

Terms of Reference

Call for Proposal and Terms of Reference

Development of a Concept for Promoting Corporate Members via IAWD's Communication Channels

I. Background

IAWD is an association of water and wastewater utilities in the Danube region. It was established in 1993 by utilities from 7 countries with the objective of promoting joint national and international efforts to avoid and reduce risks to water supply, such as pollution and other types of harm to the condition of the Danube, its tributaries, and related groundwater resources. IAWD is a not-for-profit association formed under the Austrian Association Law with headquarters in Vienna, Austria. Since 2013, IAWD runs, together with the World Bank the Danube Water Program (DWP) providing support to water utilities and other members of the water sector in the Danube Region. IAWD provides a platform to exchange information and knowledge and to facilitate peer to peer communication and cooperation among water utilities, organizes conferences, meetings, and capacity development programs for participants of the Danube Region and the neighbouring countries. IAWD is receiving a grant for the project "Fostering water and sanitation service provision in the Western Balkans through capacity development and cooperation by maximizing synergies between RCDN and D-LeaP" (Danube Learning Partnership).

The project "*Regional Capacity Development Network (RCDN) for Water and Sanitation Services*" aims at increasing the effectiveness and efficiency of the Associations of Public Utilities (APUCs) and of Local Governments (LGAs) in the six Western Balkan countries, which contributes to better service provision for and by their members, ultimately allowing to deliver equitable, safely managed drinking water and sanitation services to the population, in line with international standards.

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.

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

- **Outcome 1:** (Stronger associations). APUCs and LGAs are capable to perform their organisational functions in line with their mandate.
- **Outcome 2:** (Adequate capacity development offer). APUCs and LGAs are capable of responding satisfactorily to the water sector-related capacity development needs and requests of their members.
- **Outcome 3:** (Policy dialogue led by associations). APUCs and LGAs are recognised by competent national agencies, able to establish strategic collaborations, and to facilitate policy dialogue in order to advocate for the interests of their members
- **Outcome 4:** (Regional services). Regional capacity development services address the needs and requests and add value to the capacity development offer of APUCs and LGAs.



The RCDN builds upon and integrates the existing CD activities, on national and as well as regional 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.

RCDN will embrace institutional and capacity development support to 15 national associations of water utilities and of local governments, as well as two regional associations, namely the International Association of Water Service Companies in the Danube River Catchment Area (IAWD) and the Network of Associations of Local Authorities of South-East Europe (NALAS), and two associations of professionals, Aquasan and the Association for Water Technology and Sanitary Engineering in Serbia (UTVSI).

II. Aim of the Assignment

IAWD is constantly seeking new channels of income. One of those are paid services for promoting corporate members via the IAWD communication channels. This additional source of income would support further strengthening, and financial sustainability of the association. It would also offer corporate members of IAWD to promote their services on IAWD's communication channels.

To implement this activity, IAWD will hire a consultant (a company or an individual, hereinafter as "consultant") to develop a comprehensive strategy for promoting corporate members and potentially other stakeholders through IAWD's communication channels, with the goal of generating additional income for the association and enhancing its financial sustainability.

III. Responsibilities and tasks of the consultant

According to its aim, the assignment consists of three sets of activities:

- 1) Identify suitable options for promoting corporate members and potentially other stakeholders via the communication channels of IAWD (e.g., website, social media)
- 2) Develop options, and for each option a simple business model
- 3) Implementation of the selected option and test phase

The responsibilities and tasks of the consultant are described below. Reference to responsibilities and tasks of other entities involved is made to correspondingly clarify the division of roles and activities.

1) Set of activities referring to identifying suitable options for the promotion

Here, the consultant shall suggest and discuss with IAWD staff which channels of communication are suitable for promotion. In this step the consultant shall identify which tools could be used for the promotion. Under this task the consultant shall conduct market research to identify potential target audience (comparing to similar organizations) and review which communication channels are being used and how frequent (e.g. via Google analytics). Based on this, the consultant can make an introduction to IAWD and start searching for the most suitable option.

