TERMS OF REFERENCE
ENPI FLEG Program – Production & Broadcasting of Public Service Announcement (PSA) and Article

1. POSITION: Production & Broadcasting of a Public Service Announcement (PSA) and Article

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 Country Communications Coordinator – Armenia</td>
<td>Issues pertaining to the IUCN ENPI-FLEG program implementation in Armenia, with respect to production &amp; broadcasting of a PSA, production of an article/advertisement in Armenia. All administrative issues pertaining to these Terms of Reference.</td>
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3. LOCATION – Yerevan and forest areas in regions (field trips)

4. DURATION – 7 WEEKS

5. STARTING – August, 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

### 7. TASKS

Under the overall and direct supervision of the ENPI-FLEG Program Country Communications Coordinator Armenia, the **Consultant** will be responsible for the production of:

- A video spot, Public Service Announcement (PSA) with the following theme: («A Fistfull of Forest Left»).
- Advertisement/Article (the article will tell about state of Forest Law Enforcement and Governance in Armenia and need of improvements in that field, the article will be published in «Polit Life» magazine with the length of 3 pages)
- Broadcasting («A Fistfull of Forest Left»)

The PSA will have 90 seconds and will include the logos of the Government of Armenia, FLEG, sponsoring and implementing organizations, regular disclaimers for Armenia.

### Specific

- **7.1.** Pre-production stage (1 week). The producer will become familiar with the FLEG process in Armenia; will meet and discuss the Forestry and illegal logging issues with Hayantar SNCO, forestry specialists who were engaged in FLEG issues and IUCN to produce the necessary message.

- **7.2.** Production (1 week). The producer will carry out the production of the PSA according to the script approved. The PSA must communicate the message that the time is up and the need for the forest protection is pressing, it will address the issue of illegal logging and highlight the role of Hayantar SNCO in the Armenian forestry sector. The Consultant will ensure obtaining the copyrights to use the images, music and voice over. After finishing the actual filming and field work, the Producer will present the product to the Client, for feed-back.
7.3. Post production (2 days). The final products, the PSAs will include the logos of the Government of Armenia, FLEG, disclaimers, etc. All necessary copyrights will be obtained by this stage. The final product will be presented to the Client for approval. A version in English (subtitles) of each PSA will also be produced.

7.4. Broadcasting (4 weeks). Will be presented in «Business time» program on ATV.

8. OUTPUTS:
   • The Producer will present at the terms mentioned above the reports including the scripts, footage, storyboards, etc. which will ensure gradual approval of the products and minimize the risks of an inadequate product.
   • The final product, the three PSAs, will be presented under the following format: BETACAM, DVCAM, MXF, MPG, MOV uncompressed. The English translation version will be presented only on DVCAM and MPG.

9. QUALIFICATIONS
   The producer must be a company with at least three years experience in producing video and audio materials on environment and social themes.