1. **INTRODUCTION:**

NRT and the Northern Kenya Rangelands Carbon Project require a cartoon developer to expand the series of cartoons NRT has already developed. The focus will be on the carbon concept and key messaging behind this; to ensure a consistent and quality message is delivered to all audiences, in multiple languages, in an entertaining and memorable form.

2. **NEEDS:**

This process will require a cartoon developer who has experience working within the northern Kenya landscape, and one which is conversant with the different cultures hosted within the landscape. The developer will:

i. Assist in professionally finalising the script (draft script copied below) for the cartoon

ii. Advise on the characters and designs for the cartoon

iii. Develop a cartoon which will be maximum 5 minutes in length, capturing the scenery and cultures of northern Kenya accurately

iv. Attend initial trial showings of the cartoon to assess audience feedback before amending and finalising the cartoon for sign-off

v. Develop the cartoon in multiple languages, namely: English, Kiswahili, Kisamburu, Kiborana, Kisomali, and Kiturkana

vi. Advise on modes of deployment of the cartoon using their own experience in this field

3. **TIMELINES:**

NRT would like to start this process immediately. We anticipate the draft cartoon will be developed within 3 months of contract start date (English and Kiswahili) – further languages (Kisamburu, Kiborana, Kisomali, and Kiturkana) to be developed within 4 weeks of approval of the final cartoon.

4. **Draft Cartoon Script – for Context Setting:**

Scene set = Morans herding cattle with camels and shoats at a distance in a grassland with acacia *tortilis*, Loijuk swamp with a rough road and car leading to Lerata center with Ololokwe hill seen
towards the north. A mixture of plant covered area towards the loijuk and relatively dry area towards lerata center with some manyattas seen.

Moran’s are discussing on how grazing has changed over time and how grazing plan in the conservancy has helped and they welcomed a bull to join them with an elephant seen grazing nearby.

**Moran 1:** Grazing has really changed over time; our fathers had a lot of livestock, and they were mainly cows. The livestock never moved away for long for pasture, they provided lots of milk and grass was plenty. We also saw lots of wildlife.

**Moran 2:** I totally agree with you, my friends.

**Bull:** In these times grass has diminished, and our milk is little, and most times we are far away from home in remote lands looking for pasture. Us, cows, are now fewer and fewer, as people are choosing to keep sheep and goats instead.

**Moran 2:** What could be the problem?

**Elephant:** Hello friends, let me shed some light on this. A lot has changed over the past 30 years; human population growth, conflict over resources, and sedentary pastoralism which has rendered the land less healthy with less grass and as a result unhealthy livestock.

Scene changes to years ago when there was plenty of grass, healthy livestock, and lots of wildlife with pastoralist movement from one area to another then the scene slowly changes to the current scene of bare ground, skinny livestock, scenes of conflicts, with more modern settlement spread across grazing areas and livestock loss.

**Bull:** Although the situation has been bad for a long time, since the start of conservancies, the situation has improved.

Scene changes to a time with a conservancy HQ showing herders being trained by a rangeland’s coordinator on rangelands management with a map of grazing blocks spread on the ground and herders pointing to it. A conservancy car is seen moving around with rangers and community people. Livestock seen being grazed in a big herd in a healthy-looking land with buffalos, gazelles on a grassland with water point in a distance. The livestock look healthy, and calves can be seen jumping around and a marketplace with people selling healthy cattle and morans holding money in their hands with happy faces.

**Bull:** Through the conservancy, herders can implement a grazing plan which enables us to move across the landscape, depending on the season, allowing some areas to rest and recover. Through grazing plans, wildlife and people can coexist peacefully.

**Moran 3:** It is true my friends, I have attended rangeland trainings and have been helping my other agemates to follow this good plan we developed. Through implementing this plan, we have seen a lot of improvement of our livestock health, and we have managed to keep livestock for longer periods within our boundary without encroaching on other people’s land.
Elephant: A lot has improved on our side too as we now have more security, and we get plenty of water and forage and we are able to interact with you guys peacefully since we are no longer competing for scarce resources.

A scene comes in where an elderly man, lady and a Moran approach the group walking on foot and join them. They greet the group, and they inquire where they come from (normal greetings).

Elephant: Hello friends, how are you and where are you from?

Mzee: Very well Mr. Elephant, we are members of a conservancy grazing committee coming from an event at our conservancy HQ.

Moran 4: Yes, we are coming from a carbon project event in the conservancy, and we have some good news.

Moran 1: what news and what is the carbon project?

Mzee: I suggest that we sit down under a tree since we have a lot to tell you. First let me explain what carbon is... (Need a simple carbon cycle shown here). Carbon is produced by all of us; burning wood and charcoal, cars, factories, and many other activities. Carbon is bad – it is what is causing climate change – so we need to remove it from the air.

The carbon project we are talking about is a project which started years ago, and it is driven by improved grazing management. Grasses and other plants are amazing at catching the carbon from the air, using it to grow, and storing it within their roots – they are air cleaners!

So, this project links our rangelands management with a global market to generate money for the community – as the global market want to remove carbon from the air, they are willing to pay us to store the carbon within our rangelands – it is that simple!

Moran 1: I still don’t understand – you are saying that if we grow more grass, we will be paid by people from other countries??

Mzee: Exactly – as you can see very clearly, we have damaged our rangelands and we now have very little grass cover, so it is now our responsibility to grow more grass and we will be paid for doing this! And as a bonus – our lives will improve because with healthier rangelands we have healthier livestock and healthier people!

The normal grazing plans which are developed by conservancies and implemented by the herders are what we call the project activities. The project covers 21 conservancies in four counties in Northern Kenya (Samburu, Isiolo, Laikipia and Marsabit). For the success of the project all conservancies must work as one and help each other towards improving the state of the rangelands.

