



Terms of References

For the position of

Public participation and public relations junior Expert

Project name:	River Basin Management and transparency
Location:	R. Albania
Description of the agreement:	Legal and institutional support for CSOs and civil society networks in Albania
Period of duration of agreement/services:	96 effective days in the period of September 2018-September 2020
Application Deadline:	August 17, 2018

Background:

In April 2018, Milieukontakt Macedonia (MKM) in partnership with the Institute for research in Environment and civil engineering and energy (IECE) Macedonia and the Institute of collaboration for integration and development (ICID) Albania, started the project, entitled "River Basin management and transparency". The total duration of the project is 30 months, starting from April 2018, and ending in October 2020. Overall objective of the project is to strengthen CSOs capacities for involvement in the process of development of River Basin Management plans in Albania, thus contribute toward wider public support of RBM Plans.

As it is widely recognized public engagement must play one of the most important roles in the process of public involvement in the development and implementation of River Basins Management Plans (RBMP). This is also clearly described in the Water Framework Directive (WFD) which is obligatory for Albania and which states that "the success of the WFD relies on close co-operation and coherent action at Community, Member State and local level as well as on information, consultation and involvement of the public". Fact is that Albanian development success depends not only on a private sector and an efficient public sector, but also on a vigorous civic society sector. The link between government and civil society is nowadays crucial for the Albanian development. However, CSOs often lack capacity in some areas of expertise, which means that they are not able to fulfill their expected and desired roles, such as facilitation, information-provision, awareness creation, lobbying and advocacy. CSOs in Albania that are mainly focused on environment, especially water issues need to expand their expertise to water resources management (WRM) with the accent on RBM plans development and implementation.

The participatory approach must secure that different interest groups such as: business community, local or national institutions, media etc. will benefit from the action. The action is mostly directed toward relevant civil society organizations that will show that they are able to demonstrate how the proposed action is compatible with their long-term plans and to demonstrate advocacy skills in development and improvement of public participation, decision making and consultation in designated region or district, either by introducing or re-enforcing principles of Public Participation to the public. They will also have to set an example by applying a set



of accountability and monitoring tools to their current work and practices. The project is designed to ensure identification of all interest parties, recognize their needs, and direct the action toward meeting those needs.

Specific objectives of the Project:

- a) to strengthen CSO's capacities to increase their influence in the working process and outcomes of RBM plans in all stages of their development and implementation;
- b) to strengthen CSOs capacities for involvement in characterization of the River Basin Districts in Albania for data collection, information and experiences sharing, identification of conflicts and establishing common understanding as well as for active involvement in development of the Programme of Measures;
- c) to support CSO's advocacy work for improving public participation, information exchange, consultation, decision-making, creation of awareness and promotion of environmental issues related to development, update and implementation of RBM plans, and
- d) to raise public awareness related to the key environmental issues and problems that affect the aquatic environment and the promote new ways to address them.

Scope of work

The position is to provide support to the process of building cross sectorial and multi-level dialogue and stakeholder involvement, thus PR support for CSOs and civil society networks involvement in the process of public participation during the development and implementation of River Basins Management Plans (RBMP) in Albania.

1. Contactor/expert to assist the development of an external environment analysis based on a planned study (to be conducted as part of this consultancy) to understand the perceptions of various identified stakeholders, including civil society, media, businesses etc. Identify opportunities and risks, and suggest approaches to address them;
2. Contractor/expert to assist the development and distribution of the questionnaire to the identified stakeholders as well as to undertake an analysis of the obtained survey results.
3. Contractor/expert to assist the development of the plan for stakeholder involvement in all further project activities;
4. Contractor/expert to assist in the preparation of four regional round-table discussions on four different locations in Albania (Vlore, Shkoder, Durres and Pogradec);
5. Contractor/expert to assist the activities related to interactive Q&A sessions (Flour Discussions) from each Round – Table and assist the preparation and the delivery of the Round Table Discussion Reports to all participants;
6. Contractor/expert to assist the development of the mechanisms and tools that will initiate cross sectorial and multi stakeholder dialogue;



7. Contractor/expert to assist the process of establishment of the Working group (WG), as well as to participate in working groups' sessions when requested;
8. Contractor/expert to assist the preparation of the one-day workshop with representatives from the business sector mostly affected with the RBM planning process;
9. Contractor/expert to assist the development of the Consultation Toolbox - provide practical guidance and tools for planning and evaluating consultations;
10. Contractor/expert to assist the development of the Consultation Framework outlining the departmental consultation policy, principles, and guidelines for encouraging and facilitating involvement in decision-making processes;
11. Contractor/expert to assist the distribution of information about the state of the project and the future steps planned to be undertaken to the broader public through media;
12. Contractor/ expert in cooperation with other experts engaged on the project to assist the development of draft agendas for on-site trainings and the summer school activities;
13. Contractor/expert to participate in project events when requested, and
14. Contractor/expert in cooperation with other experts engaged on the project to assist the development of training curricula for on-site trainings and summer school participants. Curricula to contain subjects connected to public participation techniques and examples from practice.

Deliverables:

The contractor/expert will deliver the following:

- Public relations study for project purposes;
- External environment analysis based on a planned study;
- Project involvement survey and results;
- Reports on the regional round-table discussions;
- Working group meetings Report, for each meeting separate;
- Rules of procedures for working groups;
- Consultation Toolbox;
- Consultation Framework;
- Public information and consultation programme;
- Development of draft agendas and training curricula for on-site trainings;
- Development of draft agenda and training curricula for Summer school

Required Qualifications and Experience:

General professional experience

- Minimum 3 years of working experience in the field of communication and/or public relation

Specific professional experience

- Experience in implementation of at least 2 projects with duration of at least 6 months related with public relation and/or public involvement in decision making;
- Experience in training/on-the job support/workshops and consultation process.



Civil servants and other staff currently employed by public administrations of the beneficiary country are not eligible to apply as experts.

Experts must be independent and free from conflicts of interest in the responsibilities defined by the Terms of Reference.

Qualifications

- Proven experience of at least 1 year in public relations, communication or other relevant discipline;
- Fluency in written and spoken English and Albanian

Competencies

- Extensive experience in public relations and communication
- Good ICT skills
- Works with communities and a positive, constructive attitude
- Demonstrates good oral and written communication skills
- Results orientation

Project language:

The working language of the project is English

Time frame

The consultant shall be scheduled to work from September 2018 until September 2020, for up to 96 days. The working time will be documented in the respective time sheet (see Annex 1.).

Payments

The daily fee is 65 EUR including personal income tax.

How to apply?

Send an e-mail with your CV, Reference list, letter of interest along with the financial offer for the engagement to the e-mail address: info@mkm.mk using the subject line: Senior institutional Expert.

Deadline for submissions of documents is August 17, 2018 (Friday), 17.00 a.m. We encourage applicants to submit the application well before the deadline date.

If you need help, or have queries, please contact: info@mkm.mk

Only the e-mails sent during three (3) days upon the announcement of the vacancy will be replied to.