



## TERM OF REFERENCE FOR LOCAL CONTRACTOR

### COMMUNICATION ASSISTANCE TO SUPPORT THE IMPLEMENTATION OF THE ACTION PLAN FOR PARTICIPATIVE RBM PLANNING IN ARMENIA

#### 1. Financing

European Union (ENI/2016/372-403)

#### 2. Procedure

Single tender procedure according to EU PRAG

#### 3. Contracting Authority

International Office for Water (IOW)

#### 4. Nature of contract

Service contract

#### 5. Time period of implementation

September 2018 – June 2020

#### 6. Contract amount

Max. amount: 20 000 EUR, including minimum 3 000 EUR and up to a maximum of 7 500 EUR for direct costs for the implementation of the communication and awareness raising actions.

## 1 BACKGROUND

The EUWI+ East project addresses existing challenges in both development and implementation of efficient management of water resources. The overall objective of the project is to improve the management of water resources in the Eastern Partnership countries. The specific objective is to achieve convergence of national policies and strategies with the EU Water Framework Directive, Integrated Water Resource Management (IWRM) and relevant Multilateral Environmental Agreements (MEAs).

The EUWI+East project is divided into three result areas as follows:

- Result 1: Legal and regulatory frameworks improved in line with the WFD, IWRM and MEAs;
- Result 2: River Basins Management Plans designed and implemented in line with the WFD principles;
- Result 3: Lessons learnt regularly collected, shared and communicated to stakeholders.

This assignment is related to result 3.

Communication and stakeholders' involvement is important part of the RBM planning process. The related EUWI+ project activities include i) development and regular update for the whole project of a communication and visibility strategy and action plan, and ii) implementation of the strategy, including communication and awareness rising actions targeting stakeholder information, consultation and involvement related to RBM Planning.



This strategy will be enhanced and adapted to local specificities through the formalisation of 6 communication strategies for RBM Planning in the course of the project.

These country specific communication strategies will be structured based on stakeholder involvement mechanisms for RBM Planning and, in order to ensure the sustainability of the results, methodological guidance and support will be provided to the beneficiary institutions, in order to build capacities of the authorities at the 3 main scales of intervention i.e. national, basin district and international for harmonised management of transboundary basins.

## 2 CONTEXT OF PUBLIC CONSULTATION

Important elements of context related to public participation in RBM Planning are as follow:

- Cooperation between stakeholders is crucial in drafting the RBMPs. Stakeholders in a river basin include in particular governmental authorities, basin organisations, residential and business water users, the scientific community, NGOs, journalists and up to the general public.
- CEPA signed between EU and Armenia on November 24, 2017, requires that within 5 years after its ratification and entry into force development of river basin management plans, public consultations and publication of the River Basin Management Plans compliant with the EU Water Framework Directive (2000) (Articles 13 and 14) are ensured. Several provisions specify the need of information and involvement of the public in 3 phases of development of the RBMP: Time table and work program, Main issues, Draft RBMP and programme of measures.
- International agreement: The involvement of competent NGOs is a basic requirement for the establishment of transparent framework for public participation concerning the implementation of the 1998 UNECE Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters (Aarhus Convention, 1998) to which Armenia is a party.
- The requirements of public consultation in RBMP process are stipulated in the Armenian Water Code (2002), which recognizes the importance of public participation, consultation and awareness in the process of management and protection of water resources, and defines the roles of NGOs and public participation in the maintenance of water resources and water systems and states (Art.5, 20 and 106).
- As for the National Water Policy (2005), it requires that while designing river basin management plans public participation and consultation are ensured by means of arranging public hearings and discussions, and communicating respective information through mass media.



### 3 DESCRIPTION OF THE ASSIGNMENT

Under the EUWI+ project there are three pilot river basins concerned with RBMPs activities, and activities implemented at national and international levels. In particular, different consultants (local contractors) are in charge of developing the RBMPs (Sevan, Hrazdan) and / or to implement selected measures (Akhuryan) with different deadlines. Therefore the coordination between the different contractors for defining their outputs is an important issue that will be coordinated with the national representative and with the RBMP expert of the project. It should be noted that two phases have already been defined on Sevan and Hrazdan: until March 2018 (end the main issues consultation) and from March 2018 till the end of the project (after the draft RBMP and program of measures second consultation).

