1. POSITION: FACEBOOK APPLICATION FOR ENPI FLEG PROJECT

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

2. REPORTING RESPONSIBILITIES¹:

<table>
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<tr>
<th>Direct Reporting Line</th>
<th>Reporting Area</th>
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<tbody>
<tr>
<td>ENPI/FLEG IUCN Program</td>
<td>Preparation, placement and promotion of facebook application (java, php or similar) related to forest issues</td>
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3. LOCATION – Tbilisi, Georgia

4. DURATION – 5 MONTHS

5. STARTING – September 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

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.
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.

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

Tasks

Under the overall and direct supervision of the ENPI-FLEG Program Consultant Georgia, the IT COMPANY will be responsible for the overall coordination, management and implementation of Facebook application on forest issues.

This will include following responsibilities:

- Develop and implement java game (Facebook application) concept based on draft provided from ENPI FLEG (see Annex 1);
- Joint coordinated work of painter/designer, web developer (php, jsp, asp.net), flash developer and web designer;
- Creation of name and visual appearance of the game (to be approved by ENPI FLEG);
- Creation of bonus system for the game, and other marketing/promotion features;
- Develop Facebook application in coordination and strong collaboration with forest experts and under his/her supervision;
• Place facebook application on web (adding to search directory of Facebook), promotion of the game in facebook and other social media. Also a java game can be uploaded independently to the ENPI FLEG web site;

• Provide accurate information and advice to the Program Consultant in a timely fashion so that all required technical and financial reports can be submitted;

• Work with the Consultant and the other IUCN Consultants to clearly communicate results, success stories and key messages from project;

• During external communications use requirements of Guidelines for External Communications prepared by the Joint Communications Team;

• Cooperate as required with other co-implementing organizations (WB and WWF) for clear, consistent ad efficient communications.

QUALIFICATIONS

The project requires a company having a key personnel with proven managerial skills and knowledge in IT field (execution of java/ flash/ asp.net/ php/ web applications). Consultants should have at least 5 years of relevant professional experience. The following specific qualifications must be met:

• A Masters or higher degree in a discipline that is relevant to IT field;
• Strong knowledge of php, jsp, asp.net, web, flash and other related fields, related to preparation of facebook application;
• Strong knowledge of social media functioning, including promotion of game, calculation of bonuses, search directories, game marketing etc
• Proven project work at international, national and local levels, including some supervisory experience;
• Ability to analyse and clearly articulate complex issues in an understandable fashion to decision-makers;
• 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;
• Fluency in oral and particularly written English;
• Cultural awareness and sensitivity to gender issues;
ANNEX 1. Draft concept

DRAFT CONCEPT OF THE APPLICATION “FOREST STRATEGY”

This is a “strategy planning” type of game, where you choose how to manage your forest, how to add value to it, how to use its benefits in a wise way, how to coordinate activities of local people and forest owners. The game as it is seen, shall be not limited with one “plot” of forest, like Farmville is limited with one farmer’s plot, but shall rather cover big areas of virtual forests, including its biodiversity, rivers, lakes, roads, forest-dependant villages, historical and/or mythological characters, protected areas etc.

The player’s role is to define, which values of forest shall be used and how, which shall be protected (including establishment and demarcation of protected areas), how the infrastructure shall be developed, how the relations with forest-dependant population shall be carried out, how the dangers in the forest shall be eradicated.

Target audience:
Teenagers and general public – normal game

You can select an epoch of your game:

1. Contemporary Society
2. Future Society (model of “sustainable forestry”) (you will have forest adviser, who will give you tips on how to manage forest sustainably).

Also you can choose type of forest management like indigenous people, private landowners etc. will be given in the detailed concept.

You can choose season:

1. Autumn, winter, spring, summer

Special weather conditions – hurricane, rain, fog, snow, special/ random effects etc.

