

## EUROPEAN UNION WATER INITIATIVE PLUS FOR THE EASTERN PARTNERSHIP

### TERMS OF REFERENCE SUPPORT TO THE EUWI+ COMMUNICATION IN UKRAINE IN 2021

21 MAY 2021

#### 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

June 2021 – July 2021

#### 6. Contract amount

Maximum amount: 4000 EUR

#### 7. CONTEXT

The European Union Water Initiative plus for the Eastern Partnership (EUWI+) 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+ 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 and national legislation;

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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 3: Lessons learnt regularly collected, shared and communicated to stakeholders.

Communication and stakeholder involvement is important part of the RBM planning process. 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: 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 basins to support public and stakeholder participation in the preparation, implementation, review and update of RBMPs developed under result 2.

This assignment concerns the Dnipro river basin in Ukraine and includes a support to the water-related events in 2021.

## 8. DESCRIPTION OF THE ASSIGNMENT

### 8.1 TASKS FOR THE ASSIGNMENT

The activities of the consultant will consist to:

- Assistance in organizing and holding: **Danube Day 2021 and Dnipro Day 2021**. The task of the contractant will be to build upon EUWI+ results to prepare these outreach events.
- Assistance in organizing a **preliminary campaign for the Clean Beach Day 2021**: The campaign is under preparation and will focus on the protection of marine life in line with the upcoming Conference of the Parties (COP15) of the UN Convention on Biological Diversity. The task of the contract ant will be to build upon EUWI+ results to prepare a campaign.  
→ **In order to avoid duplication of main messages and enhance the visibility of these events and campaign, the key messages and related communication actions developed for Danube and or Dnipro Days could be aligned with the main focus of the Clean Beach Day 2021 (biological diversity), referring to the strong links between continental waters upstream and the sea downstream.**
- Reporting on public awareness activities held
- Update the toolkit/guidelines on participative and communication actions held in Ukraine, currently under preparation.

All concepts/ideas and draft communication material should be sent to the EUWI+ project team referent in order to ensure EUWI+ and EU visibility rules are respected. Visibility rules of the EU Delegation should be strictly followed and preliminary agreed with the EU Delegation press officer.

All final documents and material realised should be sent to the EUWI+ project team in order to be published on the EUWI+ project website.

## 8.2 EXPECTED RESULTS AND DELIVERABLES

**The expected results** are the following:

1. At least 2 large public awareness events conducted (Danube Day 2021, Dnipro Day 2021),
2. 1 communication campaign prepared (Clean Beach Day 2021) ,
3. Communication and visibility needs of the beneficiary in Ukraine, of the EU Delegation and of the EUWI+ project are covered in a timely manner (media invites, press-releases, concept notes...).
4. The public in Ukraine has a better understanding and awareness of the importance to protect continental waters (rivers, lakes etc) for the health and well-being of population, for a sustainable economic growth, etc. Public is aware of the EUWI+ project's key achievements in that sense.

**The deliverables** are the following:

- Communication materials developed for Dnipro and Danube Days 2021 (it can include pictures, videos, infographics, article and or press release)
- Concept note for the Clean Beach Day 2021. Concept note is the result of a preliminary coordination work with key actors to be involved in this campaign. It must include; background information, key messages to be proposed for the large public, key contacts. Concept of the communication campaign for EU Clean Beach must be linked with the existing EU's communication agenda (upcoming Conference of the Parties (COP15) of the UN Convention on Biological Diversity).
- A report on the actions undertaken for Dnipro and Danube Days 2021, containing: key figures (number of participants, and/or usual key indicators for social media campaign) any relevant links (dissemination through Ukrainian media), any pictures, videos, of the actions that took place, some qualitative and analyse of how the action has been conducted and its main results, lessons learn for the future.
- Updated toolkit/guidelines on participative and communication actions held in Ukraine, based on this information collected for the report.

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

## 9. DOCUMENTS TO CONSIDER

- EU guidance document on communication and visibility: Communication and Visibility Manual for EU External Actions <https://ec.europa.eu/europeaid/node/17974>
- EU Guidance document on Public Participation in relation to the WFD <https://circabc.europa.eu/sd/a/0fc804ff-5fe6-4874-8e0d-de3e47637a63/Guidance%20No%208%20-%20Public%20participation%20%28WG%202.9%29.pdf>
- EUWI + project document and in particular Annex B: Communication and Visibility strategy and action plan
- Strategy and Communication Plan for participative River Basin Management Planning – the Dnieper Basin, Ukraine – 2018
- **Draft Dnipro RBMP part I (main issues) and other EUWI+ products, including communication materials already developed for Ukraine** are available on the EUWI+ website (Ukrainian version to be uploaded on the upper right corner of the page): <https://www.euwipluseast.eu/en/partners-countries-activities-ukraine/ukraine/river-basin-management-plan>

## 10. SKILLS REQUIREMENTS

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 public awareness raising in the environmental sector:
  - University diploma (master) in social sciences, ecology, environmental sciences, hydrology, hydraulic or any related field,
  - Previous experience in communication and public awareness rising for similar projects and in particular in regional ones related to water management would be a strong advantage.
- Excellent coordination skills; capacity to understand and synthesize communications needs of Ukrainian project partners with those of the EU.
- Proven capacity of vulgarization to prepare communicative documents to inform the public.
- Excellent written communications and presentation skills
- Excellent knowledge of English, Ukrainian and Russian.
- Excellent organizational skills with the ability to set priorities, and meet deadlines;

## 11. ASSIGNMENT SCHEDULE, IMPLEMENTATION MODALITY

### 11.1 DURATION OF THE WORK

The assignment will start in June 2021 and **will end on 10 July 2021 before the end of the project.**

The consultant is expected to provide a minimum of 50 working days within the whole period.

**All invoices related to the implementation of this contract must be sent by 15 July maximum, to ensure the feasibility of the payment. The EUWI+ projects reaching to its end, no invoice can be paid after this date.**

## 11.2 ASSIGNMENT SCHEDULE

The successive deliverables related to communication and awareness raising have to be prepared according to the schedule indicated by the EUWI+ team coordinator and the deadline of the present contract. Any delay must be announced as early as possible.

**All invoices related to the implementation of this contract must be sent by 15 July maximum, to ensure the feasibility of the payment. The EUWI+ projects reaching to its end, no invoice can be paid after this date.**

## 11.3 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 EUWI+ team referent for communication activities. He/she will closely work with the local experts in Ukraine. Close relationships will be formed and maintained with the Ukrainian beneficiary who will own the product and take overall ownership of it.

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.

**All invoices related to the implementation of this contract must be sent by 15 July maximum, to ensure the feasibility of the payment. The EUWI+ projects reaching to its end, no invoice can be paid after this date.**

## 12. SELECTION PROCEDURE

### 12.1 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.

## 12.2 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. Zohra OUARTI, Project Assistant, International Office for Water (OiEau) and Ms. Chloé Dechelette, EUWI+ thematic leader for stakeholder involvement and communication, International Office for Water (OiEau)

Email address: [z.ouarti@oieau.fr](mailto:z.ouarti@oieau.fr)

Email address: [c.dechelette@oieau.fr](mailto:c.dechelette@oieau.fr)

Deadline for submission of the technical and financial offer is **7 June 2021 at 12:00 CET**.