

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES - INDIVIDUAL SELECTION)**

Lebanese Republic

Government of Lebanon

Council for Development and Reconstruction (CDR)

GREEN, AGRI-FOOD TRANSFORMATION FOR ECONOMIC RECOVERY - GATE

Ref: GATE-IC-Proc-11

Assignment Title: COMMUNICATIONS AND COMMUNITY OUTREACH SPECIALIST

The Republic of Lebanon represented (The Borrower) represented by the Council for Development and Reconstruction (CDR) as a representative to the Borrower will implement the Green, Agri-food Transformation for Economic Recovery (the "GATE" or "Project"), funded by the International Bank for Reconstruction and Development (IBRD or the World Bank or the Bank). The total project cost is Two Hundred Million United States Dollars (US\$ 200,000,000). The Council for Development and Reconstruction (CDR), an implementing agency of the Client, intends to apply a portion of the proceeds of this loan to eligible payments under the contract for consulting services to be procured under this project.

The consulting services include providing support to the CDR as a **Communications and Community Outreach Specialist** under the project.

The full TOR version can be found on CDR website [www.cdr.gov.lb](http://www cdr gov lb) , click on the [Procurement](#) tag for more info.

The Council for Development and Reconstruction (CDR) is in the process of establishing a project coordination unit to assist the CDR in the implementation of the Green, Agri-food Transformation for Economic Recovery (GATE), now invites eligible local experts ("Individual Consultants"), to indicate their interest in providing the required Task. Interested individuals should provide information demonstrating that they have the required qualifications and relevant experience to perform the Tasks by submitting their Expression of Interest ("EOI") and Curriculum Vitae("CV"). The shortlisting criteria are:

Qualifications Requirements:

- Bachelor's degree in Communications and Media with a minimum of 10 years relevant experience.
- Previous experience with community outreach, participatory engagement, or stakeholder consultation in development projects, preferably in agriculture, infrastructure, or rural development, and media outlets or communications with international organizations.
- Good working knowledge on social media platforms including YouTube, X (Twitter), and Facebook.
- Experience of serving Clients in a multi-cultural and political environment.
- Strong client service skills and the ability to work under pressure with accuracy and professionalism.
- Proficiency in the recent Microsoft Windows and Adobe applications.
- General knowledge of the communications requirements of the World Bank Group.

- Proven ability to work alone and in a team environment.
- Excellent written and spoken knowledge of English, French and Arabic;

It is preferable to limit the EoI to a maximum of 10 pages including the CV as per attached CV format. Pages beyond 10 will not be reviewed.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers for Goods, Works, Non-Consulting services" dated February 2025 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Shortlisted Consultants will be invited for interview, upon which a Consultant will be selected for negotiation in accordance with the Individual Consultant Selection described in the "World Bank Procurement Regulations for IPF Borrowers.

The Deadline for receiving EOIs is to be on Tuesday, September 23rd, 2025 at 12:00 o'clock noon Beirut local time

Expressions of Interest (EOI) must be delivered to the address below by hand or carrier including one original, one copy and one electronic CD ROM. Electronic submissions are not accepted

Address:

Council of Development and Reconstruction (CDR)

Tenders Department

City: Beirut

Beirut - Lebanon

Telephone: (+961-1-980096)

Facsimile number: (+961-1-981255)

CURRICULUM VITAE (CV) FORMAT

Position Title	{e.g., }
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the assignment: Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. **Past employment that is not relevant to the assignment does not need to be included.**

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2005-present]	[e.g., Ministry of , advisor/consultant to... For references: Tel...../e-mail.....; Mr. Hbbbb, deputy minister]		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work): _____

Adequacy for the Assignment:

Detailed Tasks as per the TOR Scope of Work	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
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Individual Consultant's contact information: (e-mail , phone.....)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

{day/month/year}

Name of the Individual Consultant

Signature

Date

GREEN, AGRI-FOOD TRANSFORMATION FOR ECONOMIC RECOVERY - GATE

TERMS OF REFERENCE

COUNCIL FOR DEVELOPMENT AND RECONSTRUCTION

COMMUNICATIONS AND COMMUNITY OUTREACH SPECIALIST

I. PROJECT BACKGROUND

The Republic of Lebanon represented (The Borrower) represented by the Council for Development and Reconstruction (CDR) as a representative to the Borrower will implement the Green, Agri-food Transformation for Economic Recovery (the “GATE” or “Project”), funded by the International Bank for Reconstruction and Development (IBRD or the World Bank or the Bank). The total project cost is Two Hundred Million United States Dollars (US\$ 200,000,000).

