



Funded by
the European Union

EU4Environment
Water and Data in Eastern Partner Countries

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 UKRAINE IN THE FRAME OF THE EU4ENVIRONMENT WATER AND DATA PROGRAMME

NOVEMBER 2022

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 PRAG¹

3. Contracting Authority

International Office for Water (OiEau) - France

4. Nature of contract

Service contract

5. Time period of implementation

January 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). 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-

¹ Practical Guide to Contract Procedures for EU External Actions

Implementing partners



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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 Protection and Natural Resources of Ukraine (MEPR), the State Agency for Water Resources of Ukraine (SAWR), Ukrstat.

In addition, the following stakeholder groups are involved: other Ministries concerned (Health, Agrarian policy and food, Energy, Regional development), scientific and technical institutes, Basin Management Authorities for Water Resources (BUVR), Basin Councils, local authorities in the river basin district (i.e. Dnipro), irrigation sector, hydropower sector, representatives of the industry, tourism, fish farms sector, big and small farmers, local NGOs, Ukrainian citizens.

Other EU-funded projects on water resources are on-going in Ukraine, such as the EU4Emblas project (Black Sea), EU4Environment – Green Economy (in all Eastern Partner countries), APENA II and III, etc. See the complete list of relevant EU funded programmes for Ukraine in the environmental field here: <https://www.eu4waterdata.eu/en/about/other-eu-actions.html>

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** (priority topics) in Ukraine in the frame of the EU4Environment Water and Data programme.

The awarded candidate is responsible for proposing relevant messages and activities for the Ukrainian public. She/he will manage and coordinate the design and implementation of the activities with the EU4Environment Water and Data programme.

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

9. Communication action plan for Ukraine

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

Objectives	Target audiences	Key message (to be refined)
<ul style="list-style-type: none"> - Understand important concepts concerning water resources and environmental data management - take action for the protection of water resources, for a better monitoring of air quality (and waste management) 	<ul style="list-style-type: none"> -Decision-makers -Local authorities 	<ul style="list-style-type: none"> -Ukraine's recovery should be based on sustainable development principles to integrate into the European Community.

<ul style="list-style-type: none"> - Raise awareness on water issues and air pollution (priority) and waste (secondary) -Support changes in behaviour and values 	<ul style="list-style-type: none"> -Citizens, with a focus on young people (students, young professionals) - Media - Private sectors 	<ul style="list-style-type: none"> -Balancing the needs of the economy and the environment serves the needs of all Ukrainians -The EU supports Ukrainian citizens in building their sustainable recovery.
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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)	World Health Day (7)		World Env Day (week) World Day to combat Drought (17)			Clean Up Days (all month) World Clean Air Day (7)	Int Day for Natural Disaster Reduction (13)		World Soil Day (5)
Regional activities			World water day			Participation to the EU Green week			Event for students (tbc)			
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 list of activities proposed below within the allocated budget.

Objective	Target group	When	Activity (proposal)
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 water sector	Academia, University and students	Autumn 2023 tbc	Lectures from international and national experts or online course with special prize, hackathon, etc.)
Raise awareness of the large public on water and air pollution (priority) and waste (secondary)	Citizens, media	-Throughout the assignment period - specific action during Green Dates (see the	- Campaigns with dissemination of videos, infographics, articles, etc.

		calendar - 9.2 and the schedule of the assignment - 10.3)	- Local events with animations (can be sportive or artistic events, visit to lab, rivers, wetlands etc.)
Encourage strong action to protect water resources, air quality (priority) and to improve waste management	-Decision-makers (water, environment, agriculture, energy) at national and local levels - Private sector (water, industry, energy, agriculture, etc.)	-Throughout the assignment period	-Organisation of webinars/workshops - Policy briefs, specific materials for the target audience

10. Tasks

10.1. Coordination

- Develop concepts for events or campaigns adapted to the different target audiences and manage their implementation
- Take responsibility for quality assurance measures and necessary changes, improvement, and initiatives related to campaigns and events.
- Manage the budget necessary for the realization of 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 Ukraine (media, government, NGOs, other)
- Small translation work (English - Ukrainian)
 - Related deliverable: materials produced in the frame of the event/campaign

10.3. Reporting

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

Templates of media reports, List of Participants, authorisation to use image and voice will be provided by the contracting authority.

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: videos, infographics, pictures, other as relevant.

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.

9. EU visibility

Any communication under this contract must be consistent with the overall EU message for Ukraine, 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

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

10. 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.

NOTE: The contractor remains the owner of the communication and visibility material and is fully responsible for the clearance of all the necessary licenses and authorisations to this end.

11. 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 contracting authority.

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

12. Implementation modalities

10.1 Coordination

Role of OiEau as communication manager of the EU4Environment Water and Data programme: 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 for the Contractor for any issues. Communication manager for the EU4Environment Water and Data programme (OiEau) will support the Contractor all along the assignment. OiEau will transmit all valuable data, information incl. recommendations from the EU. A National Programme Representative represents the EU4Environment Water and Data programme in Ukraine. This person can facilitate the work of the Contractor (in particular assist in the coordination with beneficiaries in Ukraine).

Role of programme's beneficiary in Ukraine: MEPNR, SAWR and others as relevant (concerning air quality and waste issues) must be involved, as relevant, in the development of concepts and materials for important events or campaigns.

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

10.3 Schedule of the assignment

Duration of the assignment will be up to 30 June 2024 and is expected to start from January 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	Ukrainian ²	D-7
	Report	English	D+15
Dniester Day – last week of May (2023 and 2024)	Concept note	English	D-40
	Communication materials	Ukrainian	D-7
	Report	English	D+15
World Environment Week – Early June (2023 and 2024)	Concept note	English	D-40
	Communication materials	Ukrainian	D-7
	Report	English	D+15
Dnipro Day - 7 July (2023)	Concept note	English	D-40
	Communication materials	Ukrainian	D-7
	Report	English	D+15
International Day of Clean Air for Blue Skies - 7 September (2023)	Concept note	English	D-40
	Communication materials	Ukrainian	D-7
	Report	English	D+15
Clean Up Days – September (2023)	Concept note	English	D-40
	Communication materials	Ukrainian	D-7

² 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-Ukrainian speaking audience).

	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/Ukrainian	
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/Ukrainian	
Webinars/workshops and/or development of specific materials for decision-makers and the private sector	Concept, material and report (can be part of a wider campaign or inserted in one of the above mentioned green date)	English/Ukrainian	

10.4 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 team
- the production of communication materials (infographics, videos, photos, goodies)
- printing services when necessary
- costs for the organisation of events (venue, catering, transportation, etc.)

The budget of the assignment does not cover:

- Interpreters services for events

The budget presented in paragraph 6 is a MAXIMUM budget if all the activities mentioned in the Terms of References are realised. Considering the war context and difficulties for implementing, this budget will be adjusted to the activities realised.

10.5 Attributes required

Works shall be implemented by a Ukrainian company or group of NGO(s), university, research institution, etc. that are not representing the Beneficiaries of the Programme. 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:

- 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 for the targeted audiences
- Experience covering environmental subjects
- Good knowledge of water, air quality (and waste) issues
- 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 Ukrainian, ability to work in English

11. 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), Project Assistant, International Office for Water (OiEau), and
- Ms Chloé DECHELETTE (email address : 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 **19 December 2022, 18:00 CET**.

12. 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.
- State Agency of Water Resources of Ukraine's (website, social media and [YouTube channel](#))
- [EU4Environment – Water and Data](#) website and social media channels (FB, YouTube)
- [EU4Environment – Green Economy website](#) and social media channels
- [EU4Emblas website](#) and social media channels