



## TERMS OF REFERENCE

### COMMUNICATION ASSISTANCE TO SUPPORT THE DEVELOPMENT AND IMPLEMENTATION OF THE ACTION PLAN FOR PARTICIPATIVE RBM PLANNING IN GEORGIA

#### 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

November 2018 – July 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<sup>1</sup> 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 (RBMP) designed and implemented in line with the WFD principles;
- Result 3: Lessons learnt regularly collected, shared and communicated to stakeholders.

Communication and stakeholder involvement is important part of the RBM planning process developed under Result 2. The related EUWI+ project activities under Result 3 include i) development and regular update of communication strategy and plan, and ii) implementation of the strategy, including communication and awareness rising and stakeholder information, consultation and involvement.

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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.



This country specific communication strategy will be structured based on stakeholder involvement mechanisms for RBM Planning at the 3 main scales of intervention i.e. national, basin district and international for harmonised management of transboundary basins. In order to ensure the sustainability of the results, methodological guidance and support is provided by the EUWI+East project to the beneficiary institutions in order to build capacities of the authorities to lead this process.

## 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 River Basin Management Plans (RBMP). 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.
- After signing the Association Agreement with the EU in 2014 that entered into force on July 1st 2016, Georgia has committed obligations to develop RBMPs for all basin districts by 2026; according to the Association Agreement (Annex XXVI, page 584), these provisions of the WFD (preparation of river basin management plans, consultations with the public and publication of these plans – Articles 13 and 14) shall be implemented indeed within ten years of the entry into force of this Agreement. 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.
- As there is currently no approved RBMP in the country, there is not yet an experience of an official consultation and approval process. However, it is stipulated in the Draft Water Law (under approval), that *“Each river basin management plan, prior to submitting to the Government of Georgia for approval, shall be discussed by the consultancy-coordination Council that is created on the basis of the territorial principle”*.
- 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 Georgia is a party.

## 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 Alazani-lori and Khrami-Debed RBMPs and / or to implement selected measures (Chorokhi-Ajaristskali RBMP) 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 Alazani-lori and Khrami-Debed: until March 2019 (end the main issues consultation) and from March 2019 till the end of the project (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 Alazani-Iori and Khrami-Debed 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 with 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),
- Contributing to stakeholder consultation and involvement linked to the adoption of the new water law and the water strategy which is targeted in the same timeframe.

The consultant will keep in mind during the assignment that stakeholder 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 stakeholders and public 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 involved in administrative and financial managing of the most cost efficient actions (according to approved communication action plan) in line with directives provided by the contracting authority. This will include the payment after agreement of the contracting authority of up to 7 500 € of eligible direct cost.

### 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 Georgia elaborated under the EPIRB project (annexed to the TOR). The strategy should take into account the steps of the development process of the Alazani-Iori and Khrami-Debed RBMPs, and the time schedule of involvement and communication with the different target groups. 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 activities, 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.

- awareness raising:
  - 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
  - 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 for example), educational brochure, exhibition, interactive graphics, river day, etc.
- 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
  - Contribution to feed the EUWI+ website and social media
  - Participation in editing of Information Updates in national language
  - Development and updating media contacts.
  - 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 (MEPA, NEA)

### 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 stakeholder participation and public consultation. These activities will be spread over the duration of the RBMP development until the project end for Alazani-lori and Khrami-Debed basins. The contractor, supported by the project team and the Ministry of Environment Protection and Agriculture, 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 February).

The activities of the consultant consist more particularly:

- To prepare the participation and consultation
  - o To produce (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 Preparing communication documents in the specific phases of the development of RBMPs presenting the basins, main issues, measures and RBMP for stakeholder and public (infographic, posters, etc) ensuring proper information for the public and stakeholders
- To implement the participation of stakeholders and the public consultation
  - o Support the beneficiary and EUWI+ project in organising and facilitating at least two national meetings/workshops including basin stakeholder of each pilot basin at the beginning and end of the planning process and two basin stakeholder meetings/workshops at pilot basin scale in between on i) Basin Characterisation and Main Issues, ii) Draft RBMP & Programme of measures and Final RBMP. The workshops should be designed for an active participation of the attendees (authorities and stakeholders). 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.
  - o Organise and facilitate at least two public consultation per pilot basin on i) Significant Issues, ii) Draft RBMP & Programme of measures. The outputs of these consultation are the comments to improve the technical reports provided by the RBMP consultants and some communication documents made by the consultant. The workshops and consultation will be based on the 1st and 2nd 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 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 Significant Issues (first consultation in 2019), on draft RBMP (2nd consultation in 2020)
  - o To analyse, synthetize the opinions formulated during the 2 public consultation phases in Alazani-lori and Khrami-Debed basins
- To make a restitution of the project results and to translate them in a communication document

- To provide the beneficiary with communication documents on the RBMP for basin stakeholders
- To participate to the development 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 published on the EUWI+ project website.

