

Terms of Reference for International Association of Water Service Companies in Danube River Catchment Area (IAWD): Marketing/web design expert(s) for creating a logo, setting up a website and producing and animating of videos, for the awareness raising campaign, 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 is 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 client will be IAWD from Vienna, Austria.

II. Aim of the Assignment

The main task of this assignment is to design a website and a logo for an Awareness Raising Campaign, and to produce (animate, etc.) a video, based on illustrations from another consultant. The goal of the campaign is to emphasize, among the public in the Western Balkans, the importance of the WSS sector.

It is envisaged for the expert services to be delivered remotely, from the consultant's or company's workplace, in the period from 30 September 2022 to 15 October 2022.

Specific Objectives of the assignment are:

Dedicated consultancy to (1) develop a logo, closely working with IAWD team and communication consultant (chosen for the campaign) (2) produce a video (animate, integrate the logo, etc.) and (3) create a landing website, for the campaign: add the text to the website (put together by the communication expert), design the look of the website and maintain for technical issues (until the end of the contract period).

Responsibilities and tasks of the expert are described below.

III. Responsibilities and Tasks of the Expert(s)

The expert services will be delivered by one or several Non-Key Expert(s) (NKEs) (when engaging a company), 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 a logo for the Awareness Raising Strategy: The logo should be negotiated with IAWD team, with support from NALAS. The logo should be recognizable and simple.

- 2) Produce and animate videos (3-4 short videos), which will be done together and in cooperation with an illustrator who will hand over the illustrations and work together with the marketing company. Videos can be widely shared on social media channels and websites (Voice of the Danube, other stakeholders who are working closely with IAWD: NALAS, Water Associations from Western Balkans, who are included in the RCDN project).
- 3) Design a website – technical part and visuals, where information of the campaign is presented and the importance of the Water Sector. This webpage can lead to the websites of water associations of the region, who give their permission to use their logo and link for their website. The webpage will have a rather static content, with no news or changes in the text (for the time being).

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

- 4) Logo for the campaign and the video.
- 5) Animation and producing of the video, based on illustrations and in close cooperation with an illustrator.
- 6) Website, with a separate web domain, in English language (with a possibility to translate the web content in the future), using text of the communication strategy expert.

IV. Deliverables and Time Frame

When?	What?	Who?
03/10/2022	Signature of contract between the company and IAWD	IAWD, Marketing company
03/10/2022	Initial meeting to clarify the work plan	IAWD, Marketing company
03/10/2022 – 15/10/2022	Create a logo for the campaign	Marketing company
03/10/2022 – 15/10/2022	Website design	Marketing company
03/10/2022 – 15/10/2022	Produce and animate a video based on illustrations	Marketing company

Note: The company is allowed to change the number of days and to propose another workplan, according to their availability.

The contract between IAWD and the selected expert will be signed under the Laws of Austria. Taken the amount of work into consideration for a short period of time, hiring a company for this task would be more feasible.

V. Company's/Experts' Profile

- The expert/company has extensive experience in marketing, web design, communication, public relations, marketing, producing and animation of illustrations and videos.
- Experience in the region (Western Balkans)
- Language skills: Fluency in English and another language from the region is an advantage (Albanian, Serbian, Bosnian, North-Macedonian)
- IT skills: Necessary for the tasks above (Graphic design, video editing programs, etc).
- Relevant working experience of at least 7 years in the field of web design and marketing
- 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:

- Company's portfolio,
- A brief summary of expertise/area of responsibility of the proposed experts,
- Proposed expert days/rates for each deliverable/or lump sums for each of the deliverables
- The prices should be stated in EUR (gross amount).

The Consultant is asked to submit a proposal **by 02/10/2022** 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:

- 70% Expert' Profile: Expert's expertise and experience for fulfilling the tasks under this ToR;
- 30% 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(s) 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.

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: Time Sheet for Experts