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

TERMS OF REFERENCE

FOR THE SERVICES OF MEDIA CONSULTANT

TA-P111139-TAS-TF091437

Background

The regional program “Improving Forest Law Enforcement and Governance in the European Neighborhood Policy East Countries and Russia” (the “Program”) is aimed at putting in place improved forest governance arrangements through the effective implementation of the main priorities set out in the St. Petersburg Ministerial Declaration and Indicative Plan of Actions for the Europe and North Asia Forest Law Enforcement and Governance (ENA-FLEG) process.

The Program will be carried out over a three-year period, from July 2008 through June 2011. It will specifically cover seven countries of the ENA Region, including six members of the European Neighbourhood Policy Initiative (ENPI) – Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine – and the Russian Federation. The Program will support selected pilot activities to be implemented with the active involvement of governments, civil society and the private sector. Most activities will be at a country level, complemented by strategically targeted sub-regional and regional actions. It is also envisaged that the Program will facilitate preparation of the 2nd ENA-FLEG Ministerial Conference in 2010.

The Program is supported by the European Commission and other donors contributing to a special multi-donor trust fund administered by the World Bank (WB). Implementation of the Program is led by the World Bank, working in partnership with the International Union for Conservation of Nature and Natural Resources (IUCN) and the World Wide Fund for Nature (WWF) (all three collectively referred to as the “Implementing Organizations” or “IO’s”) and in close coordination with governmental and nongovernmental stakeholders of the participating countries.

Implementation of the program will depend on synchronization of Program activities between the IO’s, and their ability to communicate the agreed Program objectives with stakeholders. To this end, the IO’s have agreed to establish a Program Management Team (PMT) consisting of three Program Managers (PMs), one from each IO.

1 Representatives of the five Central Asian countries – Kazakhstan, Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan – may also be invited to participate in the Program’s subregional and regional activities.
TASKS

1.1 General

The ENPI/FLEG Program Media Consultant will be responsible for the development and improvement of mass media coverage of the FLEG supported activities in Azerbaijan. Specifically the Consultant will be fulfilling the following tasks:

- Development and implementation of the National Programme Communication Strategy in Azerbaijan;
- Development and implementation of country-specific communication issues, which will include monitoring, analysis and reporting on those issues;
- Raising general public’s awareness about the FLEG Program (both regionally and nationally) in Azerbaijan; stimulate interest in the FLEG Program among the journalists in Azerbaijan;
- Delivery of training sessions to journalists and other mass media representatives on media coverage of the implementation of activities under the FLEG Program and other related issues in Azerbaijan; Coordination between journalists, government, local communities, private users of forest resources and the other stakeholders in order to improve media coverage of FLEG supported activities and related issues;

1.2 Specific tasks

(i) National programme communication strategy

- Identification of problems in coverage of the FLEG Program supported activities and related issues (both locally and nationally) by Mass Media in Azerbaijan; Development of the communication strategy document, with specific actions and recommendations to mass media;
- Monitoring of the media coverage of FLEG related issues and activities in Azerbaijan, as per the communication strategy;
- Facilitation of proper and accurate media coverage of FLEG supported activities and related issues in Azerbaijan, as per the communication strategy.

(ii) Trainings for Journalists

- Identification of specific training topics focused on forestry research, natural resources management and protection etc;
- Identification of training participants and trainers, and communication and agreements with both;
- Monitoring the trainings in order to blend practical lessons for journalists;
- Ensuring that the journalists to be trained have proper access to the information related to the FLEG supported activities and related issues;
- Identification of measures to be taken to stimulate interest of mass media in FLEG activities and issues;
- Identification of media agencies and journalists in Azerbaijan working on environmental issues, especially on forestry and natural resources management and protection;
- Creation of a database of those media agencies and journalists;
• Maintaining effective cooperation among journalists, local governments and local forestry administrations in order to facilitate access to all the necessary information related to the scope;
• Facilitation of effective collaboration between journalists and local NGOs, and governmental forestry sector, business, scientific institutes, under the framework of FLEG program in Azerbaijan;
• Follow up joint work with journalists and best performing students from the respective educational institutions in order to increase media-coverage of FLEG issues;
• Preparation of the inception, monthly, interim, draft final and final reports and present to the Program Coordinator

TIMING AND REPORTING

All activities under this assignment shall be supervised by the FLEG WB Program Coordinator. The training topics and case-studies should be pre-approved by the FLEG WB Program Coordinator. The Consultant will also provide support to the FLEG WB Program Coordinator in monitoring and evaluation of the Program progress, impacts and lessons.

The duration of the assignment is 6 months, starting January 2011. The Consultant will submit deliverables to the FLEG WB Program Coordinator as follows:

• Inception report including project methodology, draft of the National Communication Strategy, report on the training for MASS MEDIA and the other planned activities – 3 months after the commencement of the assignment;
• Final report including results on all implemented activities – in 6 months after the commencement of the assignment;
• Progress reports to provide regular update on the status of the assignment – monthly.

• Program Communications

• Work with the ENPI/FLEG Country Program Coordinator for Azerbaijan and the other Country Program 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, also upon approval from the Program Coordinator, participate in implementation of the country-specific Monitoring & Evaluation plan;
• Cooperate actively with other co-implementing organizations (IUCN and WWF) for clear, consistent and efficient communications.
• Preparation of media outputs (necessary articles on national and regional web sites, printing materials, booklets and etc with closely cooperation with technical consultants)
• Development of the media monitoring on country level.

Other
Within the scope of his expertise, be flexible to carry out any other appropriate associated work which might be requested to effectively perform the FLEG supported activities in Azerbaijan, such as:

- Periodical preparation of news on Program’s development and respective press-releases;
- Collaboration with Program’s consultants and delivery of regular updates from them;
- Conduction of Mass Media monitoring in the context of lightening of FLEG-related issues.

QUALIFICATIONS

The position requires an individual with proven managerial skills and knowledge of environment related media issues. Consultant should have at least 3 years of relevant professional experience. The following specific qualifications must be met:

- A Masters or higher degree in a discipline that is relevant to media management or governance issues;
- Experienced in organizing events;
- Knowledge and understanding of environmental and forestry issues in Azerbaijan;
- Proven public awareness / media experience in international, national and local projects, including supervisory experience;
- Experience in providing quality technical reports;
- 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 World Bank work globally and regionally is an asset;
- Computer literacy;
- Fluency in oral and written Azerbaijani and English; Russian language is an advantage;
- Cultural awareness and sensitivity to gender issues.