Levels of game:

1. Ranger in the forest (10 levels per each)
2. License-holder / tenant of the forest (10 levels)
3. Owner of the forest (10 levels)

for other types of societies other levels will be chosen.

Bonus level: Manager of protected area

Levels of protected areas: you can increase your level of protected area by adding specific species, landscapes, merging several types of forests etc. These levels can be in conformity with IUCN protected areas.

Types of forest:

1. Boreal forests, taiga
2. temperate deciduous forest
3. evergreen coniferous forests (e.g., Temperate coniferous forests and Temperate rainforests)
4. Forest plantation
5. Freshwater swamp forest
6. Parkland, protected areas (can be created if enough amount of bonuses/coins is collected).

At least 20-25 species per each type of forest shall be drawn by designer, so that it can be easily identified and well marked. For example, 4-5 types of dominant trees, several species of shrubs, grasses, mushrooms, animals, birds, invertebrates etc.

Additional objects:

7. Forest lakes and rivers
8. Forest swamps/mires
9. Hotels in forest, hunting/fishing/bird watching facilities etc.
10. Protected areas facilities – tourist trails, shelters, picnic places
11. Fauna in forests: bears, wolves, birds, deers etc. The species can be divided in several categories that are in conformity to their IUCN status – endangered, nearly extinct etc. The higher the category – more bonuses/coins you need to “purchase” this species, but more chances it gives to you to establish a protected area.
12. Landscape objects – mountains, hills, gorges...
13. Other infrastructure – buildings, villages, roads, oil mining, saw mills etc.

Benefits/bonuses
1. Mushrooms (can be collected and sold for bonuses)
2. Wild berries, wild honey and fruit (can be collected and sold for bonuses)
3. Wild flowers/plants and their derivates
4. Carbon stock quotas (can be sold to neighbor foresters)
5. Fuel wood
6. Timber products (from forest plantation)
7. Recreation – tourists coming to hotels, shelters, tourist trails, birdwatchers, fishermen in forest lakes, licensed hunters etc
8. Forest soils/peat

Dangers
Can be handled by acquisition of additional rangers, applying chemical agents, establishing a protected area, planting additional trees, appeal of help to local people, neighbors etc.
1. Forest fires
2. Poachers
3. Acid rains
4. Invasive species, pests
5. Illegal loggers
6. Illegal construction of houses, factories.
7. Desertification/erosion/climate change
8. Roads and pipelines/line infrastructure
9. Unsustainable grazing
10. Oil and mine extraction
11. Drought in the forest
12. Careless visitors

Facebook game features
1. You can move from one level to another level, after collecting some amount of coins (bonuses)
2. You can add neighbors, and make joint activities with them – forest plantations, protected areas etc
3. You can sell forest benefits and purchase things that help you protect your forest from danger, new species, etc
4. You can invite friends, visits others players` forests
5. You can fight forest dangers alone, or with help of your neighbors
6. You can gather coins/bonuses, purchase some goods you need, and reach higher levels. You can make your own forest landscape, including mountains, rivers, lakes, swamps, buildings, and you can name it.
7. You might inhabit your forest with some mythological characters or even create your own character. It can be banshee, a “snow man”, wood nymph dryad, ents (from Tolkien world) etc (it can be added later while upgrading the game if it is successful)
8. You can also inhabit it with medieval forest owners of different levels, like dukes, viscounts, barons, marquises etc
9. The forest can be inhabited by some folklore characters like Robin Hood etc.
10. It shall be inhabited by ordinary people who collect fuel wood, mushrooms, hunt/catch fish...
11. You can give names to rivers, forest areas, lakes, animals, etc.
12. Several forest areas of different owners can be merged if they are choosing the same type of forest, creating a forest community (it gives u additional bonuses and makes it easier to carry out some joint activities)
13. Several protected areas can be merged in one, if the species and type of forest is similar to each other. It increases the level of protected area and the player.
14. Customized objects – high level player can add new species, new landscapes, new historical/ folklore characters, new infrastructure objects