### TERMS OF REFERENCE -

### Short term expert assignment

GIZ

Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus (ECOserve)

PN 18.2062.0-002.00

**OVERALL TASK:**

The overall task of this assignment is to develop Communication Plan, including brand identity and design promotional materials for the Program Coordination Platform for Sustainable Management of RA’s Natural Fodder Areas.

1. **BRIEF DESCRIPTION OF THE PROGRAMME**

ECOserve is an environmental programme led by the Governments of Armenia, Azerbaijan and Georgia. It is financed by the German Federal Government and implemented by *Deutsche Gesellschaft für internationale Zusammenarbeit*(GIZ) GmbH. ECOserve follows a regional approach by working with all three countries of the South Caucasus.

The objective of ECOserve in Armenia is to improve the preconditions for the sustainable management and use of natural resources. In Armenia, the main partners of the programme are the Ministry of Territorial Administration and Infrastructure (MoTAI) (political partner), the Ministry of Environment (MoENV), and the Ministry of Economy (MoE).

In Armenia the ECOserve programme focuses on sustainable pasture management and energy efficiency measures for rural households.

Natural fodder areas of Armenia - the pastures and grasslands, are a vital resource for cattle farming and have significant value in terms of biodiversity and providing diverse ecosystem services. The natural fodder areas occupy around 39 percent of the RA territory and around 57 percent of agricultural lands.

Cattle farming is one of the strategic directions of agricultural development in the Republic of Armenia. The issue of fodder provision is yet another vital pre-condition for the development of the given area, which is sustained mainly through natural fodder areas in Armenia.

Taking as a basis lasting cooperation between partner organizations (Strategic Development Agency, WB-MoE CARMAC projectGIZ, and others) in the mentioned area, as well as the implementation of numerous community development projects in Armenia over the recent years, to strengthen targeted cooperation and ties between partners, on 2018 “Program Coordination Platform for Sustainable Management of RA’s Natural Fodder Areas: Pastures and Grasslands” (hereinafter Platform) has been established, aiming to further improve coordination, exchange and cooperation in that sphere. Stakeholders from governmental, academic, international organizations and NGOs are involved during the works of the Platform.

1. **OBJECTIVE**

The objective of the consultancy is the development of a coherent communication plan for the Platform, including the brand identity and design of different promotional materials\templates in cooperation with ECOserve programme and Platform parties.

1. **TASKS, RESPONSIBILITIES AND SCHEDULE**

The implementation of the work will take no longer than 7 weeks. It is expected that the work will be carried out according to the schedule below, starting no later than 15.09.2020 and finishing no later than 30.10.2020.

The company is expected to fulfil the following tasks in close cooperation with ECOserve programme and Platform Parties:

**Task 1: Develop a Communication Plan**

Develop a communication plan for the Platform that shall include the following:

* Communication objectives
* Most relevant target groups
* Means of communication including list of actions to reach the target groups
* Suggestions for the setup of necessary communication formats and channels such as Social Media pages, Website, different promotional materials and templates.
* Guidance on brand launch.

**Task 2: Develop a visual identity for the Platform**

* Develop a visual identity including the logo and create a brand book and visual identity standard manual that governs the use of the identity.
* Ensure that the branding\ designs are consistent with the colours, phrases, logos, etc. that have been developed.

**Task 3: Design and Develop Communication Materials**

Based on the Communication Plan, design and develop communication materials or templates depending on the appropriate PR tools, and the target groups determined in the Communication Plan, including but not limited to:

* Banner

Templates for:

* PPT
* Agenda
* Invitation
* Press Release
* Newsletters
* Reports
* Other materials or templates.

**Task 4: Present the communication plan and the brand guide**

* Present the Communication Plan to the Platform parties.
* Organize a training/workshop with responsible staff to present the communication plan, the use of different communication channels and tools, as well as the brand guide, including the use of fonts, colours and images.

**NOTE:** To successfully fulfil the tasks and identify the specific interests, needs, and requirements, the company should organize and facilitate workshop(s) with the relevant stakeholders. The comments/recommendations from the workshop(s) should be used to finalize the Communication Plan and the tasks.

The assignment needs to be implemented during the period September-October 2020, and should cover **up to 20 working days (8 hours each)** as follows:

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| **Tasks** | **Deliverables** | **Timeline** | **Deadlines for submitting** |
| Task 1 and 2: Develop Communication Plan and Brand Book | Draft Communication Plan and Brand Book | Up to 4 days | 05.10.2020 |
| Workshop (s)  | Up to 2 days |
| Final Communication Plan  | Up to 3 days |
| Final Brand Book | Up to 2 days |
| **Overall number of days for Task 1 and 2** | **Up to 11 Working Days** |
| Task 3: Design and Development of PR materials | Draft design of the materials  | Up to 3 days | 20.10.2020 |
| Development of the final materials  | Up to 4 days |
| **Overall days for Task 3** | **Up to 7 Working Days** |
| Task 4: Presenting the Communication Plan and Brand Guide to the responsible staff  | Trainings\workshops to present the communication plan and the brand guide | Up to 2 days | 30.10.2020 |
| **Overall days for Task 4** | **Up to 2 Working Days** |

1. **EXPECTED OUTPUTS**

The expected outputs of the assignment are:

**Output 1: Draft Communication Plan and Workshop(s) (Task 1)**

**Output 2: Final Communication Plan (Task 1)**

**Output 3: Visual identity and logo (Task 2)**

**Output 4: Brand book (guide) (Task 2)**

**Output 5: Designed PR materials (Task 2)**

**Output 6: Training\workshop for staff (Task 3)**

1. **STEERING AND REPORTING**

The entire process will be steered by the ECOserve Environmental Programme and the Platform Parties. The Company will keep close liaison with Dr. Astghik Danielyan (ECOserve Advisor) and Irina Balasyan (ECOserve Advisor), coordinating closely in all technical issues. Approval from GIZ at each stage is a necessity before moving on to the next level.

The company will be responsible for planning assignment-related meetings and the timely delivery of the agreed deliverables.

All the documents shall be delivered electronically in Armenian (Communication Plan, brand book), whereas the banner and templates should be delivered in both Armenian and English language to the ECOserve programme.

1. **PROFESSIONAL REQUIREMENTS**
* Educational background (MA) in Communications, Journalism, Public Relations or any related field;
* A minimum of 3 years of experience in PR and Communication, communication strategy and brand identity development;
* Proven experience in implementation of similar tasks;
* Excellent written and verbal communication skills;
* Fluency in English and Armenian.

**NOTE:** A company with 2-3 team members having expertise in different fields, such as in PR and Communication, as well as in the development of PR materials such as illustrations, animations, logos, etc. is eligible to apply.

The interested company shall submit a summary up to 2 pages of the Communication Plan, including initial proposals for visual identity, reference(s) or other proof of similar or relevant past experience and CVs of key experts. The interested company shall submit a detailed financial offer (in a separate envelope).