

Terms of Reference for International Association of Water Service Companies in Danube River Catchment Area (IAWD): Consultancy for development and implementation of an awareness raising communication campaign, among the consumers and stakeholders in the Water Service Sector, in the Western Balkans, in the frame of Regional Capacity Development Network (RCDN)

RCDN Terms of Reference for Communication Expert

CD Product Development Expert for: Consultancy for development and implementation of an awareness raising communication campaign, among the consumers and stakeholders in the Water Service Sector, in the Western Balkans, in the frame of Regional Capacity Development Network (RCDN)

I. Background

The project “*Regional Capacity Development Network (RCDN) for Water and Sanitation Services*” aims at increasing the effectiveness and efficiency of the water utilities in the Western Balkans, contributing to better service provision with larger numbers of population groups getting access to drinking water and sanitation services and meeting the EU Environmental *Acquis Communautaire*.

The project is **jointly financed by** the Swiss State Secretariat for Economic Affairs (**SECO**) and the German Federal Ministry of Economic Cooperation and development (**BMZ**), and **it is administratively embedded in** the GIZ Project “Open Regional Fund for Southeast Europe - Modernisation of Municipal Services (**ORF MMS**)”, commissioned by BMZ.

Three key sets of activities will contribute to achieve the RCDN project outcomes:

- **Outcome 1:** The Associations of water utilities and municipalities in the Western Balkans, in cooperation with NALAS and IAWD, are enabled to deliver quality capacity development measures to water utilities and municipalities in the frame of the RCDN in a financially sustainable manner.
- **Outcome 2:** Management and technical staff of water utilities and public officials of municipalities have access to and make use of RCDN’s high-quality, demand-oriented, and formal capacity development products.

- **Outcome 3:** National Authorities, International Financial Institutions and Donors promote the use as well as contribute to the improvement of the RCDN capacity development offer.

The RCDN builds upon and integrates the existing CD activities, on regional as well as national levels, and facilitates scaling-up and further replication throughout the region. Strengthening capacities of associations for collaborative CD delivery is core of the methodological approach. The project will provide the necessary assistance for introducing and enhancing functional capabilities, procedures and instruments that shall allow the RCDN partner associations to deliver fee-based CD products to water utilities and municipalities in an effective manner.

To this end, the project will enable 16 associations of municipalities and water utilities from Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro and Serbia, as well as their regional networks NALAS and IAWD, to facilitate and coordinate CD initiatives in the region and to support the delivery of CD measures to water utilities and municipalities in the respective countries. It will also involve further key stakeholders, such as lending institutions (International Financial Institutions – IFIs, etc.) active in the infrastructure sector which are interested in strengthening capacities to develop and secure their operations in the water and sanitation sector or Donors which may benefit from a regional platform to identify CD needs, dialogue with the stakeholders and their design policies.

Communication among the relevant stakeholders has always been challenging given the number of countries and partners involved. The Covid-19 pandemic and related travel/meeting restrictions has forced all WSS stakeholders to adjust to new tools and technologies to allow for online communication. In this context, the International Association of Water Service Companies in the Danube River Catchment Area (IAWD) has consolidated its existing websites into one, the 'Voice of the Danube' in 2020, which includes a full event schedule, latest water-related news, business and career opportunities, a comprehensive collection of reports, studies and background information in the Danube Library, and vital services like Benchmarking and D-LeaP capacity building support in the Danube Toolbox.

IAWD aims at developing an awareness raising campaign in cooperation with relevant partners, such as NALAS and the national associations (both APUCs and LGAs), to highlight the importance of the WSS sector in the Western Balkans. The target group are the public and the consumers of water supply and water sanitation services. The beneficiaries are Water Sector Utilities, Local Governments, national Water Associations and all stakeholders and partner organization included in the communication strategy, willing to share the content and reach out to their consumers and colleagues.

The consultant will develop and implement this strategy within a period of seven months.

The client will be IAWD from Vienna, Austria.

II. Aim of the Assignment

The main task of this assignment is to design and implement an Awareness Raising Campaign to emphasize, among the stakeholders in the Western Balkans, the importance of the WSS sector. The Awareness Raising Campaign shall be developed in cooperation with relevant partners, such as NALAS and the national associations (both APUCs and LGAs)

It is envisaged for the expert services to be delivered remotely, from the consultant's workplace, in the period from February 2021 to July 2022.