#### 3.1 OBJECTIVES OF THE ASSIGNMENT

This assignment will contribute to the implementation of the following activities under result 3:

Activity 3.1.1: Development, regular update and implementation of a communication strategy for the project. The strategy may include: implementation of communication activities for targeted stakeholders, including communication campaigns, TV reports, school information sessions, etc.

Activity 3.1.2: Organisation of exchanges in pilot projects to support public and stakeholder participation in the preparation, implementation, review and update of RBMPs developed under result 2. The assignment aims to organise the communication and the public and stakeholders participation activities for the development of the 2 river basin management plans in Sevan and in Hrazdan including:

- Implementing the country communication strategy and related action plan.
- Providing sufficient information and background documents for the stakeholders and the public related to the main steps of the development of the RBMP, in an understandable and easy way.
- Developing and making available during the whole process and specifically during the preparation and implementation of the public consultation phase information and awareness rising document on project related activities.
- Contributing to the information flow on the project progresses using in particular e-newsletter and the EUWI+ East project website.
- Organising meetings, workshops gathering together the authorities and the key identified stakeholders, during the decision-making process and for the whole process for the production, review and updating of the RBMPs,
- Organising two consultations of the public for each of the two river basins related to the i) timetable, work plan & the main issues, ii) the draft RBMP and the program of measures (in accordance with the WFD, article 14).

The consultant will keep in mind during the assignment that public consultation has to open the dialogue with civil society to bring out the opinions and proposals of citizens, local associations, local stakeholders throughout the elaboration and implementation of RBMP.

The consultation has a twofold ambition: to make aware and inform the population and to gather the opinions of local stakeholders. To build a shared project of RBMP and facilitate its future implementation, consultation must be conceived as a long-term participatory process in which the expressed opinions are taken into account.



In addition the consultant will be involve in managing the selection of the most cost efficient solutions and up to the due documentation and payment of up to 7 500 € of eligible direct cost in line with directives provided by the contracting authority.

### 3.2 TASKS FOR COMMUNICATION AND AWARENESS RAISING

- Update the country communication strategy and related action plan:

The contractor will develop the communication strategy for participative RBM Planning based on upgrading and adapting the previous communication strategy in Armenia elaborated under the EPIRB project (annexed to the TOR). The strategy should take into account the steps of the development process of the Sevan and Hrazdan RBMPs to identify the moments of involvement and communication with the different target. It should be done taking into account communication projects and activities already conducted with stakeholders and the public in the field of integrated water resources management (in accordance with Annex 1).

The related action plan should also include awareness raising, as well as actions in support of the EUWI National Policy Dialogues on water as a high-level inter-sectoral coordination mechanism for the project.

- Information supply and awareness raising:
  - Preparing communication documents in the specific phases of the development of RBMPs presenting the basins, main issues and RBMP for stakeholder and public (infographic, posters, etc)
  - Assistance in organizing and holding selected public awareness events (e.g. national water or river day, educational campaigns, clean-up actions), according to the approved communication and visibility plan; Reporting on held public awareness activities
- Technical support to the implementation of EUWI+ communication and visibility activities in the country, including:
  - Participation in the preparation of the EUWI+ communication materials in national language
  - Posting information about the EUWI + project activities on the websites and social medias (beneficiaries) and related projects
  - Participation in editing of Information Updates in national language
  - Media contacts development and updating.
  - Organization of interviews and communication with the media on issues related to the activities and results of the RBMP in the basins including press releases for local and national media
  - Liaison with the Communication Service of the beneficiary organizations (MNP, SCWS)

### 3.3 TASKS FOR PUBLIC AND STAKEHOLDERS PARTICIPATION

The assignment aims in supporting the technical team in charge of the development of the RBMP in the design, organisation, animation and restitution of the stakeholders' participation and public consultation. These activities will be spread over the duration of the RBMP development until the project end for Sevan and Hrazdan basins. By 2018, the contractor, supported by the project team and the WRMA, will undertake some actions for communication and information on the RBMP. It is also the preparation work for the consultation phase in order to implement it early in 2019 (in January).

