Finished videos and ethnic-language audio spots	Weeks 5–11 (15 days)
5	Training toolkits and facilitator handbooks	Approved training manuals, IEC toolkit and facilitation guides, print-ready	Weeks 9–11 (15 days)
6	Quality assurance and pre-testing	Pre-testing report and revised IEC materials	Weeks 12–13 (7 days)
7	Final production and delivery	Final print-ready and editable files; complete communication package	Weeks 13–14 (5 days)
8	Coordination and reporting	Progress updates; final submission report; handover of the communication package	Throughout the assignment

Final deliverables must be provided in both editable and final formats:

- Editable source files (AI, INDD, DOCX, PPTX, PRPROJ, AEP, WAV)
- Final production files (PDF, MP4, MP3) and web and social media versions (PNG/JPG and compressed MP4)
- All raw assets (photographs, illustrations, voice recordings and project files)
- Transfer of copyright ownership to RECOFTC and the project, consistent with standard practice for communication contracts funded by the GCF, UNDP, FAO, RECOFTC and the World Bank.

A consolidated summary of products, quantities, languages, channels and target audiences by content area is provided in Annex 3 (EnABLE communication product specification).

VI. Duration of the assignment

The assignment is expected to require 70 working days from the date of contract signing, with all deliverables completed and accepted by 31 December 2026.



VII. Required qualifications of the firm

Corporate experience

- At least five years' experience in strategic communication, behaviour change communication, social marketing, IEC material development, media production and public awareness campaigns.
- Demonstrated experience developing communication products in the development, forestry, climate change, agriculture, natural resource management, community development or GESI sectors.

Similar assignments

- At least three comparable assignments in the past five years involving the design and production of communication materials or campaigns for donor-funded projects, government agencies, NGOs or international organizations.
- Experience producing multilingual communication products, including print, audiovisual, training and digital media.

Technical capacity

- Proven capacity in content development and technical writing, graphic design and illustration, translation and localization, audio and video production, digital and social media content development and production quality assurance.

Contextual experience

- Experience working with rural communities, ethnic groups, women and vulnerable populations.
- Experience in Lao PDR or in similar socio-cultural and linguistic contexts (highly desirable).
- Familiarity with REDD+, carbon markets, forest governance, climate change, sustainable forest management, community development and GESI (an advantage).

Required submission documents

- Company profile and legal registration documents.
- Portfolio of relevant communication products and campaigns.
- Description of at least three comparable assignments (client, period, scope and references).
- CVs of all proposed key personnel with their responsibilities under this assignment.
- Samples of relevant communication materials and media products.
- Financial proposal and specify the costs



State-owned enterprises (SOEs) or institutions of the Borrower's country may be eligible to compete for and be awarded contracts in the Borrower's country only if they can establish, in a manner acceptable to RECOFTC, that they: (i) are legally and financially autonomous; and (ii) operate under commercial law.

VIII. Reporting line

The consultant will report to the Deputy Country Director, RECOFTC Lao PDR, and coordinate closely with the Communication Officer and relevant technical teams.

IX. Payment schedule

Payments will be made against accepted deliverables:

- 10% on completion of the planning workshop and RECOFTC's approval of the agreed IEC production plan, including key messages, production schedule and final agreed outputs.
- 50% on acceptance of the draft IEC materials and completion of pre-testing together with an agreed revision action plan.
- 40% on completion of all communication products and their acceptance by RECOFTC, following World Bank review where required, against the specific deliverables listed in the contract.

X. Support from RECOFTC

RECOFTC's project team will provide relevant documents and technical inputs and will facilitate coordination with stakeholders and communities for validation and pre-testing.

Annexes

1. [EnABLE Communication Strategic Plan \(2026\)](#)
2. [Initial Action Plan](#)
3. [EnABLE Communication product specification](#)