

TERMS OF REFERENCE DESIGN ASSIGNMENT FOR EUWI+ COUNTRIES

1. Financing

European Union (ENI/2017/389-679)

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

January 2018 – August 2020

6. Contract amount

Max. amount: 12 000 EUR

I. CONTEXT

The EUWI+East project addresses existing challenges in both development and implementation of efficient management of water resources. It specifically supports the Eastern Partnership¹ countries to move towards the approximation to EU acquis in the field of water management with a focus on trans-boundary river basin management as identified by the EU Water Framework Directive.

The overall objective of the project is to improve the management of water resources in the EaP 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;

¹ The Eastern Partnership (EaP) is a policy initiative launched at the Prague Summit in May 2009. It aims to deepen and strengthen relations between the European Union and its six Eastern neighbours: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

- 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 will contribute to the implementation of the Result 3, activity 3.1. “Development, regular update and implementation of a communication strategy for the project”. Within the Result 3, the definition and implementation of the communication strategy aims at the following:

- Disseminate and promote the results of the work carried out within the framework of the EUWI + East project in order to increase convergence towards European water directive principles in the 6 countries.
- Raise awareness and mobilize the different stakeholders and also the civil society on good practices and solutions for sustainable water resources management.
- Generate support for the EUWI National Policy Dialogues on water as a high-level inter-sectoral coordination mechanism for the project in each of the 6 countries.
- Enhance the impact of methodology and demonstration work within the framework of the EUWI + East on the pilot basin areas, in order to up-scale the results in other hydrographic districts within the same country.
- Increase information exchange and harmonize orientations on main transboundary issues with other countries sharing the pilot transboundary basins.
- Promote the achievements of EUWI, share information and develop synergies with other international organizations, networks and financial institutions.
- Reinforce EU tools, initiatives and main projects (Capacity4Dev, EMBLAS, EPIRB, etc.) and develop a single project image shared by the different consortium members (common logo, graphic charter, etc.), in line with the EU communication and visibility manuals.

II. DESCRIPTION OF THE ASSIGNMENT

II.1 Objectives of the assignment

The assignment aims to create design for the items mentioned in the Communication Strategy for Ukraine. Hiring a designer expert is envisaged by the Strategy in order to have quick, high quality products, reflecting the Strategy and current communication requirements of the beneficiaries and wide public.

Upon request some items developed for Ukraine will be adapted to the context of other EaP countries.

II.2 Duration of the Work

The assignment will start in January 2018 and will end on 31 August 2020. The services under this assessment shall be provided by the consultant within and not more than 18 months.

II.3 Expected results

The expected results are the following (extract from the Communication Strategy):

1. Cartoons (min 5 original cartoons and adaptation to the needs of the countries)
2. Infographics (min 15 infographics)
3. Banners and proto materials (bags, stickers etc.) (min 3 promo items)

4. Leaflets and brochures (e.g. with Dnipro maps and summaries of the Plan – min 6 publications)
5. 6 video-clips (tentatively)
6. Other visibility materials required by the project.

Each time, the results to be produced should be specified with the Result 3 Thematic Leader (International Communication and Stakeholder Involvement Expert).

III. ASSIGNMENT SCHEDULE, IMPLEMENTATION MODALITY AND PAYMENT SCHEDULE

VI.1. Assignment schedule

Payment for the results shall be considered only when the work is submitted and accepted by the Project Team and the thematic focal point on behalf of the country beneficiaries.

In the bid, the prices will contain a detailed breakdown of the unit cost for all goods and related services being provided. Individual figures shall be provided for each deliverable, if any.

VI.2. Implementation modality

Works shall be implemented by an individual consultant, a local company or NGO, university, research institution, etc. that are NOT representing the project beneficiaries.

The consultant will work under the management of the International Communication and Stakeholder Involvement Expert. He/she will closely work with the local experts on the RBMP. Close relationships will be formed and maintained with the beneficiary who will own the product and take overall ownership of the RBMP.

The consultant has to provide all means and technical equipment (e.g. hardware, software) necessary for a successful implementation of these services.

The consultant must provide the services itself. Subcontracting of one or more parts of the contracted services is not allowed.

All correspondence and documents related to these services must be written in English.

VI.3. Payment

Payments will be made upon reception of invoices and acceptance of corresponding deliverables.

VII. SELECTION PROCEDURE

VII.1. ELIGIBILITY CRITERIA

Participation is open to all natural persons who are nationals or legal persons effectively established in a Member State of the European Union or in an eligible country or territory as defined under the Regulation

(EU) N°236/2014 establishing common rules and procedures for the implementation of the Union's instruments for external action (CIR) for the applicable Instrument under which the contract is financed.

VII.2. SELECTION CRITERIA

This assignment will require at least an expert who possesses the following skills and qualifications:

- Degree in Arts or Design or 5 years of general professional experience in the area related to this assignment;
- Excellent knowledge of the Ukrainian language (written and oral);
- English skills are an asset;
- Proven practical experience in the development of logos, design of brochures, posters, banners, graphics (not less than 10 products);
- Proven experience in the development of corporate style for governmental institutions, NGO or private sector firms;
- Practical knowledge of visibility issue requirements of donors (especially EC);
- Experience in the design of visibility tools related to environmental protection.

VIII. SUBMISSION

Interested parties (individual and legal persons) are invited to inquire the full tender dossier containing instructions and further information about the tender procedure from Project Assistant **Ms. Ilke CICEKOGLU** : i.cicekoglu@oieau.fr and Thematic leader **Ms. Yunona Videnina** : y.videnina@oieau.fr.

Deadline for submission of proposals is **12 December 2018, 18:00 (CET)**.

IX. AWARD OF THE CONTRACT

The contract award follows the terms for a single tender procedure as stipulated in the EU PRAG.

Submitted applications will be evaluated against the eligibility and selection criteria. The contracting authority will award the contract according the best-bidder principle based on the best value for money. The final result as well as the reasoning behind the choice of the selected tender will be documented in a negotiation report.

The publication of these Terms of Reference does not commit IOW to implement the action or contract the services announced. IOW can withdraw from this call at any given time. In no event shall IOW be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a tender procedure.

X. DOCUMENTS TO CONSIDER

- Strategy and Communication Plan for participative River Basin Management Planning – the Dnieper Basin, Ukraine - 2018