Specific Objectives of the assignment are:

Dedicated consultancy to (1) develop a structured awareness raising campaign (e.g. the importance and the impact of the WSS on the livelihood, environment, etc; comparison of the costs of water to other services –

mobile phone) in cooperation with relevant stakeholders; (2) define the channels of communication (e.g., websites, social media channels, etc.) and create the content of this campaign (e.g., news, stories, blogs, interviews); (3) implement the campaign by using the defined channels of communication (e.g., publishing a dedicated story/blog on aspects of water services on the Voice of the Danube and other communication channels, and enhancing it via social media platforms)

Responsibilities and tasks of the expert are described below.

III. Responsibilities and Tasks of the Expert

The expert services will be delivered by one Non-Key Expert (NKEs), including the state-of-the-art know-how, recognising RCDN specifics, communication, and visibility rules, as well as synchronising with other ongoing RCDN marketing and promotion activities (like the initiative from GIZ on the promotion of new RCDN wastewater programs).

- 1) Develop the Awareness Raising Strategy concept: The Strategy concept shall be led by IAWD in close cooperation with NALAS, and other relevant stakeholders. It shall include the identification of communication objectives and messages (content) for the target group and identification of main communication channels (beside IAWD's website "Voice of the Danube") and strategies to reach the target group as well as the duration and sequencing of the awareness raising campaign. The Strategy Document shall entail digital media, and other means of communication that will assist in amplifying the message. Communication and awareness raising materials and activities, shall be built upon already produced IAWD and RCDN branding and communication materials. The proposed concept shall be presented to the responsible IAWD (and NALAS) staff and agreed before being finalised.

Note: While developing the concept, the consultant should take into consideration the results of the discussion from the session on Communication in the Water Sector in the Danube Region called "Do you speak Danubian?" hosted at the Danube Water conference, as well as the minutes of the IAWD Roundtable meeting with focus on communication. The recordings of both will be handed over to the consultant upon signing of the contract.

- 2) Draft and finalize the Awareness Raising Campaign Strategy: Based on the agreed final concept, the Consultant shall develop the Awareness Raising Campaign. The document shall present: General approach statement and strategy for maximizing impact and viewership; Plan for social media approach and metric tracking (as proposed in proposal or as refined based on post-award discussions). The Strategy should have established data collection methods, evaluation metrics, to measure the impact of the campaign.
- 3) Implement and administrate a targeted Campaign, based on the Awareness Raising Campaign Strategy.
 - Come up with creative concept, preparation and production of the content
 - Create the content of the campaign, in the chosen format and the needed steps to be taken, (e.g., interviews, research etc) after being approved by IAWD
 - Maintain profiles on social media (e.g., Twitter, LinkedIn, Instagram)

Note: While choosing the most appropriate strategy to address the public, the consultant should bear in mind that some of the materials should be in local language and maybe using subtitles or animated videos would be more suitable, or as little language as possible (for video messages). In this step, the consultant can engage and negotiate with other communication experts, if needed to be engaged in the production of messages (for example, videos).

- 4) Create a network of relevant partners to multiplying the communication efforts and amplifying the messages – not only NALAS, LGAs and APUCs, but can also include European Water Association (EWA), International water Association (IWA), or other, resulting in a joint meeting/development of paper or news items, etc.
- 5) Ensure objective evaluation of the campaign success supported by metrics (survey or google analytics, the consultant will estimate the best tool), and based on the findings provide suggestions how to improve the follow-up content.

Deliverables of tasks and responsibilities (based on Responsibilities and tasks of the consultant):

1. Awareness Raising Campaign Strategy concept
2. Final Awareness Raising Campaign Strategy
3. Implementation of the campaign - Developed and published content, e.g. articles, interviews or videos published
4. Progress report including suggestions for improvements after relevant content has been published. This report can be a one-page document, made after approximately two months with feedback from the public reach
5. Final Evaluation report covering the core challenges and key benefits of the campaign supported by metrics. The Final Report should include evaluation of the campaign (format and content), an overview of the partner's network, and lessons learned as well as recommendations for further support related to the implementation of awareness raising campaigns.

IV. Deliverables and Time Frame

When?	What?	Who?
1/3/2022	Signature of contract with IAWD for development of the campaign	IAWD, NKE
2/3/2022	Initial meeting to clarify the details, so that the consultant understands the network of partners	NKE, IAWD, NALAS (and APUCs)
4/3/2022	Awareness Raising Strategy concept	NKE, IAWD, NALAS (and APUCs)

9/3/2022	Draft Awareness Raising Campaign Strategy	NKE, IAWD, NALAS (and APUCs)
11/3/2022	Final Awareness Raising Campaign Strategy	NKE
15/3/2022 - 1/7/2022	Implement and administrate the Campaign	NKE
25/4/2022 - 15/7/2022	Progress report (bi-monthly)	NKE
15/7/2022	Final report, including evaluation of the whole campaign and lessons learned	NKE

V. Expert Days

The following maximum days are agreed upon for the entire assignment:

Development and implementation of the strategy	Design	Development	working days (up-to)
Non-Key Expert	8	20	28

The NKE is expected to provide a detailed work plan per each set of activities in his/her proposal, including the activities of the NKE(s), if applicable.

