

EU4Environment in Eastern Partner Countries:  
Water Resources and Environmental Data (ENI/2021/425-550)

## TERMS OF REFERENCES FOR LOCAL CONTRACTOR

### COMMUNICATION AND AWARENESS-RAISING IN THE FRAME OF THE EU4ENVIRONMENT WATER AND DATA PROGRAMME IN ARMENIA

JANUARY 2023

#### 1. Financing

European Union (ENI/2021/424-550)

Co-financing by Austria (Austrian Development Agency) and France (Artois Picardie Water Agency)

#### 2. Procedure

Simplified procedure according to EU PRAG<sup>1</sup>

#### 3. Contracting Authority

International Office for Water (OiEau) - France

#### 4. Nature of contract

Service contract

#### 5. Time period of implementation

February 2023 – June 2024

#### 6. Contract amount (optional)

Maximum amount: 30 000 EUR

#### 7. Background information

**This programme aims at** improving people's wellbeing in EU's Eastern Partner Countries and enabling their green transformation in line with the European Green Deal and the Sustainable Development Goals (SDGs).

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<sup>1</sup> Practical Guide to Contract Procedures for EU External Actions

Implementing partners

Co-funded by

With funding from

The programme's activities are clustered around two specific objectives: 1) support a more sustainable use of water resources and 2) improve the use of sound environmental data and their availability for policy-makers and citizens. It ensures continuity of the Shared Environmental Information System Phase II and the EU Water Initiative Plus for Eastern Partnership programmes.

**The programme is implemented by** five Partner organisations: Environment Agency Austria (UBA), Austrian Development Agency (ADA), International Office for Water (OiEau) (France), Organisation for Economic Co-operation and Development (OECD), United Nations Economic Commission for Europe (UNECE). The programme is principally funded by the European Union and co-funded by the Austrian Development Cooperation and the French Artois-Picardie Water Agency based on a budget of EUR 12,75 million (EUR 12 million EU contribution). The implementation period is 2021-2024.

**The Beneficiaries of the programme are:** the Ministry of Environmental of the Republic of Armenia, the Water Committee under the Ministry of Territorial Administration and Infrastructure, the Statistical Committee.

**In addition, the following stakeholder groups are involved:** other Ministries concerned (Health, Agriculture, Energy, Territorial Administration), Academia, scientific and technical institutes, local authorities, irrigation sector (Water Users Associations, Water Intakes Companies), hydropower sector, Basin Management Organisations (BMOs), representatives of small farmers, representatives of fish farms industries, local NGOs, Armenian citizens.

## 8. Scope of work

The main objective of this assignment is to design and implement communication and awareness-raising activities on **water issues** and **air pollution** in Armenia, in the frame of the EU4Environment Water and Data programme.

The awarded candidate is responsible for proposing relevant messages and activities for the Armenian public. She/he will manage and coordinate the design and implementation of such activities with Armenian beneficiaries (at minima Ministry of Environment), the EU delegation to Armenia and the EU4Environment Water and Data programme.

Any communication under this contract must be consistent with the overall EU message for Armenia, the overall EU message on environmental issues and solutions, and comply with EU visibility rules.

The contractor is expected to liaise with most relevant similar ongoing projects in the country and ensure resource leveraging of existing events and opportunities (one common voice related to EU4Environment Agenda).

Other EU-funded projects on water resources are on-going in Armenia, such as the EU4Sevan project or the EU4Environment – Green Economy (in all Eastern Partner countries). The contractor is expected to coordinate with EU4Sevan. See the list of relevant EU funded programmes in the environmental field here: <https://www.eu4waterdata.eu/en/about/other-eu-actions.html>

For a greater outreach, the contractor must engage the EU multipliers, such as the network of Young European Ambassadors.

## 9. Communication action plan for Armenia

This action plan will be refined together with the awarded candidate and updated as needed along the assignment.

