

TERMS OF REFERENCE

COMMUNICATION ASSISTANT: SUPPORT TO THE IMPLEMENTATION OF EUWI+ COMMUNICATION AND VISIBILITY ACTIVITIES

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

March 2021 – June 2021

6. Contract amount

Max. amount: 2 500 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. The last coming months offer outstanding opportunities for communication and visibility in EUWI+ as the project reaches many high-profile milestones, with relevance to policy-making across EaP countries, offering opportunities for engagement among decision-makers. First objective is to disseminate and promote the results of the EUWI+ project at EU-level, share information and develop synergies with other international organizations, networks and financial institutions. Second objective is to raise awareness and mobilize the different stakeholders and also the civil society in the beneficiary countries on good practices and solutions for sustainable water resources management.

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:

- Maintain communication infrastructure (EUWI+ website and Facebook page) by documenting project’s activities in the form of web articles, photos, videos;
- Consolidate information and communication material on the EUWI+ project at regional level;
- Monitor performance indicators and report about them;
- Streamline communication materials and events organization.

II.2 Responsibilities and Tasks

The Communication Assistant will help in facilitating internal and external communication and visibility for the EUWI+ project through the following tasks:

- Maintaining web content and updating the Russian version of EUWI+ website;
- Documenting EUWI+ activities in the output section of the website;
- Translating of communication material from English into Russian or Ukrainian;
- Assisting in publishing information in the project social networks and executing social media strategy;
- Support to draft communication material (newsletter, press release) and to disseminate them;
- Occasional help with basic video editing (subtitles, logos, etc.);
- Assisting in developing and maintaining photo and video archives of the project, and selecting the best material for the creation of regional EUWI+ communication material;
- Monitoring EUWI+ social networks and website according to the set of indicators for communication activities by the European Commission;
- Assistance in organizing and holding possible EUWI+ meetings and events in Ukraine (according to the approved communication and visibility plan).

II.2 Duration of the Work

The services under this assessment shall be provided by the consultant within 4 months.

The communication assistant is expected to provide up to 50 working days within the whole period.

III. ASSIGNMENT SCHEDULE, IMPLEMENTATION MODALITY AND PAYMENT SCHEDULE

VI.1. Assignment schedule

The assignment is expected to start from March 2021 and will end in June 2021. All documents, reports, time sheets, invoices, etc. must be provided before 30 June 2021.

VI.2. Implementation modality

The communication assistant will work under the management of the International Communication and Stakeholder Involvement thematic leader.

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.

The communication assistant will work in Kyiv (Ukraine).

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 IOW. Payments will be made upon reception of invoices with supporting documents/time-sheets.

IV. 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;

- Fluency in English, as well as in Ukrainian and Russian;
- Proven experience in public awareness raising and information campaigns;
- 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: detail-orientated, perfectionist, flexibility, ability to multitask and positive; Exercising initiative and meet strict deadlines with the ability to prioritise;
- Previous experience as a communication assistant for a similar project and in particular related to water resources management would be a strong advantage.

V. 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. Zohra OUARTI**: z.ouarti@oieau.fr and the Thematic leader **Ms. Chloé Déchelette**: c.dechelette@oieau.fr.

Deadline for submission of proposals is **05 March 2021, 17:00 (CET)**.

VI. 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.
- Participative RBMP Communication strategy and action plan for the Dnieper Basin in Ukraine