

TERMS OF REFERENCE FOR A SOLICITED WRC PROJECT

KEY STRATEGIC AREA	34 (National Dam Siltation Management Programme)
THRUST	Thrust 3: Water Resources and Ecosystem Protection. Water Security, and Water Utilisation
PROGRAMME	National Dam Siltation Management Programme
TITLE	Evaluating the impact and post-pilot implementation of the NatSilt Programme

Background and Rationale

The National Dam Siltation Management Programme is implemented by the Water Research Commission (WRC) and funded by the Department of Water and Sanitation (DWS). The Programme's overarching aim is to develop a strategy that will guide, advise, and ensure effective siltation management and related improved storage capacity of the large dams in South Africa.

The programme is implemented over 3 phases:

Phase 1: Development of a draft dam Siltation Management Strategy and related tools & models

Phase 2: Piloting of the draft Strategy, tool and models

Phase 3: Review and finalise the Strategy, tools and models

The first phase has been completed, and we are currently implementing phases 2 and 3.

There is a need to assess the success and outcomes of the pilot initiatives, along with the entire programme, by conducting a comprehensive Impact and Post Pilot implementation assessment. The assessment's objective is to offer useful insights, lessons learned, and recommendations. Additionally, it's essential to improve thought leadership and position the NatSilt programme as a leader in the domain of siltation management.

Reports developed during the programme can be requested from the WRC to provide context

Overview of the proposed approach

The scope of work will include, but not limited to :

- Review existing documentation, reports, and data related to the programme and the pilot projects;
- Conduct interviews and/or consultations with stakeholders, and community representatives to gather firsthand insights and experiences;
- Collaborate with NatSilt team members to refine messaging, create new content, and ensure consistent narrative across all communication channels;
- Develop visually appealing and informative reports about the NatSilt programme, including layout design, content creation, and printing services;
- Conduct field visits and interviews with partners, stakeholders, and beneficiaries to gather qualitative insights and feedback;
- Analyse quantitative data on project outcomes, including environmental impact metrics, community engagement levels, and cost-effectiveness, value created;
- Draft the Impact and Post Pilot Report, synthesising findings, analysis, and recommendations clearly and concisely;
- Incorporate feedback and revisions from relevant stakeholders and experts;
- Prepare executive summaries and key messages for dissemination to different target audiences;
- Develop case studies of pilot projects considering geographic diversity, project scale, and thematic relevance;

- Assist with organising think tanks and community of practice engagements with partners and collaborators to achieve strategic objectives of the programme;
- Assist with hosting stakeholder engagement workshops and events where the NatSilt programme goals and outcomes are presented;
- Create a community-based stakeholder educational series and material that will assist stakeholders in understanding the concept of siltation management
- Design and produce community-based material, such as brochures, fact sheets, infographics, and multimedia content, tailored to engage and inform non-technical audiences;
- Incorporate feedback and revisions from relevant stakeholders and experts to enhance the quality and effectiveness of the developed materials;
- Finalise and deliver the case studies and community-based material in accessible formats suitable for online dissemination, print distribution, and presentations;

Objectives:

1. Develop in-depth case studies on selected pilot projects implemented under the NatSilt programme, highlighting their objectives, methodologies, outcomes, and impacts.
2. Create community-based material that effectively communicates the purpose, methods, and benefits of siltation management and programme outcomes to a less technical audience, including local communities, stakeholders, and policymakers. Ensure that the developed materials adhere to the programme's goals, principles of sustainability, and best practices in communication and outreach.
3. Develop material and content that positions the NatSilt programme to both local and international stakeholders - messaging and building credibility and relationships with critical stakeholders.
4. Find opportunities in the media to share the programme outcomes and lead conversations regarding siltation management.
5. Utilise thought leadership as an advocacy tool in promoting the NatSilt objectives.
6. Evaluate the impact and effectiveness of pilot projects implemented under the NatSilt programme.
7. Document lessons learned, best practices, and challenges encountered during the pilot implementation phase.
8. Provide recommendations for scaling up successful pilot interventions and addressing gaps or shortcomings identified.
9. Compose compelling stories and create engaging content for targeted knowledge-sharing campaigns
10. Implement always-on paid social media campaigns to sustain narrative momentum and increase engagement metrics such as followers, shares, impressions, and reach.
11. Create materials for NatSilt events and outreach activities.
12. Assist in enhancing current narrative and content, ensuring clear articulation of messaging and promotion of programme milestones and achievements across all media channels.
13. Communicate the achievements, successes, and impact of the NatSilt programme to stakeholders, partners, and the wider community.

Deliverables:

1. Case studies
2. Community-based material: Engaging and informative materials designed for non-technical audiences
3. Impact and Post-Pilot Report: Comprehensive document assessing the impact, outcomes, and lessons learned from NatSilt pilot projects.
4. Executive summaries: Summarised versions of project reports highlighting key findings, recommendations, and success stories.
5. Water days campaign content: Engaging stories, social media posts, and multimedia content for targeted campaigns
6. Paid social media campaigns: Ongoing campaign management, performance reports, and optimization recommendations
7. Narrative and content enhancement: Revised messaging, new content, and content strategy recommendations.
8. Comprehensive progress reports that will be shared every six months until the contract ends. This report should include but is not limited to a plan overview, highlights, recommendations, stakeholder sentiment to activities executed. These activities should prove that the NatSilt vision

and goals were shared with the relevant stakeholders and resulted in certain opportunities for further programme engagement. This report will include evaluation and measurement of the plan, highlighting successes, and areas of improvement. This will be followed by a draft plan for the next six months submitted for review and approval.

Timeframe: June 2024 – November 2025

Total Funds Available:

R3 000 000 over 2 years

2024/2025: R1 500 000

2025/2026: R1 500 000