Deliverables of this set of activities:

- Participate at a preparatory meeting with IAWD staff
- Google analytics/market research conducted, news digest and communication channels of IAWD reviewed, presented in a simple PPT

2) *Set of activities referring to development of options and a business plan*

Under this task the consultant shall (i) suggest how the identified channels can be used and (ii) create a simple business model around those options (how they could be used) for the sake of comparison, outlining on price, potential revenue and cost-benefits. Based on the previous task, the consultant should present how IAWD could gain financial income from promotion of corporate partners. The consultant will have the flexibility to propose other options – such as promoting not only members but other stakeholders and bring new suggestions to IAWD (e.g. different promotion of members and non-members). Based on the comparison between resources needed to implement them and potential income that can be created IAWD will make a decision. For this task the consultant should work in close cooperation with the IAWD Secretariat.

Deliverables of this set of activities:

- A list of options on how to use the channels
- Business model for each of the options
- Draft implementation plan

3) *Set of activities referring to implementation and test phase*

At this stage IAWD will choose one or several option(s) based on the business model developed. The consultant will implement the technicalities needed for the selected option(s). This task requires technical knowledge (programming and IT skills). After the implementation of the selected option, depending on the workload, IAWD staff will continue the implementation on a regular basis (e.g., via weekly news digest).

Deliverables of this set of activities:

- Implemented selected option(s) for corporate promotion

Notes: The exact order of the tasks will be agreed with IAWD.

No travel is foreseen for this activity. The contract between IAWD and the selected consultant will be signed separately, under the laws of Austria.

IV. Expert Days

Maximum 12 days are foreseen for the completion of all tasks for this activity.

V. Consultant's Profile

For the realization of the assignment a consultant or a company will be contracted.

Qualifications and specialized knowledge/experience required:

The consultant should hold a University Degree in Economics, Marketing, IT, and/or have more than 7 years working experience in marketing and promotion.



Competences:

- More than 7 years of experience in marketing and public relations
- Extensive experience in social media and other online communication tools for advertising
- Fluency in English. Knowledge of local language is an asset: Serbian, Bosnian, Albanian, etc.

Regional competence:

- Working experience in Western Balkans countries
- Professionalism: Reliability, confidence, promptness, and high flexibility.

VI. Proposal

The consultant shall send an offer on proposed terms of reference, including a proposed daily fee to: milunovic@iawd.at, and in copy to: office@iawd.at, until **30 April**.

The offer should consist of:

- CV of the consultant
- Proposed approach – a suggested workplan for activities, including a proposed time frame
- Financial offer shall contain the total budget for executing of the training including: (i) proposed number of days and (ii) daily rate per activity. The prices should be stated in EUR (gross amount).

VII. Evaluation Criteria and Scoring

The proposals will be evaluated based on the following criteria:

- 40% Consultants' Profile: Consultant's expertise and experience
- 30% Proposed approach
- 30% Financial Offer

VIII. Reference Person

The reference person for this assignment is the IAWD's Project Manager, Ms. Emilija Milunovic.

Email address: milunovic@iawd.at

IX. Modification of Terms

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

X. 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 the consultant 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 association and the RCDN.



XI. Ownership

All materials, documents and information prepared, developed, or adjusted by the consultant and used for the purposes of preparation and realisation of the activity, as well as reporting, remain the property of the IAWD and RCDN. The consultant agrees that no part of the training 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 IAWD.

XII. Reporting

The consultant will be provided with necessary annexes* (reporting, invoicing) after signing the contract. These should be submitted not later than 10 working days after the realisation of the activity, by the consultant.

XIII. Terms and Payment

The consultant will be hired under an Individual Contracts (IC), signed by IAWD and will be paid upon submission and approval of the deliverables listed above. The consultant shall provide the timesheets (that will be provided to the consultant by IAWD) together with the deliverables in order to proceed with the payment.

The payment will be based on the actual number of working days invested for the development of each deliverable, but not exceeding the approved number of days for the consultant.

*Annexes/Templates will be provided to the consultant by IAWD upon signing the contract.