

THE STRENGTHENING CIVIL SOCIETY ENGAGEMENT FOR A JUST AND SUSTAINABLE URBANIZATION (SCEJU) PROJECT

TERMS OF REFERENCE

THE KENYA SUSTAINABLE WATER AND WASTE MANAGEMENT POLICY FORUM (KSWWMPF) MEDIA AND VISIBILITY CONSULTANT

1. Introduction

The Friedrich-Ebert-Stiftung (FES-Kenya), the Civil Society Urban Development Platform (CSUDP), and the Pan African Climate Justice Alliance (PACJA) (hereafter referred to as the Consortium) have received funding from the European Union (EU) to implement the project NDICI CSO/2024/453-375 (PC-36593), SCEJU: Strengthening Civil Society Engagement for a Just and Sustainable Urbanization. SCEJU is a 3-year project targeting three counties in Kenya: Kisumu, Nakuru, and Makueni.

SCEJU's overall aim is to empower Youth, Women and Vulnerable Groups living in urban informal settlements in the target counties, enabling them to tackle critical challenges in sustainable water and waste management. By amplifying their voices and creating platforms for stakeholder engagement, the project aims to influence policy and public discourse, ensuring these groups' needs and perspectives are recognized and addressed.

The Kenya Sustainable Water and Waste Management Policy Forum (KSWWMPF), a summit of the SCEJU project, will be held on Wednesday 07 and Thursday 08 October 2026. The Forum will bring together national and county government actors, community and informal water and waste management actors, civil society, media, technical experts, and strategic partners to examine evidence, policy, and operational issues affecting sustainable water and waste management, climate action, and inclusive urban development.

The Consortium therefore seeks the services of a Media and Visibility Consultant to develop and implement a focused media and visibility approach before, during and after the KSWWMPF, ensuring that the Forum's key messages, evidence, stakeholder voices, policy recommendations and commitments are effectively documented and disseminated to relevant audiences.

2. Context

The KSWWMPF programme is structured as a two-day policy and knowledge forum. Day 1 includes the official opening, a high-level presentation on Kenya's Nationally Determined Contribution (NDC 3.0) and its links to waste and water management, a high-level panel on formal and informal water and waste management in Kisumu, Nakuru and Makueni, a community actors panel, three thematic breakout sessions, and a plenary on outcomes and key takeaways.

Day 2 includes presentations on delegated management models for water service provision in informal settlement areas and opportunities for informal waste actors for enterprise growth, followed by breakout sessions on policy briefs, partnerships for informal water and waste enterprise development, and a knowledge hub for local monitoring of the NDC. The Forum will conclude with commitments and conference resolutions, a closing ceremony and a networking reception.

The programme provides a strong platform for media engagement around sustainable water and waste management, NDC 3.0, climate action, informal-sector livelihoods and enterprise development, evidence-to-policy processes, local monitoring of NDC commitments, and inclusive governance. The assignment should capture both high-level institutional perspectives and the experiences and contributions of community and informal-sector actors.

2.1 Objectives of the KSWWMPF Media and Visibility Assignment

- 1) Increase awareness and visibility of the KSWWMPF and its contribution to dialogue on sustainable water and waste management, climate action and inclusive urban governance.
- 2) Secure meaningful media engagement and coverage that communicates the Forum's key issues, evidence, policy discussions and outcomes to national and relevant sector audiences.
- 3) Amplify the voices and perspectives of community and informal water and waste management actors from Kisumu, Nakuru and Makueni to demonstrate that this model can be implemented in other counties as well.
- 4) Document key presentations, panel discussions, breakout-session outcomes, commitments and conference resolutions through high-quality multimedia content.
- 5) Generate usable post-Forum media and digital content that extends the reach and visibility of the KSWWMPF and SCEJU beyond the two-day event.

3. Scope of Work

The Media and Visibility Consultant will work closely with the SCEJU communications and event teams and will be responsible for the following:

Pre-Forum:

- 1) Participate in briefing meeting(s) with the SCEJU Project Coordinators, the communications and event teams to familiarize themselves with the SCEJU project and the KSWWMPF programme, objectives and target audiences.
- 2) Develop a media and visibility approach for the Forum, including priority messages, target media, content opportunities and a coverage plan for 07–08 October 2026.
- 3) Identify compelling media angles around sustainable water and waste management, NDC 3.0, climate action, informal-sector enterprise development, inclusive governance, evidence-to-policy and the experiences of the three target counties.
- 4) Prepare a concise press release/media advisory and media invitation for the KSWWMPF, in consultation with the SCEJU communications team.
- 5) Identify and mobilize journalists and media outlets with relevant interest or demonstrated capacity to cover environment, climate change, water, waste, urban development, governance and community issues.

