

TERMS OF REFERENCE

- A. Position:** Communication and Visibility Expert Services
B. Work place: Bosnia and Herzegovina
C. Reference on project: 2018/400-876, EuropeAid/154836/DD/ACT/BA
D. Duration: February 11th 2019 – May 31st 2021
E. Duration of mission and reporting: Duration of the mission will be 125 days in total.

F: BACKGROUND

The Centre for Environment (CfE) with support of the European Union implements the action entitled “Eko BiH”.

The UNECE Environmental Performance Review: Bosnia and Herzegovina¹ noted that: “information on environment is limited, while prominence is given to issues that are often opposed environmental interests”. This Action is aimed at building capacities of the Eko-BiH civil society organization (CSO) members to become relevant partners to decision makers and at increasing network capacities for articulation and presentation of the its joint positions on environmental policy making and EU integration processes. The representation of BiH environmental CSOs in different entities, national or international consultations or initiatives is still inadequate and without sufficient coordination and influence, as noted in Bosnia and Herzegovina Progress Report 2016.

Capacity building of environmental CSOs and grassroots in BiH represents a direct response to the global objective of the program to support involvement of the CSOs in development of environmental strategies and EU integration processes. The focus of capacity building in the first part of the action will be on internal structure, human, financial and technical capacities of the individual organization as well as a network in order to consolidate network and its members. The second part of the capacity building will be committed to development and improvement of knowledge about EU environmental acquis (Chapter 27), process of transposition of EU directives into domestic legislation and methods for monitoring and evaluation of enacting and implementation of environmental strategies.

The consolidation of environmental CSOs and grassroots will build network to become an inevitable factor and empower it with know-how to respond on environmental and climate change issues which is directly responding to the specific objective of the program.

Member organizations of Eko-BiH with less developed capacities will get a chance to learn from experienced experts from strong environmental CSOs within the network about organizational management, strategic planning and communicating, fundraising and sustainability. Besides, this action is focused to build their knowledge on their possibilities to access environmental information and participate in decision-making using different methods of advocacy work. With that knowledge and skills, Eko-BiH CSOs will represent a relevant actor in decision making on environmental matters and authorities-CSOs dialogue at entity/district/state level. By engaging CSOs resources through the network, supporting CSOs and grass-roots initiatives that work on environmental issues for policy work and public advocacy campaigns, we are expecting to have a meaningful influence on environmental policies in B&H. All these actions will contribute to visibility of the environmental CSOs positions and general awareness rising on very important process and reforms of BiH towards EU integration.

¹ http://www.unece.org/fileadmin/DAM/env/epr/epr_studies/bosnia_and_herzegovina%20II.pdf

In terms of technical and management capacity, the action will strengthen CSOs' knowledge and coordinated efforts to provide analysis, advocacy and monitoring of key environmental reforms at the local and entity levels and development of policies for environment and climate change, including through much-needed human resources for co-ordination of national work and increased visibility. It will also aim to improve the environment for civil activism and structured dialogue with local, cantonal, entity and national authorities and other stakeholders like experts, business and media. Ultimately, the project will boost the legitimacy and visibility of environmental CSOs in Bosnia and Herzegovina through strengthened coordination and sustainability of Eko-BiH.

The project will also position active and knowledgeable Eko-BiH members to serve as hubs for capacity-building of other Eko-BiH members. They will provide training to smaller CSOs and grassroots initiatives that can improve their understanding of, and access to decision-making processes, e.g. building effective advocacy and communication strategies, mobilizing resistance to corrupt practices and poor management, engaging in legal cases and using grievance mechanisms. Their ability to manage funds and carry out local initiatives will be improved through the sub-granting scheme of this project. Partners will also offer guidance and assistance to local grassroots groups in monitoring and influencing EU environmental approximation. Specific project activities will focus on environmental leaders in Bosnia and Herzegovina to provide education tailored to their needs and interests.

The project will also help journalists to better understand the issues highlighted by environmental CSOs. It will focus on training exchanges and building strong relationships with particular journalists who will give more detailed and accurate coverage to environmental issues, locally, nationally and internationally. The activities aimed at journalists will filter through to citizens in Bosnia and Herzegovina, making sure that they are not only better informed about environmental issues but also proactively seeking solutions and gradually building their belief that they can contribute to bringing change.

As a result of the project activities, governments in Bosnia and Herzegovina should improve their understanding of environmental problems through inputs from affected individuals and communities as well as other CSOs. In order to lead to more efficient governance, the project partners will consistently and pro-actively participate in consultation procedures in decision-making and push for their improvement. The project's advocacy campaigns can also help Bosnia and Herzegovina officials to get citizens' perspectives about the structural issues and state of policy reform in the country and identify the ways forward for its EU integration in the fields of environment and climate change.

G: OBJECTIVE OF THE PROJECT

Overall objective of the Action is to strengthen the involvement of CSOs in the formulation, implementation and monitoring of environment and climate change sector strategies, policies and decision making processes with regards to EU integration.

Specific objectives of the action are:

- a) To improve transparency and strategic planning of environmental CSOs and grassroots in BiH;
- b) To support financial autonomy by encouraging cooperation, exchange of experiences and resources for common actions;
- c) To enable effectiveness, reliability and visibility of Eko-BiH network's activities and impacts.

