

TERMS OF REFERENCE
COMMUNICATION ASSISTANT FOR TECHNICAL SUPPORT TO THE IMPLEMENTATION OF EUWI+
COMMUNICATION AND VISIBILITY ACTIVITIES IN UKRAINE AND AT REGIONAL LEVEL

1. Financing

European Union (ENI/2016/372-403)

2. Procedure

Single tender procedure according to EU PRAG

3. Contracting Authority

International Office for Water (IOWater)

4. Nature of contract

Service contract

5. Time period of implementation

January 2019 – August 2020

6. Contract amount

Max. amount: 15 000 EUR

I. CONTEXT

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 Partnership¹ 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.

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.

II. DESCRIPTION OF THE ASSIGNMENT

II.1 Objectives of the assignment

The assignment aims to provide technical support to the implementation of EUWI+ communication and visibility activities both in Ukraine and at regional level. 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”, in particular at the following:

- Disseminate and promote the results of the work carried out within the framework of the EUWI+ 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.
- 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.

The Communication Assistant will be responsible for facilitating internal and external communication and visibility for the EUWI+ project.

II.2 Responsibilities and Tasks:

Communication Assistant Responsibilities include:

- Helping implement EUWI+ communication projects and strategies
- Drafting and editing materials and communications copy e.g. press releases, publications, social media posts
- Assist in maintaining web content and executing social media strategies
- Collecting data and maintaining databases

Tasks of the Communication Assistant:

- Support in Ukraine (half time) to the National thematic leader in the field of communication and a group of experts in the implementation of the country communication strategy, including:
 - Helping in preparation of the EUWI+ communication materials in English and Ukrainian
 - Posting information about the EUWI+ project activities on the websites and social medias (beneficiaries and related projects)
 - Posting information in the project social networks (Facebook page and group “Dnipro Unites”)
 - Participation in drafting and editing Information Updates in English and Ukrainian
 - Assistance in organizing and holding public awareness events and awareness campaigns (according to the approved communication and visibility plan)
 - Update databases and media lists
 - Monitoring press stories and gathering press clippings relating to the EUWI+ project and its visibility.

- Liaison with the PR and Communication Service of the beneficiary
- Support to the EUWI+ project communication and visibility (half time) including :
 - Assistance in preparation of the EUWI+ communication materials
 - Assistance in drafting, editing and distribution the EUWI+ Information Updates
 - Assistance in maintaining web content and updating of the Russian version of the EUWI+ website
 - Administrative and logistic support to the thematic leader

II.2 Duration of the Work

The services under this assessment shall be provided by the consultant within 18 months.

The communication assistant is expected to provide up to 290 working days within the whole period.

IV. IMPLEMENTATION OF THE ASSIGNMENT

The communication assistant will work in close relation with the project EUWI+ International Communication and Stakeholder Involvement Expert and National thematic focal point (MENR).

The assignment will be conducted in a participatory manner involving interested parties and stakeholders, i.e. the communication strategy is built with policymakers and targets to facilitate ownership and validation.

VI. ASSIGNMENT SCHEDULE, IMPLEMENTATION MODALITY AND PAYMENT SCHEDULE

VI.1. Assignment schedule

The assignment is expected to start from January 2019 and will end in August 2020.

VI.2. Implementation modality

The communication assistant will work under the management of the International Communication and Stakeholder Involvement thematic leader, International Visibility thematic leader and Country project representative in Ukraine.

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

The communication assistant 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

The payment will be done by the contracting authority to the consultant after successful execution of this work and will be subject to acceptance of the results by IOWater. Payments will be made upon reception of invoices with supporting documents /time-sheets.

VII. SELECTION PROCEDURE

VII.1. Eligibility Criteria

Participation is open to all natural persons who are nationals of and legal persons which are effectively established in a Member State of the European Union or in a 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 an expert who at least possesses the following skills and qualifications:

- At least 3 years of experience in a similar position
- Excellent communication skills (perfect verbal and written skills), synthetic minded, highly organised and resourceful.
- Proven experience in public awareness raising and information campaigns
- Previous experience as a communication assistant for a similar project and in particular related to water resources management would be a strong advantage.
- Highly articulate individual with excellent written communications and presentation skills are essential.
- Fluency in English, Ukrainian and Russian
- High computer literacy with strong working knowledge of Windows Office Software, Web Software.
- Knowledge of and experience in using modern communication tools and methods
- Assets: Flexibility, ability to multitask, perfectionist, detail-orientated and positive; Exercising initiative and meet strict deadlines with the ability to prioritise

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 the Project Assistant **Ms. Ilke CICEKOGLU** : i.cicekoglu@oieau.fr and the Thematic leader **Ms. Yunona Videnina** : y.videnina@oieau.fr.

Deadline for submission of proposals is **21 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 to 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

- EUWI + project. Annex B: Communication and Visibility plan.
- Participative RBMP Communication strategy and action plan for the Dnieper Basin in Ukraine