Woman: That is all correct my friends. If grazing plans are implemented, it leads to more perennial grass growth and increased plant cover and with this the plants store more carbon in the soil within their roots. The amount of carbon stored is calculated and issued as credits or “bonga points” which can then be sold in the international market to earn revenue for us, the communities. (Since its start, after several stages of verification, the project first issue of credits/bonga points for 2013 -2016 was
successful in 2021. 3.2 metric tons of carbon were stored within our rangelands. This were submitted to international market from July 2021 and complete sale was done by January 2022.)

**Bull:** This is really interesting my friends and it makes a lot of sense; if we can manage our rangelands better by developing plans which all the community must comply with, then we can grow more grass, and this becomes a market for us. We are becoming grass farmers! However, please could you share with us the good news you mentioned earlier?

**Moran 4:** Absolutely, it has just been announced that from the credit / bonga sales for 2013 to 2016, our conservancy will receive KES 36.3 million in 2022 and a likely similar amount for 2023 and 2024!! 40% of these funds will be used to support conservancy operations (half) and rangeland management (the other half) while 60% will support community identified needs; community identified needs like school construction needs, bursaries, water projects, etc! The choice is ours to make!

**Elephant:** Wow, I am very impressed by this new project, and it means all of us working together will each benefit from this project!

**Moran 3:** Great news. So, remind me, what is our role as a conservancy in this project and how can we ensure we continue to receive this revenue for a long time?

**Woman:** That is a good question, and it is one we must all understand and respect. The conservancy must continue to improve their rangelands through well planned, well communicated, and well enforced rotational grazing plans. This cannot happen without us working together – if we continue as we are with our weapons, fighting, sheep and goats grazing everywhere then the project will fail, and we will not receive any money. We must respect this.

The employment of conservancy rangeland coordinators, holding grazing committee meetings, attending regional grazing meetings, community awareness on grazing management, vegetation monitoring etc. are also important activities we must support. Conservancies are also required to follow reporting requirements by submitting monthly reports of these activities as proof of activity implementation.

**Bull:** It is very exciting to see the benefits of the work that we have been doing and I say let’s come together and continue supporting this project to enable us to benefit from its revenue for many years to come.

**Moran 3:** Yes friends, it is a good project and as one of the herders I suggest that we must spread the news of the project to others to ensure they are aware of the benefits and how they can support implementation of the project. This project will benefit each of us personally – improved rangelands mean healthier livestock, and the bonus of money is huge! If we can farm grass, we can improve our lives!

**Mzee:** our people – Now that we are seeing the revenue from the project, we need to put more efforts in project activities to enable us to earn more revenue which can help change our lives. The more we follow our conservancy grazing plan, foster peaceful coexistence with other communities and follow
project reporting requirements for the project, we are going to receive more revenue from the project for a long time.

It is time to start thinking about how we can change our ways to make our futures more positive – let’s now discuss the options we have…

Closing scene with people driving livestock away and others walking away in a group discussing more on the project and the elephant and other wildlife disappearing into the bushes.

5. DURATION OF ASSIGNMENT

The consultancy shall be for a period not exceeding three months from the date of signing of the consultancy agreement.

6. COMMITMENT TO WORK QUALITY

The consultant shall use an evidence-based approach and ensure the highest standards of work and timely deliverables at every stage of this assignment. The consultant shall ensure clarity of objectives and process during the consultancy, counter check all facts and figures cited, ensure that the content and format of the strategic plan meets high standard for such documents, including proper editing, clarity, and use of design and graphics.

7. COMPETENCIES AND SKILLS REQUIRED

The consultant/ consultancy firm should have the following requirements.

1. Profile for the consultancy firm showing previous work.
2. A written response to this TOR in terms of a proposal detailing the technical understanding of the task, proposed methodologies of the assessment, expected activities and deliverables, proposed work plans with schedule, and financial bids.
3. Detailed CVs of all professional(s) who will work on the task. If there is more than one consultant on the proposed assignment, please attach CVS and summary page showing each of the individual expertise.
4. Professional references: please provide at least three references from your previous clients and full contact details of the referees.
5. At least three brief reports of similar works undertaken.
6. Mandatory Requirements
   ▪ Copy of Certificate of Registration/Incorporation
   ▪ Valid Tax Compliance Certificate
   ▪ Valid Practicing License of the firm and current annual license.
   ▪ Financial Proposal Indicate - Prices Inclusive of VAT where Applicable.
   ▪ Letters of good standing of the Firm and its Partners
   ▪ List of firm’s current clients and contacts with permission to seek references from them.
   ▪ Payment of a non-refundable fee of Kshs. 3,000.00 (Three thousand Kenya Shillings) to Northern Rangelands Trust account number 0308167747 ABSA BANK NANYUKI BRANCH and ATTACH deposit slips with their bid documents upon submission of the documents.
   ▪ Please clearly indicate NRT/31/DECEMBER/2022 on the bid envelope.
7. SUBMISSION

Bidders should submit a Technical and Financial Proposal in a plain envelope clearly marked “Tender No. NRT/DECEMBER/31/2022 “Carbon Cartoon Development Consultancy” addressed to;

The Chairman Tender Committee
Northern Rangelands Trust HQ
Isiolo, KENYA.

Interested eligible firms may obtain information at:

NORTHERN RANGELANDS TRUST-HQ
ISIOLO, KENYA OR EMAIL – bids@nrt-kenya.org

The Proposal should be addressed as above to reach the undersigned (hand delivered or couriered) by 20th December 2022 not later than 11.00 am. Opening for the same will be done immediately after in presence of consultants or their representatives. Only successful bidders will be contacted

Kind Regards
Osman Hussein
OPERATIONS DIRECTOR, NRT.