The activities of the consultant consist more particularly:

- To raise awareness about water management and water cycle: To produce communication/educational documents and media, such as video clips (illustrating the main measures of the RBMP, or presenting the river basin, etc), educational brochure, exhibition, interactive graphics, river day, etc.
- To prepare the participation and consultation
  - o To make (or update if already existing) a stakeholder analysis : identify the relevant local stakeholders for each of the two river basins, and precise the steps, scale and level of involvement and mobilization.
  - o to produce regularly information through communication documents in the specific phases of the development of RBMPs (ensuring proper information for the public and stakeholders about the measures, the state of progress of the RBMP)
- To implement the participation of stakeholders and the public consultation
  - o To organise and facilitate four workshops preferentially on each pilot basins and not in the capital to be closer to local stakeholders, and one in Yerevan. The outputs of these workshops are the comments to improve the technical reports provided by the RBMP consultants and some communication documents made by the consultant.

The workshops should be designed for an active participation of the attendees (authorities and stakeholders). 1<sup>st</sup> workshop to comment the characterisation, 2<sup>nd</sup> workshop will be fed by the thematic synthesis (TS) provided by each consultant on the S&H basins and adapted by the communication consultant in an understandable and easy way. It should state the main issues that will be submitted to the public consultation early in 2019. The 3<sup>rd</sup> workshop will be ending the Part I of the draft RBMP and launching the part II. It will be held in Yerevan. Workshops 4 and 5 will take place during the second phase of the development of the two RBMP, preferably in autumn 2019 and spring 2020 to comment interim results and prepare the second consultation based on the 2<sup>nd</sup> thematic synthesis (TS) provided by the RBMPs consultants. The contractor has to deliver the communication documents, to the project team two weeks after the workshops, to make them available on the EUWI+ project website and for the RBMP consultants,

- o To collect the opinions with diversified and adapted methods and supports, (e.g. to carry out two 4 pages questionnaires or other form) accompanying the consultation documents based on the technical elements produced by the RBMP consultants. The proposed tools should facilitate the written comments: on main issues (first consultation in 2019), on draft RBMP (2<sup>nd</sup> consultation in 2020),

- To analyse, synthetize the opinions formulated during the 2 public consultation phases in S&H basins
- To make a restitution of the results and to translate them in a communication document,
- To organise the 2<sup>nd</sup> public consultation on the RBMP in 2020 in the same way than for the « main issues »,
- To participate to the improvement and consolidation of the national guidance produced by the project team and related to the public information and consultation,

All documents for information and communication should be sent to the technical project team in order to be placed on the EUWI+ project website.

The service provider is expected to propose innovative solutions in terms of communication, participation, consultation, to suggest collaborative and participative mobilisation.

