

## TERMS OF REFERENCE COMMUNICATION STRATEGY ASSIGNMENT FOR THE DNIPRO BASIN IN UKRAINE

### 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

March – October 2018

### 6. Contract amount

Max. amount: 16 000 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 Partnership<sup>1</sup> 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;

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<sup>1</sup> 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.

This assignment concerns the Dnipro (Dnieper) river basin in Ukraine.

## II. DESCRIPTION OF THE ASSIGNMENT

### II.1 Objectives of the assignment

The assignment aims to define the main lines of communication strategy in Ukraine and its transcription in a plan to link communication activities with the overall communication objectives on the project, and in particular in support of the development of the Dnipro RBMP. 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.

It is significant to notice that this RBMP will be the first one in line with the WFD. Therefore, this first generation of RBMP will have to be adapted to the large area of the Dnipro River Basin.

The next step is to propose, in connection with decision makers and key players in water management, strategy and communication activities to be implemented at every important stage of RBMPs.

The implementation of the communication plan is not to be carried out under of this assignment. It will be the subject of a separate tender.

## II.2 Duration of the Work

The assignment will start early 2018 and will end after the validation of the communication strategy and the action plan by the Project Team and thematic focal point. The services under this assessment shall be provided by the consultant within and not more than 6 months.

The consultant is expected to provide up to 75 working days within the whole period.

## II.3 Expected results

The expected results are the following:

1. The communication strategy and communication plan developed, presented at the relevant workshop and finalized taking into account the obtained comments.
2. A kit to explain the approach to local actors developed.
3. Start-up document for public awareness raising on IWRM (Dnipro day, educational campaigns, clean-up actions) elaborated.

## III. SCOPE OF WORK AND EXPECTED OUTPUTS

The assignment has **three tasks**. The elements to help conducting the assignment and preparing the deliverables are provided in the annexes.

### Timeline: March- October 2018

#### III.1. Development of strategy and communication plan

The consultant will develop, in liaison with the steering committee, the strategy based on the elements gathered during the interviews and the results of the analysis of on-going communication activities done by other projects in water sector. The strategy should take into account the development stages of the Dnipro 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 the steps of the development process of the RBMP to identify the moments of involvement, communication with the different targets:

1. Description of the characteristics of the river basin (inventory)
2. Significant water management issues
3. Pressures and impact of human activities on water resources
4. Identification and mapping of protected areas
5. Environmental objectives
6. Economic analysis
7. Program of Measures

The Communication Strategy report will contain the following elements:

- Analysis of existing actions and communication tools (publications, conferences, websites, meetings, committees of stakeholders, etc.)
- The nature and consistency of messages.
- Choice of strategic lines of communication for RBMP Dnipro and the National Policy Dialogue
- Objectives and ideas forces.
- Priority audiences.
- Methodology and tools to establish effective communication with different audiences.
- Proposals on the use and structure of the storage of the national information (as a part of the already created EUWI+East information platform) relevant to the RBMPs and the promotion of the EUWI+East information platform using social media.
- Programming Operations (specify the financial and human resources to implement).
- Monitoring and evaluation indicators to put in place.

### III.2. Realization of a communication kit

The consultant will develop a communication kit for local stakeholders to explain the IWRM approach and the communication strategy. This kit will be distributed, especially during the workshop.

### III.3. Development of a start-up document / actions for public awareness raising on IWRM

The consultant will develop a start-up document for public awareness raising on IWRM (Dnipro day, educational campaigns, clean-up actions) in order to create a positive image of the project, to start interactions with wide stakeholders and media and to initiate their implementation.

The deliverables are:

- A report on the communication strategy and communication plan
- A kit to explain the approach to local actors developed.
- A Start-up document for public awareness raising on IWRM

## IV. IMPLEMENTATION OF THE ASSIGNMENT

The consultant will work in close relation with the project internal working group and a steering committee composed of 5-10 people maximum whose composition will be refined from the start of the mission:

- **Internal working group:** Experts of the project (IOW), Country representative, National thematic focal point (MENR), Del EU, consultant
- **Steering Committee (group)** composed of representatives of the State Agency for Water Resources, the basin agencies (BUVRs of the four sub-basins), representatives of stakeholders (different group of water users: operators of water services, NGO representatives working on water management), and Educational institutions to promote IWRM. The composition of the steering group will be determined in cooperation with the beneficiary – MENR.

The results will be presented to the working group and steering committee/group until the basin committee is created. The basin committee, when it exists, will take over the monitoring of communication strategy.