During the Forum:

Mainstream Media Coverage

- 6) Secure coverage from at least one national TV station and one national newspaper to ensure both broadcast and print exposure for the event.
- 7) Facilitate journalist interviews with key government officials, dignitaries, project coordinators, and other stakeholders for reporting purposes.

Event Audiovisual Coverage

- 8) Ensure comprehensive visual documentation of the event through high-quality video recording and photography.
- 9) Ensure that the video and photography crew captures key moments and highlights, including stakeholder interactions, speeches, and other significant event activities.
- 10) Also capture the interviews in task 7 above and use the footage to produce a short film and subtitled video clips, as detailed in tasks 13 and 14 below.

Social Media Engagement

- 11) Support real-time social media engagement throughout the two-day KSWWMPF by capturing and sharing approved photographs, short video clips, key messages, speaker highlights, stakeholder voices and other relevant content from the Forum.

Post-Forum:

- 12) Prepare a concise media coverage report summarizing media participation, coverage secured, key stories/messages and links or references to published or broadcast content.
- 13) Develop a concise, impactful 5-minute narrated documentary capturing the purpose of the KSWWMPF, key discussions, stakeholder perspectives, policy messages and outcomes.
- 14) Produce 3–5 short subtitled video clips of approximately 30–60 seconds each featuring key highlights, interviews, messages or commitments from the Forum.

4. Deliverables

- 1) A brief media and visibility approach/plan for the KSWWMPF.
- 2) A press release/media advisory and media invitation.
- 3) A media coverage report, including a summary of coverage and available publication/broadcast references.
- 4) A 5-minute narrated documentary highlighting the Forum's key discussions, stakeholder engagements and outcomes.
- 5) 3–5 subtitled video clips of 30–60 seconds each highlighting key moments, messages, interviews or commitments.
- 6) A curated package of raw and edited media assets, including footage, photographs, and other source media assets produced under the assignment for SCEJU's future communications, reporting, knowledge-sharing, and visibility activities.

5. Duration and Timelines

- 1) The consultant shall carry out the assignment in the period immediately preceding, during and following the KSWWMPF. The Forum itself will take place on Wednesday 07 October and Thursday 08 October 2026.
- 2) Media/visibility plan, press release/media advisory and media invitation: to be submitted for review and approval by the Project Coordinators before publication.
- 3) Media mobilization and pre-forum engagement: completed before 07 October 2026.
- 4) Forum coverage and multimedia documentation: 07–08 October 2026.
- 5) Media coverage report and initial media/content package: within the agreed post-forum reporting period.
- 6) 5-minute documentary and 3–5 subtitled video clips: within the agreed post-forum production period, subject to review and approval.

6. Reporting and Coordination

Contractually, the consultant will report directly to the Consortium Project Coordinators.

In executing the assignment, the consultant will work closely with the Project Visibility Officer (supported by the project's communication and event planning teams) to ensure the successful

execution of the task outlined in Section 3 above and adherence to the EU branding and visibility guidelines.

7. Required Qualifications and Experience

- 1) Proven experience in media relations, public relations, communications and event promotion, preferably in environment, climate, water, waste, urban development, governance or related fields.
- 2) A demonstrated record of mobilizing media for conferences, public events, policy forums or project activities.
- 3) Demonstrated ability to develop compelling media content and co-produce high-quality multimedia outputs, including short documentaries and social-media-ready assets.
- 4) Strong working relationships or contacts with relevant national TV, print, radio and digital media platforms.
- 5) Excellent writing, interviewing, coordination and organizational skills, with the ability to work effectively during a multi-session, multi-stakeholder forum.
- 6) Understanding of the Kenyan media and communications environment and sensitivity to accurately representing community and informal-sector perspectives.

8. How to Apply

Interested individual consultants/firms should submit:

- 1) A brief technical proposal outlining their proposed approach to the KSWWMPF media and visibility assignment,
- 2) A portfolio demonstrating relevant experience in media relations, event coverage, communications, and multimedia production, and
- 3) A financial proposal for the assignment

Submissions should be sent to the Programme Coordinators, Titus Kaloki at Titus.Kaloki@fes.de and George Wasonga at george.wasonga@csudp.org and copied to Project Visibility Officer, Sandra Brandine, at sandra.brandine@pacja.org , by COB **Monday 28 September 2026 at 17:00 Hours EAT**.

9. Compensation

The consultancy fee and payment schedule shall be agreed with the successful consultant in the assignment contract, considering the scope of work, deliverables and duration of the assignment. It will however be capped at a maximum of 20,000 KES X 15 Days = 300,000 KES.