GREEN, AGRI-FOOD TRANSFORMATION FOR ECONOMIC RECOVERY - GATE
TERMS OF REFERENCE

COUNCIL FOR DEVELOPMENT AND RECONSTRUCTION

COMMUNICATIONS AND COMMUNITY OUTREACH SPECIALIST (GATE-IC-PROC-11A)

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)

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

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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 and media engagement across the full Project, with intensive community outreach under Components 1.1, 2.1, and 2.2 to promote 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 perspectives and inputs for all communications and public outreach activities, including meetings, workshops, site visits, and visibility activities.

III. Responsibilities of the Communications Specialist Communications Specialist

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- Develop and implement the Project's communications and community outreach strategy and public relations campaign, clearly presenting project objectives and results, addressing emerging challenges, and mitigating reputational risks throughout implementation.
- Serve as the primary point of contact for all Project communications and outreach matters, providing strategic advice and support to CDR, the PCU, and project implementation teams, and liaising with national and international media.
- Support the project implementation team in engaging and communicating with key stakeholders, including donors, implementing partners, public institutions, beneficiary groups, and the media.
- Plan, develop and disseminate print, digital and audio-visual communications assets to inform various audience groups about Project activities and results
- Design and implement community outreach activities under Components 1.1, 2.1, and 2.2 to promote informed participation, local ownership, transparent information-sharing, and effective grievance redress among farmers, SMEs, municipalities, cooperatives, and other local stakeholders.
- Ensure that community outreach is inclusive, gender-sensitive, and culturally appropriate, with particular emphasis on the meaningful participation of women, youth, vulnerable groups, and marginalized communities.
- Coordinate closely with the PCU to ensure that community members understand and can access feedback and grievance channels, and document and follow up on feedback to inform project adjustments.
- Lead local community engagement activities, including public information sessions, focus group discussions, and participatory planning meetings with farmers, SMEs, municipalities, cooperatives, and vulnerable groups.
- Work with Project staff to respond to public concerns through clear and timely communications, including press releases, social media content, explanatory videos, and community meetings.
- Organize and manage workshops, conferences, press briefings, community-level events, media tours, and other visibility activities related to Project implementation.
- Maintain a database of media coverage and communications products related to the Project, and prepare and circulate a weekly internal newsletter featuring implementation updates, media references, and key messages for Project staff, CDR management, and the World Bank implementation team.

IV. Qualifications and Experience

- Bachelor's degree in Communications, Journalism, Public Relations, Media Studies, Marketing, Development Studies, International Relations, Social Sciences, or another relevant field, with at least 7 years of relevant professional experience in communications, public outreach, stakeholder engagement, media relations, or public awareness activities.
- Previous experience with community outreach, participatory engagement, or stakeholder consultation in development projects, preferably in agriculture, infrastructure, or rural development. Experience working with media outlets and/or international organizations is desirable.
- Strong knowledge of Lebanon's institutional, socioeconomic, and political economy context, including an understanding of key stakeholders, sensitivities, and dynamics relevant to the agri-food and rural development sectors.
- Good working knowledge of social media platforms including YouTube, X (Twitter), and Facebook.
- Experience in 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 Microsoft Office and relevant Adobe applications.
- General knowledge of the communications requirements of the World Bank Group is desirable.
- Proven ability to work alone and in a team environment.
- Excellent written and spoken knowledge of English, French and Arabic.

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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.
The Communications Specialist will also coordinate closely with the World Bank team.

VI. Expected Main Outputs

The Communications and Community Outreach Specialist will be responsible for the following main fixed deliverables, in addition to other communications outputs required in line with the responsibilities of the assignment and evolving Project needs:

- Monthly timesheet and invoice, to be submitted within two (2) weeks after the end of each month, for payment purposes under the time-based contract.
- A communications plan and community outreach strategy within two (2) weeks from contract notification by CDR, which shall be submitted to the World Bank for review and clearance.
- 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, to be submitted within two (2) weeks after the end of each quarter.
- Annual consolidated communications and outreach report for submission to CDR and the World Bank, to be submitted within two (2) weeks after the end of each year.

VII. Duration of Assignment

The initial contract duration is 11 months, renewable based on performance and project requirements. The assignment is full-time, in accordance with CDR working hours.

VIII. Location

The position will be based at the CDR Offices, with occasional field visits as required.

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