GATE Project aims to improve the resilience of farmers and Small and Medium Enterprises (SMEs) in the Lebanese agri-food sector. The project is designed to facilitate access to finance, support climate-smart investments, and restore critical infrastructure services to sustain and enhance the agricultural value chain. Through targeted interventions, it seeks to increase agricultural productivity, strengthen food security, and promote sustainable economic growth. The project is structured into key components focusing on value chain investments, infrastructure development, enabling regulatory improvements, and knowledge management.

The Project is structured into five main components, each designed to strengthen the resilience of Lebanon’s agri-food sector and support farmers and SMEs.

Component 1: Climate Smart Investments in Agri-food Value Chains (US\$71 million):

The objective of this component is to provide access to finance to strengthen the resilience and improve the competitiveness of farmers and SMEs involved in agri-food value chains. The component will promote climate smart practices, create higher value addition, improve links between farmers, agribusinesses and markets, and unlock diversification opportunities. The project will finance activities specifically designed to benefit women and seek to contribute to reducing some of the gender gaps identified in terms of access to finance, inputs, markets, technical capacity building activities, improved confidence and negotiation skills as well as addressing social norms through a carefully designed behaviorally informed outreach campaign, also targeting men.

Component 2: Climate-Smart Infrastructure and Services for Agri-Food Sector Development (US\$100 million):

The objective of this component is to restore service delivery, build operational capacity and ensure the sustainability and climate-resilience of public infrastructure underpinning the agri-food sector. It will be structured across two subcomponents: Subcomponent 2.1. Improving rural community infrastructure for agriculture; and 2.2. Restoring access and protecting agency-managed infrastructure and services underpinning agriculture.

Component 3: Improving the Enabling Environment and Restoring Support Services (US\$21 million)

The objective of this component is to restore and strengthen the capacity of sector institutions to support the recovery and transformation of the agri-food sector.

Component 4: Project and Knowledge Management (US\$8 million)

This component will support the coordination and management of the implementation of the project. It will finance overall project management, including inter alia: (a) coordination among different stakeholders; (b) monitoring and evaluation (M&E), including reporting climate benefits to the MoE to comply with the Paris Agreement reporting requirements; (c) project Environmental and Social Standards (ESS); (d) hiring of a gender specialist; (e) project fiduciary administration, internal controls, and audits; (f) communication and information activities, and (g) the establishment and maintenance of a grievance mechanism (GM) and a citizen's engagement mechanism. timely communication of results. This component will also finance a third-party monitoring (TPM) mechanism, as well as timely communication of results. In addition, the project will recruit a Service Provider (NGO) specialized in child labor prevention and response and who will be responsible for supporting the project in preventing, mitigating, monitoring, and responding to such risks during implementation. It will finance the development of an action plan to combat child labor and a roadmap to improve social protection for farmers.

Component 5: Contingent Emergency Response Component (CERC) (US\$0 million allocated initially)

This component will have zero funding allocation at the onset and will only be triggered in emergency circumstances; the project will support the preparation of a procedure manual governing the CERC operations.

Each component is designed to work together, ensuring a holistic approach to strengthening Lebanon's agri-food sector and supporting economic recovery.

In order to facilitate project implementation, the CDR is establishing a Project Coordination Unit (PCU), to be staffed by professionals, who will lead or support the achievement of the respective project component objectives.

Subcomponent 1.2 of the Project will be implemented by Kafalat which shall provide loans to eligible agribusinesses to finance investments, working capital, and technical services. Kafalat will maintain a Project Management Unit (PMU), staffed with financial and risk management experts, to handle loan disbursement, monitoring, and compliance with World Bank guidelines.

Subcomponent 2.1 of the Project will be implemented by the Green Plan. This sub-component involves investments in climate-smart infrastructure and services. It will work closely with municipalities and stakeholders to develop and prioritize projects such as hill lakes, road rehabilitation, and irrigation improvements. Green Plan will establish a dedicated PMU to oversee implementation and ensure proper coordination.