### 9.1 Objectives, target audiences and key messages

Objective	Target audiences	Key message (to be refined)
- Understand key concepts concerning water resources and environmental data management, - Take action for the protection of water resources and for a better monitoring of air quality	-Decision-makers (environment but also agriculture, health, energy) -Private sectors (energy, agriculture, other) -Local authorities	Balancing the needs of the economy and the environment for a better future
- Raise awareness on water issues and air pollution -Support change in behaviours and values	-Citizens, with a focus on young people (students, young professionals) - Media - Private sectors	Everyone has a role to play for water and air quality

### 9.2 Tentative calendar

The calendar below describes the main milestones for the countries concerned by the programme (AM: Armenia, AZ: Azerbaijan, GE: Georgia, MD: Moldova, UA: Ukraine).

2023												
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Important green dates for the programme		World Wetlands Day (2)	Open Data Day (5) World Water Day (22)	Health Day (7) Earth day (22)		World Env Day (week) World Day to combat Drought (17)			Clean Up Days (all month) World Clean Air Day (7)	Day for Natural Disaster Reduction (13)		World Soil Day (5) World climate day (8)
Regional activities			World water day			Participation to the EU Green week			Event for students (in partnership with EU4Energy)			
AM			✓			✓		Sevan Day (24)	✓			
AZ			✓			✓			✓			
GE			✓			✓			✓			
MD			✓		Dniester day (26)	✓ Danube Day (29)			✓			
UA			✓		Dniester day (26)	✓ Danube Day (29)	Dnipro Day (7)		✓			
2024												
	JAN	FEB	MARCH	APRIL	MAY	JUNE						
Regional activities			World water day			Participation to the EU Green week						
AM			✓			✓						
AZ			✓			✓						
GE			✓			✓						
MD			✓		Dniester day (26)	✓ Danube Day (29)						
UA			✓		Dniester day (26)	✓ Danube Day (29)						

+ Awareness-raising on water issues in the river basin during public consultation on RBMP (AM, GE, UA) (dates to be confirmed for each country)  
+ Awareness raising on air quality monitoring with municipalities (concept and dates to be decided for each country)

### 9.3 Action plan

The candidate should refine the concept of the actions below within the allocated budget.

Objective	Target group	When	Activity
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Invite media representative to cover environmental topics more	-Journalists	2023 or 2024	-Workshop or media tour
Involve the research community and the future young professionals of the sector	-Academia, University and students (including the network of the Young European Ambassadors)	Autumn 2023	-Event for students (lectures from at the university or online course with prize, hackathon, etc)
Raise awareness of the large public on <b>water</b> and <b>air pollution</b>	- Citizens - media	Throughout the assignment period (with specific actions for Green Dates, see the calendar (9.2) and schedule of the assignment (14.2))	- Campaigns -Local events (sportive or artistic: visit to Laboratory, rivers, wetlands, etc.)  <i>Note: communication on water issues can run in parallel with the consultation on 2 important water management documents : Northern River Basin Management Plan and Qasakh quantitative management plan</i>
Encourage strong actions to protect <b>water resources</b> and <b>air quality</b> .	- Decision-makers (water, environment, agriculture, energy, etc) at national and local levels. - Private sector (water, industry, energy, agriculture, etc).	Throughout the assignment period (with specific actions for Green Dates, see the calendar (9.2) and schedule of the assignment (14.2))	- webinars/workshops - Policy briefs or brochures

## 10. Tasks

### 10.1. Coordination

- Develop concepts for events or campaigns and assist with the preparation
- Take responsibility for quality assurance measures and necessary changes, improvement, and initiatives related to campaigns and events.
- Manage the budget for the realisation of the communication actions
- Maintain a good flow of communication and information with the EU4Environment Water and Data communication manager.
  - Related deliverables: Concept notes, preliminary budget (when relevant)

### 10.2. Implementation

- Support in drafting agendas, list of invitees, invitation letters, media invite
- Manage and follow-up the development of related materials (infographics, video, other as relevant)
- Ensure the dissemination to relevant channels and multipliers in Armenia (media, government, NGOs, other)
- Small translation work (English - Armenian)

- Related deliverable: materials produced in the frame of the event/campaign

### 10.3. Reporting

- List of participants with gender ratio
- Authorisations to use image and voice
- Media coverages of the event/ campaign
  - Related deliverable: Report including all items listed above and lessons learnt

Templates of media reports, list of participants, and authorisation to use image and voice will be provided by the communication manager of the EU4Environment Water and Data programme.