ToR Stakeholders Participation, for each River basin : Sevan and Hrazdan

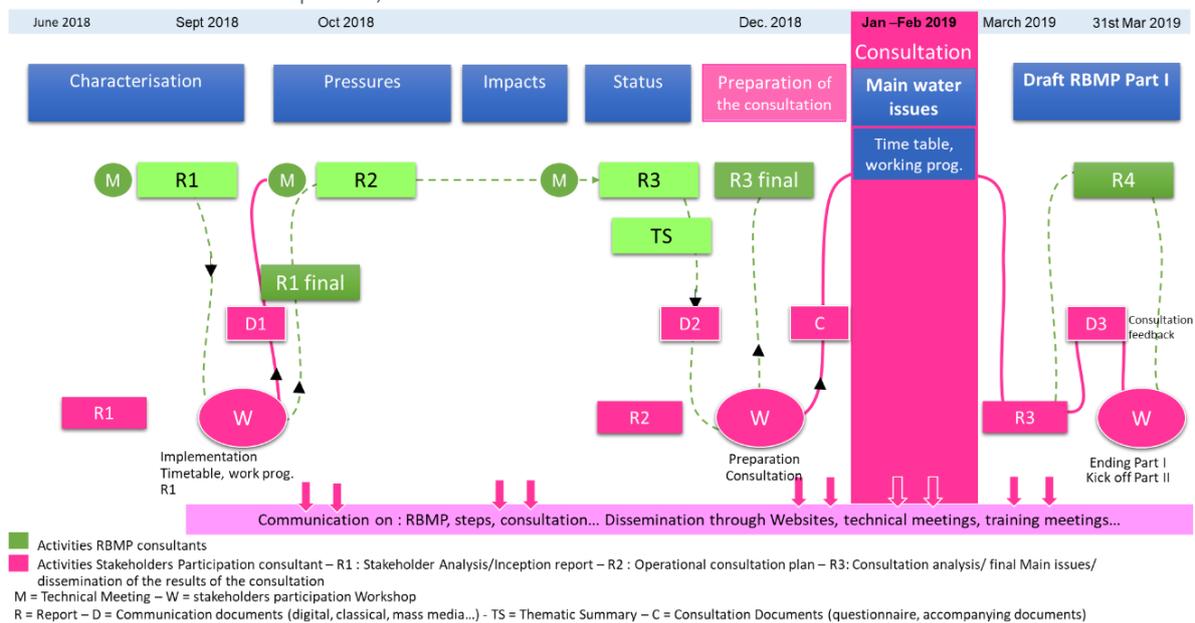


Figure 1 : indicative mechanism for coordination during the first phase of the RBMP development in Sevan & Hrazdan.

## 4 DELIVERABLES

The different working and dissemination documents will be transmitted in electronic formats.

- Report on the communication strategy and action plan, and initial public awareness events held,
- Communication materials in national language: educational sheets, power point, video, press release, quarterly newsletters, etc.
- Communication documents in the specific phases of the development of each RBMPs presenting the basins, main issues and RBMP for stakeholder and public (infographic, posters, etc.)
- Communication documents including a 5-10 pages synthesis of the results of each consultation,

- Consultation documents and accompanying documents for the consultation: questionnaire and consultation document based on the thematic summaries,
- Documents used to organize and facilitate the consultation workshops,: steering, organization, material for facilitating the meetings, provided information to the concerned public to encourage its participation, minutes of each meeting including the documents of the session,
- Collection of opinions of stakeholders and public: register, questionnaires, surveys, polls or any other tool, likely to gather the opinion of the public, restitution of the results,
- Report on analysis of the stakeholders to be involved, of the results of the consultations, power point with the main results,
- Regulatory consultation: provide all the relevant summary elements to formally fulfil the regulatory obligations under CEPA Agreement and National Regulation).
- Expenditure table and original documentation to justify the cost efficient use of eligible direct cost (minimum 3 000 EUR and up to a maximum of 7 500 EUR) in line with directives provided by the contracting authority.

## 5 DOCUMENTS TO CONSIDER

- EUWI + project document and in particular Annex B: Communication and Visibility plan.
- EPIRB project document and in particular the communication strategy and plan for the Akuryan pilot basin
- The stakeholder analysis grid
- Map of River Basin
- Documents (chapters) of the RBMP
- Water Code
- Republic of Armenia law “On Fundamental Provisions of the National Water Policy”
- Republic of Armenia law “On National Water Program” and its Phased Program of Measures
- Assessment of the needs and identification of priorities in implementation of the RBMPs.

## 6 IMPLEMENTATION MODALITIES

### SCHEDULE

The assignment will take place until the end of the project scheduled for mid-2020

The consultation is envisaged in coherence with the progress of the work of the RBMP.

The assignment on support for public and stakeholders participation must organize as soon as possible the participative workshops with the decision-makers and the key actors of the river basins to build the RBMP. The consultant will prepare the organization of the public consultation in the 2 pilot basins planned for the 1st quarter of 2019. The second consultation is scheduled during the 1st half of 2020.



## CONTACT DETAILS

The contractor will work in close relation with the project EUWI+ national project representative, the international thematic leader in charge of Result 3 and the international Expert for stakeholder involvement in RBM Planning.

Coordination and technical follow-up with the progress of RBMP is provided by the thematic leader in charge of RBMPs development in Armenia. Regular meetings with the technical team of the project (including through skype, etc) will be planned to take stock of the progress of the project, acknowledge the draft deliverables, set the deadlines, guide the work and prepare the choices to submit to the authorities. The contractor should provide the detailed plan in English of the documents to be provided before the work.

The technical elements feeding workshops, consultations, communication documents will be produced by the RBMP consultants under a separate tender. Synchronization and parallel control will be key points in the process.