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

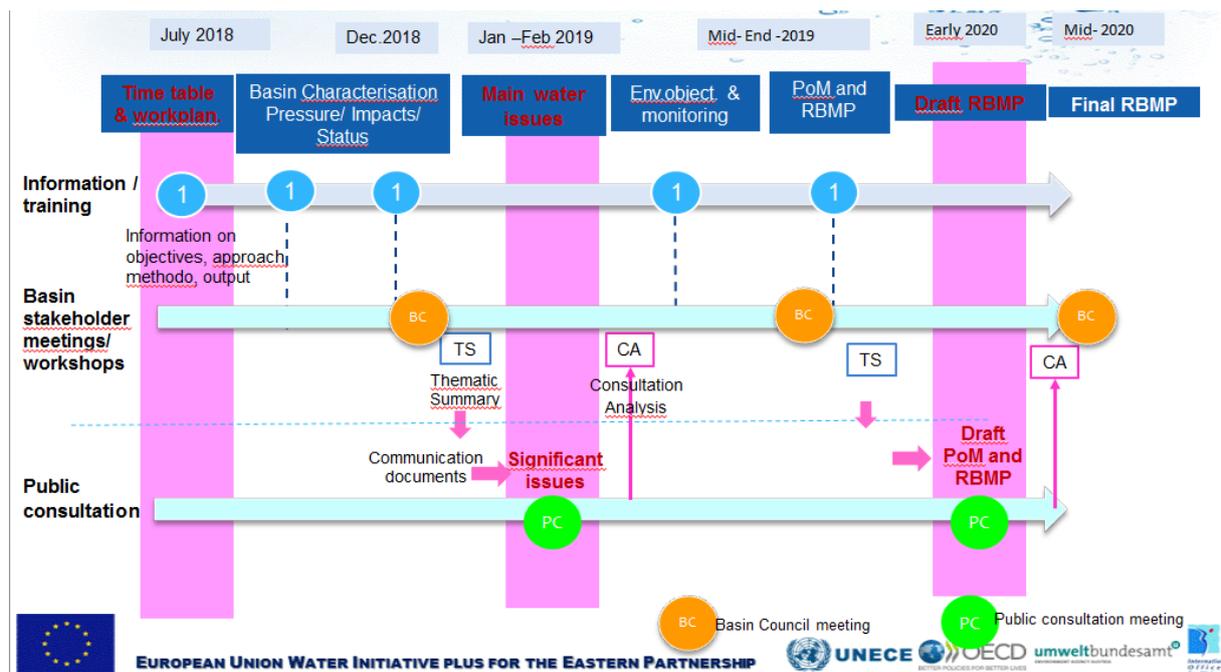


Figure 1 : indicative mechanism for coordination during the RBMP development in Alazani-Iori and Khrami-Debed.

## 4 DELIVERABLES

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

- Report on the participative RBMP communication strategy and action plan and stakeholder involvement meetings held
- Communication materials in national language: educational sheets, power point, video, press release, 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 Association 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 Chorokhi-Ajaristskali pilot basin
- Map of River Basin
- Documents (chapters) of the RBMP
- Assessment of the needs and identification of priorities in implementation of the RBMPs
- Related national legislation and new Water Code project

## 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 stakeholder involvement under Result 3.

Coordination and technical follow-up with the progress of RBMP is provided by the thematic leader in charge of RBMPs development under Result 2. 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 before reimbursement. 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 Georgia Ms Yunona VIDENINA

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Deadline for submission of the technical and financial offer is 13 November 2018 at 18:00 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 pilot basins' RBMPs. 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 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 Georgia 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 Messages
Who?	<ul style="list-style-type: none"> <li>Who pilots?</li> <li>Who implements the communication plan (internal, external)?</li> </ul>	Main players <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 Evaluation