TERMS OF REFERENCE

Public Awareness Consultant

1. POSITION: PUBLIC AWARENESS CONSULTANT - AZERBAIJAN

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

2. REPORTING RESPONSIBILITIES[1]:

Direct Reporting Line: ENPI/FLEG IUCN Program Consultant – Azerbaijan

Reporting Area: Issues pertaining to the IUCN ENPI-FLEG program implementation in Azerbaijan, with respect establishing baseline data relating to public awareness about Forest Law Enforcement and Governance that addresses issues such as stakeholder awareness and commitment, national ownership and capacity, and knowledge sharing. All administrative issues pertaining to these Terms of Reference.

3. LOCATION - Baku, Azerbaijan

4. DURATION - 6 months with likelihood of extension

5. STARTING – ASAP

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, Ukraine, 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 FLEG Action Plan.

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

7. TASKS

General

Under the direct supervision of the ENPI-FLEG Program Consultant in Baku the Public Awareness Consultant will be responsible for development and implementation of the public awareness related activities aimed to increase Forest Law Enforcement and Governance understanding, awareness and commitment among the three broad categories of stakeholder groups targeted by the program: government (line departments, parliamentarians, local authorities and the judiciary); civil society (NGOs, community organizations and forest-dependent communities).

Public awareness activities also address issues such as in country and cross country communications and knowledge sharing.

Specific tasks

Monitor and analyze media coverage of FLEG issues (national and regional/local media), and **work with journalists to ensure accurate and effective media coverage of FLEG issues**.

Ensure that IUCN’s country, in-country program activities are covered in media a timely and in effective manner and contribute to the achievement of the Program’s objectives and results.

Develop and, upon approval from the Program Consultant, implement the country-specific media monitoring and analyzes plan and strategy for work with journalist to ensure accurate and effective media coverage the Program Communicate with counterpart consultants working in the other countries to help ensure accurate and unified media coverage.

Utilization and implementation of survey methods to establish baseline information that will enable Program participants to measure if and how awareness and commitment of key stakeholders on FLEG changed.

Development of a methodology that can track and evaluate whether and how (or not) regional and sub-regional collaboration and knowledge sharing about FLEG improved (or not).

Development and implementation of regional methodology to assess levels of FLEG awareness in different stakeholder groups.

Development and implementation of survey methods to establish baseline information that will enable Program participants to measure whether and how effective national and regional FLEG action processes have been put into place.

**Developing and maintaining Azerbaijan part of the Electronic Bulletin.**

The Electronic Bulletin will facilitate improved assesses to forest related information for the wide range of stakeholders and interested population and will encourage public participation in decision making and management of forest resources.

As the Bulletin will have a regional scale, it will also support cross country exchange of news and information from forest sector.

This assignment will include the following responsibilities:

- Develop framework and concept for the newsletter;
- In collaboration with other consultants produce quarterly newsletter;
- Identify target audience and moderate the serve list of users/subscribers;
- Cooperate with counterparts from Armenia, Georgia, Moldova, Ukraine, Belarus and Russia and possible from other countries of program implementation.
Developing and maintaining FLEG web site.

Public Awareness Consultant will be responsible for development of structure and framework of information for Ukrainian part of FLEG web site in close coordination with his/her counterparts working in the other countries of program implementation. To provide informational support and prepare regular updates for the web site in Azerbaijan, English and possibly in Russian languages. To ensure timely placement of forest related news on the website. In collaboration with other consultants ensure that the website has user friendly interface and is convenient for wide range of stakeholders and interested population.

Participation in development and preparation of FLEG booklets and leaflets in Azerbaijan language. Coordinate closely with his/her counterparts working in other program countries to ensure unified template and consistency among all printed materials.

Program planning, assessment and reporting
Provide accurate information and advice to the Program Consultant in a timely fashion so that all required technical and financial reports can be submitted; In concert with the Program Consultant, facilitate monitoring and evaluation of program progress, impacts and lessons.

Program Communications
Work with the Program Consultant and the other IUCN Consultants to clearly communicate results, success stories and key messages from Programs implemented in Azerbaijan and cross-country. Develop and, upon approval from the Program Consultant, implement the country-specific Monitoring & Evaluation plan and communications strategy for the Program. Cooperate actively with other co-implementing organizations (WB and WWF) for clear, consistent and efficient communications. To help ensure accurate and unified communications. Ensure that research is implemented in a timely and effective manner and will contribute to the achievement of the Program's objectives and results. Ensure enforcement of the Guidelines for External Communications prepared by the Joint Communications Team.

Other
As instructed by the Program Consultant, carry out any other appropriate associated work that may be requested to effectively perform the Program activities. For the implementation of all tasks, the Program Consultant will be working in close consultation with in-country Program Teams. Gather, refine, and report Program information on a regular basis to the Program Consultant in Baku.

8. QUALIFICATIONS
The position requires an individual with proven experience and knowledge of communications and preferably forest and natural resource management issues. Consultant should have at least 5 years of relevant professional experience. The following specific qualifications must be met:

- Masters degree in a discipline that is relevant to requested responsibilities;
- General understanding or experience with forest or natural resource management and governance issues;
- Knowledge, understanding, and practical implementation of survey methods and evaluating social and capacity building aspects of stakeholder engagement;
- Good understanding of research issues methods related to creating and implementing public opinion polls and measuring awareness;
• Proven Program work at international, national or local levels, including some supervisory experience;
• Ability to analyse and clearly articulate complex issues in an understandable fashion to decision-makers;
• Highly developed communication skills, including the preparation of high quality reports and the delivery of presentations;
• Ability to work under pressure, sometimes with extended hours, and to meet tight deadlines without compromising the quality of outputs;
• Ability to maintain confidentiality and use discretion when dealing with sensitive political issues;
• Knowledge of IUCN's work globally and regionally is an asset;
• Computer literacy;
• Fluency in oral and particularly written English is an asset;
• Cultural awareness and sensitivity to gender issues.

[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.