



## TERMS OF REFERENCE (TOR) FOR RECRUITMENT OF A FIRM/CONSULTANT FOR THE DEVELOPMENT OF AN ORGANIZATION ADVOCACY STRATEGY

### 1. Background

The Rwanda Civil Society Platform (RCSP) is a national umbrella organization that coordinates and represents 14 civil society organizations (CSOs) across Rwanda. Since its inception in 2004, RCSP has played a pivotal role in ensuring that the voices of civil society are heard within Governmental and Regional structures. RCSP's mission is to act as a framework of coordination, knowledge exchange, promoting synergy among its members and strengthening their capacity to be impactful at the national, regional, and international levels.

To achieve its mission, RCSP has developed a **5-Year Strategic Plan** focused on three key priority areas:

- a) **Capacity Strengthening:** Strengthening the internal organizational and institutional capacity of RCSP and its members.
- b) **Coordination, Representation, and Partnership:** Enhancing coordination, representation, and partnerships among CSOs to effectively advocate for their rights and engage in policy dialogues.
- c) **Advocacy and Policy Influence:** Engaging in evidence-based advocacy to influence national policies and contribute to Rwanda's development agenda.

Advocacy is central to RCSP's mission to ensure that civil society organizations can actively contribute to policy discussions and Rwanda's development agenda.

To effectively achieve its mission, **RCSP is seeking the services of a qualified consultant/firm to develop a comprehensive advocacy strategy.** This strategy should systematically map key advocacy spaces, identify strategic opportunities, and provide a roadmap to amplify the voice and influence of civil society in Rwanda and beyond.

### 2. Objectives

The primary objective of the consultancy is to develop a **comprehensive advocacy strategy** that strengthens RCSP's capacity to influence policy and advance the rights and interests of civil society in Rwanda. The strategy should identify key advocacy spaces, actors, and opportunities while outlining actionable steps to engage and influence decision-makers at all levels.



Specifically, the objectives of the consultancy are:

- a) Conduct a thorough mapping of relevant national, regional, and international advocacy spaces.
- b) Identify key stakeholders and allies, including government institutions, international organizations, and private sector partners.
- c) Develop targeted approaches for evidence-based advocacy for RCSP
- d) Formulate strategies for strengthening partnerships with policymakers, media, and international organizations to maximize advocacy impact.
- e) Propose innovative advocacy approaches.

### 3. Scope of Work

The consultant will be responsible for the following tasks:

- a) **Document Review and Analysis:** Review the RCSP 5-Year Strategic Plan, existing advocacy-related documents, and relevant reports to understand the advocacy priorities.
- b) **Stakeholder Consultations:** Engage with key stakeholders, including RCSP members, government agencies, international organizations, and advocacy experts to gather insights on advocacy priorities and opportunities.
- c) **Advocacy Mapping:** Conduct a comprehensive mapping of key advocacy spaces, including national policymaking bodies, regional forums, and international platforms. Identify where RCSP can engage and influence policy.
- d) **Advocacy Strategy Development:** Develop a detailed advocacy strategy outlining the key objectives, priority advocacy spaces, target audiences, and proposed actions. This should include both traditional advocacy approaches and innovative digital tools.
- e) **Stakeholder Engagement Plan:** Propose a stakeholder engagement plan for building and sustaining relationships with policymakers, media, and donors to advance RCSP's advocacy agenda.
- f) **Monitoring and Evaluation (M&E):** Propose a monitoring framework for tracking the progress and effectiveness of the advocacy efforts. This should include key performance indicators, reporting mechanisms, and processes for adapting the strategy.



## 4. Firm/Consultant's Tasks

The firm/consultant will be expected to:

- a) Review all relevant documents related to RCSP's advocacy efforts.
- b) Develop a detailed methodology for mapping advocacy spaces, including data collection tools.
- c) Conduct fieldwork that may include stakeholder interviews, surveys, and focus group discussions.
- d) Prepare a comprehensive advocacy strategy document and present it to RCSP and relevant stakeholders.

## 5. Deliverables

The firm/consultant is expected to provide the following deliverables:

- a) **Inception report:** A detailed report outlining the consultant/firm's understanding of the assignment, proposed methodology, and a work plan. This should be submitted within the first week of the contract.
- b) **Draft advocacy strategy:** A draft document detailing the proposed advocacy approaches, key actions, stakeholders, and target spaces for influencing policy.
- c) **Stakeholder engagement plan:** A plan for engaging with key stakeholders, including policymakers, media, and international partners, to maximize RCSP's advocacy impact.
- d) **Final advocacy strategy:** A finalized and actionable strategy that incorporates feedback from key stakeholders, including a phased implementation plan.
- e) **Executive Summary:** A concise summary of the advocacy strategy suitable for presentation to decision makers and potential advocacy partners.

## 6. Timeline

The assignment is expected to be completed within 25 days from the commencement date. A detailed timeline will be part of the application.

## 7. Profile and Competencies Required

The ideal firm/consultant should have the following qualifications:

- a) A **Master's degree** or higher in Public Policy, International Development, Law, Political Science, or a related field.
- b) Proven experience in developing **strategies**, particularly for Civil Society Organizations.
- c) Strong **knowledge of Rwanda's civil society** and governance landscape in Rwanda.
- d) **Demonstrated expertise** in policy analysis, stakeholder engagement, and public-private partnerships.
- e) Excellent **analytical, research, and communication skills** particularly in advocacy and policy influence.



## 8. Financial Offer

The financial offer should be inclusive of all taxes. Applicants are required to submit a detailed budget breakdown including daily rates, estimated number of working days.

## 9. Reporting

The firm/consultant will report directly to the RCSP Executive Secretary throughout the duration of the assignment.

## 10. Proposal Submission

Interested firm/consultant should submit their proposals via email to [info@rcsprwanda.org](mailto:info@rcsprwanda.org) by October 28, 2024, before 5:00 P.M. Late submissions will not be considered. The submission should include:

- a) A cover letter.
- b) A curriculum vitae (CV).
- c) Samples of previous relevant work.
- d) A detailed financial proposal (inclusive of taxes) provided separately from the technical proposal.
- e) Submission Format:
  - All documents should be submitted in English.
  - Proposals should be submitted electronically in PDF format, with the technical and financial proposals in separate files.
  - The email subject line should read: Proposal – Advocacy Strategy for RCSP Strategic Plan

RCSP reserves the right to reject any or all proposals received and only shortlisted applicants will be contacted.