Reports will be transmitted in digital form which can be corrected (e.g. .DOC). Priority will be focused on illustrations and straightforward style.

### 10.4. Production of awareness-raising material

This task includes the production of all relevant material to be developed for the events or campaigns (videos, infographics, pictures, other).

The photo/videographer is required to employ professional equipment and deliver files in high resolution optimised for further processing and publication in print and digital media. For photography, the delivery of full-resolution files is mandatory as well as compressed JPG versions. For video, footage has to be delivered as full-resolution 4K video both as compressed H264 files and as ready-to-edit ProRes conversions.

**NOTE: the contractor is expected to cover costs, arrange and schedule visits for such productions, including transportation.**

## 11. EU visibility

Any communication under this contract must be consistent with the overall EU message for Armenia, the overall EU message on environmental issues and solutions, and comply with EU visibility rules.

The official guidelines can be accessed here: [https://international-partnerships.ec.europa.eu/system/files/2022-07/Communicating%20and%20raising%20EU%20visibility%20-%20Guidance%20for%20external%20actions%20-%20July%202022\\_0.pdf](https://international-partnerships.ec.europa.eu/system/files/2022-07/Communicating%20and%20raising%20EU%20visibility%20-%20Guidance%20for%20external%20actions%20-%20July%202022_0.pdf)

**NOTE: All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received.**

## 12. Ownership of rights

The EU4Environment Water and Data programme and the EU have the right to use communication and visibility materials produced in the frame of this service contract. This right is granted in the form of a royalty- free, non-exclusive and irrevocable licence.

### 13. General Data Protection Regulation (GDPR)

People appearing in videos and photography are required to sign an authorisation form. The contractor is responsible to deliver legally valid and signed authorisation forms for each person appearing in images produced for this assignment. Templates of authorisation forms will be provided by the EU4Environment Water and Data communication manager.

**NOTE: The contractor is responsible for providing the signed declaration of consent of individuals who are video recorded or in the pictures.**

### 14. Implementation modalities

#### 14.1 Coordination

**Role of implementing partners:** The International Office for Water (OiEau, France) is the Contracting Authority and will manage administratively and technically the current contract. OiEau is the main contact of the Contractor for any issues. OiEau will transmit all valuable data, information incl. recommendations from the EU. A National Programme Representative represents “EU4Environment – Water Resources and Environmental Data” in Armenia. This person can facilitate the work of the Contractor (in particular assist in the coordination with beneficiaries in Armenia).

**Role of beneficiary in Armenia:** Ministry of Environment, Water Committee, Statistical Committee and others as relevant (concerning air quality and waste issues). They must be involved as relevant in the development of concepts for any important events or campaigns.

**Role of EU delegation:** the EU delegation must be involved in the development of concepts for any important events or campaigns, and EUD communication staff will check awareness-raising materials (videos, infographics, etc) before their official release.

#### 14.2 Schedule of the assignment

Duration of the assignment will be up to 30 June 2024 and is expected to start from February 2023.

The assignment is divided into phases. The successive deliverables have to be prepared according to the schedule underneath and delivered to the Contracting Authority in due time. Any delay must be announced as early as possible and acknowledged by the Contracting Authority.

Related Event	Deliverables	Language	Deadline (provisional)
World Water Day – 22 March (2023 and 2024)	Concept note	English	D-40
	Communication materials (final version approved and ready for release)	Armenian <sup>2</sup>	D-7
	Report	English	D+15
World Environment Week – Early June (2023 and 2024)	Concept note	English	D-40
	Communication materials	Armenian	D-7
	Report	English	D+15

<sup>2</sup> Some materials may request a translation into English, upon request of the EU delegation (English subtitles in the video, etc.). The need for an English translation is decided on a case by case basis (if the material is also intended for a non-Armenian speaking audience).