The contract between IAWD and the selected expert will be signed under the Laws of Austria.

VI. Experts' Profile

- The expert has extensive experience in communication, public relations, marketing, awareness raising campaigns, online communication including social media and use of the most efficient available tools to reach a broader community. Preferably, the expert has already worked with local governments and public utilities and has experience in the water sector.

- Experience in the region (Western Balkans)

- Development projects working experience in the context of EU accession and integration

The consultant should demonstrate professional experience of at least 5 years in one of the areas mentioned above (presented in her/his' Curriculum Vitae (CV) in EU template¹ and proved with corresponding references).

- Language skills: Fluency in English

¹ <http://europass.cedefop.europa.eu/documents/curriculum-vitae/templates-instruction>

- IT skills: MS Office (Word, Excel, PowerPoint), Twitter, LinkedIn, Google Analytics
- The expert should have a University Degree in an area relevant to the development of the communication strategy (Communication, Marketing, etc.)
- Relevant working experience of at least 10 years in the field of communications, marketing, public relations, journalism or related fields
- Other: Promptness, high flexibility, ability to work under tight deadlines and deliver high quality results on time

VII. Proposal

The proposal shall contain following sections:

- CVs of the proposed expert(s),
- A brief summary of expertise/area of responsibility of the proposed experts,
- The proposal should also include a brief structure of the concept for the Awareness Raising campaign Strategy (including proposed timeline of activities)
- Proposed expert days for each deliverable
- Proposed experts' daily rate. The prices should be stated in EUR (gross amount).

The Consultant is asked to submit a proposal **by 25/02/2022** The proposal has to be submitted in English language **by e-mail, at milunovic@iawd.at**

VIII. Evaluation Criteria and Scoring:

The proposals will be evaluated based on the following criteria:

- 40% Expert' Profile: Expert' expertise and experience for fulfilling the tasks under this ToR;
- 40% Technical Offer: the concept for the Awareness Raising campaign Strategy and
- 20% Financial Offer.

IX. Reference Persons

The reference person for this assignment is the RCDN CD Product Manager, Ms. Emilija Milunovic. Email address: milunovic@iawd.at

X. Modification of Terms

IAWD reserves the right to modify the terms of the ToR at any time at its sole discretion.

XI. Acceptance and Rejection of Proposals

IAWD may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, IAWD reserves the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether it is the lowest priced proposal. IAWD is not under any obligation to award a contract

and reserves the right to terminate the request for proposal process at any time, and to withdraw from discussions with all or any of the moderators who have responded. IAWD reserves the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable to the Partner Association(s) and the RCDN.

XII. Ownership

All materials, documents and information prepared, developed or adjusted by the expert and used for the purposes of design and preparation of the strategy, as well as reporting, remain the property of RCDN and IAWD. The experts agree that no part of the materials, documents and information may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, for any other purposes and objectives than those related to this ToR, without the prior permission of the IAWD.

XIII. Reporting

The expert services report should be submitted, not later than 5 working days after the delivery of the services. The standardised Report Form to be used is provided as Annex 1 to the ToR.

XIV. Terms and Payment

The Expert will be hired under Individual Contracts (IC) each, signed by IAWD and will be paid upon submission and approval of the deliverables listed above. The Expert shall provide the IC timesheets (following the RCDN standardised template in Annex 2 to the ToR) together with the deliverables in order to proceed with the payment.

The payment will be based on the actual number of working days (according to the submitted timesheet) invested for the development of each deliverable, but not exceeding the approved number of days for each of the proposed expert.

The Expert's assignment-related costs (travel and accommodation costs) will be reimbursed/covered by IAWD.

XV. Performance indicators

The indicators reflecting the experts' performance are: Timely presentation of results and outputs, quality of expert services delivery in line with RCDN Quality Standards, compliance with RCDN Code of Conduct and quality of the reports to be provided to the reference person of this assignment (namely IAWD's Focal Point, Emilija Milunovic). The expert performance will be evaluated by IAWD at the feedback session with experts, following the delivery of the expert services. The standardised Performance Assessment Form that will be used for this purpose is provided in Annex 3 to the ToR.

XVI. Evaluation of work

The performance of the tasks will be assessed by IAWD.

List of Annexes:

Annex 1: Expert Services Report Format

Annex 2: Time Sheet for Experts

Annex 3: Performance Assessment Form