The Dnipro RBMP is to be developed with different audiences (policy makers, local actors, civil society etc.). The purpose of the assignment is to propose actions to involve the public at different stages of development of the management plan process.

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.

It is expected that interviews are conducted with relevant stakeholders (to be defined in relation to the steering committee and the internal working group for the project). Therefore maximum 3 missions around Dnipro river basin are envisaged to ensure involvement of stakeholders from all four Dnipro sub-basins.

## VI. ASSIGNMENT SCHEDULE, IMPLEMENTATION MODALITY AND PAYMENT SCHEDULE

### VI.1. Assignment schedule

Duration of the assignment will be up to 6 months and is expected to start from March 2018. The successive deliverables have to be prepared according to the schedule presented in the table below and delivered to the project team in due time. Any delay must be announced as early as possible.

Payment for the deliverables shall be considered only when the work is submitted and accepted by the Project Team and the Thematic focal point in behalf of the country beneficiaries.

#### *Summary of the work schedule*

| N° | Deliverables   | Language of deliverable                    | Start date | Due date for draft report | Finalization   |
|----|--|--|------------|---------------------------|----------------|
| 1  | The communication strategy (CS) and plan (CP): Report    | English+<br>Ukrainian<br>(Summary CS + CP) | March 2018 | May 2018                  | June 2018      |
| 2  | A kit to explain the approach to local actors April 2018 | Ukrainian                                  | May 2018   | August 2018               | September 2018 |
| 3  | Start-up document for public awareness raising on IWRM   | English/Ukrainian                          | June 2018  | September 2018            | October 2018   |

In the bid, the prices will contain a detailed breakdown of the cost for all goods and related services being provided. Individual figures shall be provided for each deliverable, if any. Any estimates of cash expenses, such as expert trips and pocket expenses, shall be specified separately.

### 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 contractor will have to designate competent specialists for each part of the assignment as well as a coordinator who will be responsible of managing these specialists, harmonise the document, and inform regularly the project team.

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 divided to three (3) tranches deliverables. The tranches will be paid by the contracting authority to the consultant for the successful execution of this work and will be subject to acceptance of the tasks by IOW.

## **VII. SELECTION PROCEDURE**

### **VII.1. ELIGIBILITY CRITERIA**

Participation is open to all natural persons who are nationals of and legal persons [participating either individually or in a grouping (consortium) of tenderers] 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 at least an expert who possesses the following skills and qualifications:

- At least 5 years of experience in the field of awareness in the environmental sector, especially in involving local stakeholders and decision makers
- University diploma (master) in social sciences, ecology, environmental sciences, hydrology, hydraulic or any related field,
- Excellent knowledge of English, Ukrainian and Russian.
- Excellent interpersonal and communication skills; capacity to discuss and to involve any participant in discussions, management of discussions;
- Very good knowledge of the related Ukrainian legislation, the EU water framework directive and the concept and notions of integrated water resource management,

- Excellent organizational skills with the ability to set priorities, and meet deadlines;
- Detail oriented and ability to handle multiple tasks in a fast paced environment;
- Analytical mind and ability to make well thought synthesis;
- A team player who can work independently and with minimal supervision;
- Perfect knowledge of MSWord, Excel, Power Point and data base software,
- High capacity to motivate team and colleagues on solving challenging issues.

## VIII. SUBMISSION

Interested and qualified candidates must send their application including:

- CV including references related to the services
- candidature dossier including e.g.
  - motivation letter
  - budget breakdown proposal including fees and additional costs for related expenses
  - availability status statement during the implementation period

to the e-mail of the IOW thematic leader **Ms. Yunona Videnina: y.videnina@oieau.fr**

Proposals must be submitted no later than the following date and time:

1 March 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

- EUWI + project. Annex B: Communication and Visibility plan. Contract ENI / 2016 / 372-403.
- EPIRB Project Activity 2.7 Public involvement and awareness raising activities - Task 2.7.1: Develop a communication strategy For Each basin. Communication Strategy and Plan for the Upper Dnieper Pilot Basin (In the territories of Belarus and Ukraine). March 2014
- EMBLAS Communication strategy ( [www.emblasproject.org](http://www.emblasproject.org))
- Development of draft River Basin Management Plan for Dnipro River Basin inUkraine : Part 1 – Characterisation Phase (tender process with the same deadline)



**European Union Water Initiative plus  
for the Eastern Partnership**