H: SCOPE OF WORK

The Communication and Visibility Expert will be responsible for all public information activities under this contract. S/he will contribute to the effective implementation of the communication plan under this contract, together with Overall Project Coordinator, Project Partner Managers, and Logistic assistant.

Communication and Visibility Expert will assist the Project Team in creating communication strategies and public relation activities and ensure that they are part of an overall concerted programmatic approach. S/he will help to communicate appealing messages in the course of public campaigns as an communication officer.

With knowledge of the Bosnia and Herzegovina media and political scene, economic scene and civil society organisations, s/he will identify and suggest target groups and list of participants to public events. Based on a broad knowledge of BiH relations, s/he must be able to fully understand and address the public activities envisaged under this contract.

TASKS AND DELIVERABLES

Tasks	Specific Deliverables
<ul style="list-style-type: none">✓ Outline communication and visibility plan✓ Define strategic communication approach✓ Coordinate creative works✓ Draft MAs and PRs✓ Coordinate communication/media activities✓ Work with journalistic and media community✓ Work with designers and web developers	<ul style="list-style-type: none">Communication and media planCreative communication messagesNumber of press releases and media advisoriesNumber of journalists' meet upsWeb site and social media coverageVisual identity design

More specifically, the Communication and Visibility Expert will be engaged in drafting/disseminating advanced media content and ensuring a broad media coverage. Expert services will be needed for developing and implementing communication and visibility plan, press work, design and media coverage of campaigns and facilitating web and social media activities. The services will cover the costs of:

- ✓ Design for visibility layouts of the "River Keepers", "Environmental Protection Strategies" and "Water for all" campaigns and participation in preparing of advocacy campaigns events;
- ✓ Web development and launching the Eko BiH website and delivering the training for the website editors (Eko BiH members) providing expertise and advices for web and social media concept, providing advices on published articles, content sharing via social networks);
- ✓ Visual identity design of the Eko BiH network (logo, brochures, T-shirts, linen bags, info graphics, social media promotional material, etc.)
- ✓ Guidance of the creation of scenarios for the events planned on the project such as: Organisation of workshops; Support to grassroots initiatives – training, networking and sharing of good practices of grassroots activism in communities; organisation of a

conference for inviting the decision makers, media, representatives of donors, civil society organisations; Final conference to present the project's achievements and lessons learned;

- ✓ Providing technical and consultative assistance in inviting the media to attend public events of the project;
- ✓ Strengthening public awareness about EU integration processes related to the environment, climate and transport issues -- work with at least 10 media outlets in BiH to promote EU integration and to inform as many citizens as possible about the EU environment, climate and transport policies;
- ✓ Preparing a proposal of a Communication and Visibility strategic framework plan of the Eko BiH network. Revision of the plan at the project milestones and development of a more precise plan for the subsequent period and beyond the project.

I. COPYRIGHTS

The content of information received during the employment is subject to protection and is owned by CfE. It may not be used either in its entirety or in part by third parties without consent of the Owner. The use of information is possible and justified only if it is a part of the activities of the implementing project.

J: REPORTING

The Expert shall draw up reports and documents in accordance with the scope of the ToR and agreement with the Overall Project Coordinator. S/he will present her/his time sheets to the Project Manager. All the reports shall be elaborated in English language.

K: VALUE OF THE BID AND PAYMENT

The value of the bid must be presented in Euros gross for the scope of the work and services under the point H. The contracting entity (CfE) is not required to pay any tax and related fees on the value of the bid unless they are within the value of the bid and in consultation with the expert. Payment for services will be executed upon completion of all contracted tasks on a quarterly basis, and after the confirmation of the Overall Project Coordinator that all mentioned segments of the service have been delivered successfully. This ToR forms an integral part of the contract and the Contract will specify the monetary value of the employment.

L: QUALIFICATIONS OF THE EXPERT

General professional experience:

- At least 4 years of experience in public relations;

Specific professional experience:

- Experience in content development for the mainstream and online media
- Experience in organisation of press and media events
- Experience in organisation of advocacy campaigns
- Supervision of media placement, audio and video production,

- Knowledge of the Bosnia and Herzegovina political scene, economic scene, media and civil organisations;
- Experience in creation and management of web sites and social media tools.
- Communication on the EU topics may be an asset

Qualifications and skills:

- Bachelor's degree (where a degree has been awarded on completion of 3 years of study in a university or equivalent institution)
- Excellent communication and organisation skills;
- Excellent command of spoken and written English;
- Excellent knowledge of local language;
- Proven good customer care skills;
- Good computer skills (Excel, Text, Photo processing);

F. METHOD OF SUBMISSION AND DEADLINE

All interested applicants must submit the following documents no later than the 4th of February 2019, 4 pm:

➤ **Technical application**

- Copy of bachelor's degree (where a degree has been awarded on completion of three years of study in a university or equivalent institution);
- CV including the list of references, work experiences or delivered consultations that verify the qualifications listed under the point "L" of the ToR.

➤ **Financial bid**

- Financial bid must be in line with the point "K" of the ToR, noting that all assignments listed under the point "H" of the ToR are taken into account.

The bid (combined technical and financial) is to be submitted by mail to the following address:

Centar za životnu sredinu,
Mise Stupara 5

78 000 Banja Luka, Bosna i Hercegovina (Note: Application for the position of a Communication and Visibility Services), or by mail at: viktor.bjelic@czzs.org