Consequently, CDR will be responsible for coordinating with both Kafalat and Green Plan and consolidating fiduciary aspects. While Green Plan and Kafalat will manage their respective components independently, CDR will facilitate alignment and coordination to ensure coherence across the project.

II. Assignment Objectives

The Communications and Community Outreach Specialist will be responsible for leading all communications and community engagement activities related to the Project. S/he will develop and implement the communication and outreach strategy, ensuring that project beneficiaries and stakeholders are informed, consulted, and engaged throughout the project cycle. This will include public relations, media engagement, and community outreach to support Components 1.1, 2.1, and 2.2, ensuring local ownership, gender inclusion, and responsiveness to community needs and feedback. The selected individual is expected to coordinate with the World Bank, CDR, Kafalat, and the Green Plan and provide local perspective and input to be into all communications and public outreach events, including organizing meetings, workshops, site visits and visibility activities.

III. Responsibilities of the Communications Specialist

- Serve as the first point of contact on all matters related to communications and outreach support for the Project. This includes liaising with national and international media outlets, providing communications support to the Project staff and CDR, and developing and implementing a communications and outreach strategy and public relations campaign during the implementation of

the project to present its benefits, address any challenges and mitigate the risks of any negative public relations.

- Work directly with Project staff on responding to public concerns and addressing them in clear communications outreach campaigns, including developing and disseminating press releases, social media posts, explanatory videos and community meetings.
- Assist the project implementation team interface and communicate with key stakeholders, as well as donors
- Organize and manage any workshops, conferences, press meetings, community level events, and media tours related to the implementation of the Project
- Document and maintain a database of media and communications publications related to the project, and disseminate internally weekly newsletter on the project including latest updates, media references and any key messages for staff, CDR management and World Bank project implementation team.
- Community outreach will be critical to ensure buy-in, participation, and ownership of investments under Components 1.1, 2.1, and 2.2, which involve direct engagement with farmers, SMEs, municipalities, cooperatives, and other local stakeholders. The Communications and Community Outreach Specialist will therefore also be responsible for designing and implementing outreach activities that ensure inclusive participation, transparent information-sharing, and effective grievance redress mechanisms at the community level.
- **Lead community engagement activities at the local level, including public information sessions, focus group discussions, and participatory planning meetings with farmers, SMEs, municipalities, cooperatives, and vulnerable groups.**
- **Ensure that community outreach activities are inclusive, gender-sensitive, and culturally appropriate manner, with particular emphasis on the meaningful participation of women, youth, and marginalized groups.**
- **Coordinate closely with the PCU to ensure community members are aware of and can access feedback and grievance channels; document and follow up on community feedback to inform project adjustments.**

IV. Qualifications and Experience

- Bachelor's degree in Communications and Media with a minimum of 10 years relevant experience.
- Previous experience with community outreach, participatory engagement, or stakeholder consultation in development projects, preferably in agriculture, infrastructure, or rural development, and media outlets or communications with international organizations.
- Good working knowledge on social media platforms including YouTube, X (Twitter), and Facebook.
- Experience of serving Clients in a multi-cultural and political environment.
- Strong client service skills and the ability to work under pressure with accuracy and professionalism.
- Proficiency in the recent Microsoft Windows and Adobe applications.
- General knowledge of the communications requirements of the World Bank Group.
- Proven ability to work alone and in a team environment.
- Excellent written and spoken knowledge of English, French and Arabic;

V. Reporting Line

The Communications Specialist will report directly to the CDR PCU Project Manager and collaborate closely with technical teams, field staff, and relevant stakeholders.

VI. Expected Outputs

The Communications and Community Outreach Specialist will deliver:

- A communications plan and community outreach strategy within 60 days of contract start which must be approved by the WB.
- At least one major media/public relations activity per quarter.
- Outreach and consultation activities covering all beneficiary communities targeted under Components 1.1, 2.1, and 2.2.
- Quarterly community outreach reports summarizing activities, participation (including gender-disaggregated data), key feedback, and actions taken.
- Annual consolidated communications and outreach report for submission to CDR and the World Bank.

VII. Duration of Assignment

The initial contract duration is 11 months, renewable based on performance and project requirements.

VIII. Location

The position will be based at the CDR Offices, with occasiona