## PAYMENT

### Payment of the assignment

The payment will be done by the contracting authority to the contractor for the successful execution of this work and will be subject to acceptance of the deliverables by IOWater.

### Payment of direct expenses

The contractor will define in his financial offer the budget allocated to the direct costs. This budget should range between minimum 3 000 EUR and maximum 7 500 EUR. The contractor will directly manage this amount to cover the expenses that may arise for the implementation of the communication and awareness raising actions such as printing of communication documents, organization of workshops, reservation of meeting rooms, etc. Before any expenditure, the contractor will conduct a market survey and ensure that the service is assigned to the best quality/price offer. The payment will be done based on original invoices and supporting documents and transmitted integrally to the contracting authority together with an expenditure table. The payment will be converted in euros by using the agreed conversion rate.

## 7 SUBMISSION

Interested and qualified candidates are invited to inquire the full tender dossier ( please mention the complete tender name) containing instructions and further information about the tender procedure from Ms. Ilke CICEKOGLU, Project Assistant, International Office for Water (IOW) and thematic leader for stakeholder involvement and communication in Armenia Ms. Yunona VIDENINA

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Deadline for submission of the technical and financial offer is 31 August 2018 at 17:00 CET.



## ANNEX 1. DEVELOPMENT OF COMMUNICATION STRATEGY AND ACTION PLAN

The communication strategy to be developed is based on updating the Communication and Stakeholder Involvement strategy elaborated under the EPIRB project (annexed to the TOR). The strategy should take into account the development stages of Sevan, Hrazdan and Akhuryan RBMP. It will include actions in support of the EUWI National Policy Dialogues on water as a high-level inter-sectoral coordination mechanism for the project.

The strategy takes into account -on top of the 3 compulsory public consultations included in article 14 of the WFD on work plan, main issues and draft RBMP- the steps of the development process of the RBMP to identify the phases of involvement, communication with the different targets:

1. Description of the characteristics of the river basin (inventory)
2. Pressures and impact of human activities on water resources
3. Significant water management issues
4. Environmental objectives
5. RBMP and Program of Measures

The Communication Strategy report based on revision of the previous river basin communication strategy in Armenia will contain the following elements:

- Analysis of existing communication strategies and actions, and communication tools (publications, conferences, websites, meetings, committees of stakeholders, etc.) on Integrated Water Resource Management
- The nature and consistency of messages to be addressed
- Choice of strategic lines of communication for the 3 pilots RBMPs and the National Policy Dialogue
- Objectives and main messages
- Priority target groups (including contact list).
- Methodology and tools to establish effective communication with different target groups.
- Programming operations (specify the financial and human resources to implement).
- Monitoring and evaluation indicators to put in place.

## General approach

| initial situation | Target situation (vision)  |  |
|-------------------|--|--|
| Why?              | <ul style="list-style-type: none"> <li>What are the objectives pursued (internal, external)?</li> </ul>  | Objectives                                     |
| For whom?         | <ul style="list-style-type: none"> <li>What are the targets?</li> <li>What are the characteristics of the targeted targets?</li> <li>What expectations?</li> </ul> | Targets  |
| What?             | <ul style="list-style-type: none"> <li>What are the main lines of communication?</li> <li>What are the key messages to convey?</li> </ul>                          | Main lines<br>Messages                         |
| Who?              | <ul style="list-style-type: none"> <li>Who pilots?</li> <li>Who implements the communication plan (internal, external)?</li> </ul>                                 | Main players<br><i>Leadership and partners</i> |
| How?              | <ul style="list-style-type: none"> <li>What are privileged tools?</li> <li>What sources of information?</li> </ul>   | Communication tools                            |
| Where?            | <ul style="list-style-type: none"> <li>At which scale to communicate?</li> <li>Which place will be privileged (staging of information)?</li> </ul>                 | Scale  |
| When?             | <ul style="list-style-type: none"> <li>What is the provisional planning of implementation?</li> </ul>  | Planning                                       |
| How much?         | <ul style="list-style-type: none"> <li>What budget estimate?</li> <li>Which measurement indicators (qualitative, quantitative)?</li> </ul>                         | Budget<br>Evaluation                           |