Sevan Day <sup>3</sup> – 24 August (2023)	Concept note	English	D-40
	Communication materials	Armenian	D-7
	Report	English	D+15
International Day of Clean Air for Blue Skies - 7 September (2023)	Concept note	English	D-40
	Communication materials	Armenian	D-7
	Report	English	D+15
Clean Up Days – September (2023)	Concept note	English	D-40
	Communication materials	Armenian	D-7
	Report	English	D+15
Event for students – Autumn (2023)	Concept, material and report (can be part of a wider campaign or inserted in one of the above mentioned green date)	English/Armenian	
Workshop with media -TBD (2023 or 2024)	Concept, material and report (can be part of a wider campaign or inserted in one of the above mentioned green date)	English/Armenian	
Webinar/ workshop and /or specific materials for decision-makers and civil servants about water management and air quality	In close coordination with the EU4Environment Water and Data team and the Armenian representative of the programme, support in the organisation.	English/Armenian	

### 14.3 Payment of the contractor and budget of the assignment

**Payment of the contractor** will be realised in different instalments throughout the duration of the assignment after successful organisation of the planned actions and acceptance of the related deliverables by OiEau.

**The budget of the assignment covers:**

- fees for the entire team
- the production of communication materials (infographics, videos, photos, branded materials)
- Printing services when necessary
- Costs for the organisation of communication events (venue, catering, transportation, IT equipment, etc.)

**The budget of the assignment does not cover:**

- Interpreters services for events (when needed)

The budget presented in paragraph 6 is a MAXIMUM budget if all the activities mentioned in the Terms of References are realised.

### 14.4 Attributes required

Works shall be implemented by an Armenian company or group of NGO(s), university, research institution, etc. that are not representing the Programme Beneficiaries. 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 and inform regularly OiEau. As a matter of illustration, the contractor's team should typically include the following competencies:

<sup>3</sup> In coordination with the EU4Sevan project.

- team leader, general coordinator
- public and media relations specialist (including digital media)
- graphic designer (mapping skills will be an asset)
- videographer / photographer

The contractor is expected to possess the following qualifications:

- Demonstrated knowledge and proven practical experience in designing and implementing effective communication activities
- Experience covering environmental subjects
- Knowledge of water and air quality issues in Armenia
- Experience in applying EU visibility requirements
- Ability to take responsibility and readiness to meet tight deadlines
- Excellent interpersonal, organisational, and team working skills
- Ability to deliver high quality materials ensuring reliability and confidence
- Excellent presentations skills with a creative approach
- Fluency in Armenian, ability to work in English

## 15. Participation to the tender

Interested parties (individual and legal persons) are invited to inquire the full tender dossier containing instructions and further information about the tender procedure from:

- Ms Ilke CICEKOGLU (email address : [i.cicekoglu@oieau.fr](mailto:i.cicekoglu@oieau.fr)), Project Assistant, International Office for Water (OiEau), and
- Ms Chloé DECHELETTE (email address : [c.dechelette@oieau.fr](mailto:c.dechelette@oieau.fr)) , communication manager for the EU4Environment Water and Data programme, International Office for Water (OiEau).

Deadline for submission of the technical and financial offer is **10 February 2023, 18:00 CET**.

## 16. Useful links

- [Communication guidelines for EU funded projects \(2021-2027\)](#)
- [EU Neighbours East](#) website and social media channels give an overview on the technical and creative requirements of communication materials.
- Ministry of Environment of the Republic of Armenia (<http://www.mnp.am/> )
- [EU4Environment – Water and Data](#) website and social media channels ([Facebook](#), [YouTube](#))
- [EU4Environment – Green Economy](#) website and social media channels
- EU4Sevan Facebook page (<https://www.facebook.com/SerSevan.LoveSevan/> ) and Instagram ([https://www.instagram.com/love\\_sevan/](https://www.instagram.com/love_sevan/))