1. **POSITION: NEW MEDIA TRAINER**

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 Program Country Communications Coordinator – Armenia</td>
<td>Help to raise the quality and quantity of coverage of illegal logging in new media. Task includes recruitment of participants, organizing the course, ongoing work with the bloggers, etc.</td>
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3. **LOCATION – Yerevan and forest areas in regions (field trips)**

4. **DURATION – 3 months**

5. **STARTING – July 10, 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 **Training Consultant** will be responsible for the coordination, management and implementation of the training.

#### 7.1 Specific

The **goal** of the training is to raise the quality and quantity of coverage of illegal logging in new media.

This will include following responsibilities:

- Advise on training needs of potential bloggers in the course content in cooperation with FLEG experts;
- Plan timetable;
- Recruit potential bloggers who are interested in covering illegal logging issues, maintaining balance between Yerevan and other regions, and gender;
- Communicate with selected participants, confirm attendance;
- Organize travel and accommodation where required for participants;
- Provide training venue and equipment (projector, laptop, internet, photocopier);
- Provide catering during course sessions (coffee break, lunch);
- After the course, provide consultancy and conduct an ongoing training for bloggers.
8. **TENTATIVE AGENDA OF THE TRAINING**
   - Overview of New media, Web 2.0 tools;
   - Civic journalism, blogs and social networks;
   - Wordpress: registering and posting blogs, producing text, photo and video materials;
   - Creating YouTube channels for posting materials;
   - Social networks: Facebook and its instruments;
   - Micro blogs: Twitter system.

9. **OUTPUTS:**
   - A group of 10 people trained to using new media, specifically writing blogs and using social networks for disseminating information on political, economic and social aspects of illegal logging;
   - These people are supported in the development of specific blog posts on identified topics.

10. **QUALIFICATIONS**

    The position requires a company (non-profit or for-profit) with proven qualification and experience in new media training (at least 2 years). The following specific qualifications must be met:

    - Legally registered company in Armenia
    - At least 2 years industry experience in new media training, design and delivery of training courses, instructional design, content creation and evaluating training effectiveness;
    - Institutional and human capacities for organizing new media trainings;
    - Cultural awareness and sensitivity to gender issues.