TERMS OF REFERENCE

ENPI FLEG Program – Website Developer/Designer for ‘Hayantar SNCO’ State Forestry Agency in Armenia

1. POSITION: WEBSITE DEVELOPER/DESIGNER

Program title: “Improving Forest Law Enforcement and Governance (FLEG) in the European Neighbourhood Policy East Countries and Russia”

2. REPORTING RESPONSIBILITIES1:

<table>
<thead>
<tr>
<th>Direct Reporting Line</th>
<th>Reporting Area</th>
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<tbody>
<tr>
<td>ENPI/FLEG IUCN Country Program Coordinator – Armenia</td>
<td>Issues pertaining to the IUCN ENPI-FLEG program implementation in Armenia, with respect to development/design and maintenance of a bilingual website for ‘Hayantar SNCO’ State Forestry Agency in Armenia. All administrative issues pertaining to these Terms of Reference.</td>
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3. LOCATION – Yerevan

4. DURATION – 3 months

5. STARTING – October 25, 2010

6. BACKGROUND

This European Commission financed European Neighbourhood and Partnership Instrument – Forest Law Enforcement and Governance (ENPI-FLEG) program will promote the development of improved forest law enforcement and governance arrangements in seven targeted countries: Armenia, Georgia, Azerbaijan, Moldova, Ukraine, Belarus and Russia. The program’s core funding is provided through a grant agreement from the European Commission to the World Bank. The program is being undertaken as a partnership among the World Bank, IUCN and WWF. Each of the three partnered program implementation organizations will be responsible for its own set of specified activities and deliverables. Three broad categories of stakeholder groups will be targeted by the program: government (line departments, parliamentarians, local authorities and the judiciary); civil society (NGOs, community organizations and forest-dependent communities); and the private sector (particularly timber companies). The program will define the policy, legal, institutional and economic obstacles to improved forest governance (including the control of illegal logging); test pilot innovative approaches to overcoming these obstacles; enhance the capacity of key stakeholders to implement forest governance reforms; and disseminate the lessons learned at national, regional and global levels. The program will also support the other regional Forest Law Enforcement and Governance official processes being organised by the World Bank and will contribute to the EU FLEGT Action Plan.

1 Direct reporting lines indicate those staff members providing direct supervision. Additional reporting lines indicate accountability for particular functions or areas of work. Consultation, information sharing and other relationship lines are not indicated, as they are likely to be numerous.
The program’s purpose is to contribute to ensuring that improved forest governance arrangements are in place in the forest sector and closely linked sectors through effective implementation of the ENA FLEG Ministerial Declaration (St. Petersburg Declaration 2005), involving governments, civil society and the private sector.

The program’s specific objective is to contribute to legal and sustainable forest management and utilization practices and improved local livelihoods in the six ENPI East countries plus Russia.

The program’s results will be:

Result 1: Increased awareness and commitment of key stakeholders on FLEG

Result 2: Effective national and regional FLEG action processes in place

Result 3: National ownership and capacity increased

Result 4: Improved regional and sub-regional collaboration and knowledge sharing

Result 5: Effective engagement of key trading partners

Result 6: Continuation of the formal official ENA FLEG process

Result 7: Sustainable forest management practices implemented

The Objective
The creation of a bilingual website requested under these terms of reference is one of the activities aimed at improving the communications strategy for ‘Hayantar SNCO’ State Forestry Agency in Armenia, building the public awareness, promoting the agency’s image, activities and increasing general public exposure.

7. TASKS
Under the overall and direct supervision of the ENPI-FLEG Country Program Coordinator Armenia, the Consultant will be responsible for the production of a bilingual website (in Armenian and English languages) that is modern, interactive and user-friendly. The Consultant will coordinate closely with IUCN CPC to ensure proper thematic delivery of tasks.

7.1 Specific
The Consultant will be responsible for the following tasks:

- Development/design of a bilingual website (in Armenian and English languages) that is modern and interactive, has simple interface and smooth navigation, is an open source web Content Management System (CMS) and is a good information resource and working tool (user-friendly administrative panel and interface) for easy use and maintaining by the forestry agency in particular.
- Work closely with ‘Hayantar SNCO’ and its designated public information officer who will provide the content for the website.
- Provide a specific training to the staff of forestry agency and operational support for a period of 1 month which may be extended until proper maintenance is ensured.
• Provide maintenance support of the website concurrently with the training to be delivered to the staff of forestry agency.

7.2 **Technical note:**
Usability and interactive design are one of the most important aspects of the website. The website should be compatible with most of Web browsers, particularly with Mozilla Firefox (starting from v.2.0), Opera (starting from v.9). It should meet the RA Government's IT security standards.

It should also be compatible with various screen sizes and resolutions.

As the information will be presented in English and in Armenian the user should see the same page when switched to the other language. The website should be implemented in Unicode. Each topic in the web site should have link to printable version.

8. **OUTPUTS:**

• The final product is the approved version of key visuals, the interactive web site which includes animation, java applications, interactive feedback forms and forum options;
• At least two different versions of the web site design shall be submitted to the ENPI FLEG Program for the approval.
• The website must show the logos of IOs and the EC’s copyright and disclaimer information.

9. **QUALIFICATIONS**

The position requires a company (non-profit or for-profit) or an individual with proven qualification and experience. The web developer should have:

• Advanced knowledge of the modern web development technologies (HTML, ASP, PHP, SQL, JavaScript), knowledge of web design
• Minimum 5 years of relevant work experience in IT sector and/or web development field; solid portfolio of accomplished web projects (applicant has to present at least 5 Web Sites developed)
• Experience with international organization is an asset
• Good communication skills
• Knowledge of IUCN’s work globally and regionally is an asset.
• Fluency in Armenian and English. Knowledge of Russian is an asset.