

Terms of Reference

Call for Proposal and Terms of Reference for an Communication Campaign to promote the Just Add Water website

I. Background

IAWD is an association of water and wastewater utilities in the Danube region. It was established in 1993 by utilities from 7 countries with the objective of promoting joint national and international efforts to avoid and reduce risks to water supply, such as pollution and other types of harm to the condition of the Danube, its tributaries, and related groundwater resources. IAWD is a not-for-profit association formed under the Austrian Association Law with headquarters in Vienna, Austria. Since 2013, IAWD runs, together with the World Bank the Danube Water Program (DWP) providing support to water utilities and other members of the water sector in the Danube Region. IAWD provides a platform to exchange information and knowledge and to facilitate peer to peer communication and cooperation among water utilities, organizes conferences, meetings, and capacity development programs for participants of the Danube Region and the neighbouring countries. IAWD is receiving a grant for the project “Fostering water and sanitation service provision in the Western Balkans through capacity development and cooperation by maximizing synergies between RCDN and D-LeaP” (Danube Learning Partnership).

The project “*Regional Capacity Development Network (RCDN) for Water and Sanitation Services*” aims at increasing the effectiveness and efficiency of the Associations of Public Utilities (APUCs) and of Local Governments (LGAs) in the six Western Balkan countries, which contributes to better service provision for and by their members, ultimately allowing to deliver equitable, safely managed drinking water and sanitation services to the population, in line with international standards.

The project is jointly financed by the Swiss State Secretariat for Economic Affairs (SECO) and the German Federal Ministry of Economic Cooperation and development (BMZ), and it is administratively embedded in the GIZ Project “Open Regional Fund for Southeast Europe - Modernisation of Municipal Services (ORF MMS)”, commissioned by BMZ.

Four key sets of activities will contribute to achieve the RCDN project outcomes:

- **Outcome 1:** (Stronger associations). APUCs and LGAs are capable to perform their organisational functions in line with their mandate.
- **Outcome 2:** (Adequate capacity development offer). APUCs and LGAs are capable of responding satisfactorily to the water sector-related capacity development needs and requests of their members.
- **Outcome 3:** (Policy dialogue led by associations). APUCs and LGAs are recognised by competent national agencies, able to establish strategic collaborations, and to facilitate policy dialogue in order to advocate for the interests of their members

- **Outcome 4:** (Regional services). Regional capacity development services address the needs and requests and add value to the capacity development offer of APUCs and LGAs.

The RCDN builds upon and integrates the existing CD activities, on national and as well as regional levels, and facilitates scaling-up and further replication throughout the region. Strengthening capacities of associations for collaborative CD delivery is core of the methodological approach. The project will provide the necessary assistance for introducing and enhancing functional capabilities, procedures and instruments that shall allow the RCDN partner associations to deliver fee-based CD products to water utilities and municipalities in an effective manner.

RCDN will embrace institutional and capacity development support to 15 national associations of water utilities and of local governments, as well as two regional associations, namely the International Association of Water Service Companies in the Danube River Catchment Area (IAWD) and the Network of Associations of Local Authorities of South-East Europe (NALAS), and two associations of professionals, Aquasan and the Association for Water Technology and Sanitary Engineering in Serbia (UTVSI).

IAWD is an association of water and wastewater utilities in the Danube region. Established in 1993, IAWD is a not-for-profit association formed under the Austrian Association Law with headquarters in Vienna, Austria. Since 2013, IAWD and World Bank jointly implement with the World Bank the Danube Water Programme (DWP) providing support to water utilities and other members of the water sector in the Danube Region. With the support of the DWP, IAWD has been able to create a partnership with national APUCs in the region to regionally develop and deliver a range of capacity building programs on national level in local language, i.e., the Danube Learning Partnership (D-LeaP).

During the previous RCDN grant period, IAWD has developed a communication strategy targeting the public audience to promote the importance of water and sanitation services. One activity of this campaign has been implemented so far, which is a website called Just Add Water including three short video clips for promoting on social media and websites. IAWD intends to further promote the developed tools in cooperation with the APUCs and to identify new actions related to the communication strategy. For this activity a team of consultants or several consultants will be engaged (IT consultant/web designer, communication consultant, translators and illustrator) and it will include following actions: (i) consultation with APUCs on further promotion of the developed tools, (ii) implementation of discussion results (translation of materials in local languages, update of website in different languages), (iii) production of additional videos and (iv) develop a social media strategy to reach the target audience.

II. Aim of the Assignment

The aim of this assignment is to implement a follow-up communication campaign that builds upon the results of the previous awareness-raising initiative, including the Just Add Water website and the initial video materials. This next phase will focus on expanding outreach, enhancing engagement, and further promoting the importance of water and sanitation services in the Western Balkans region. IAWD plans to engage a consultant, a team of consultants, or a company to design and implement the campaign. The assignment will leverage existing tools and strategies while incorporating new activities to maximize impact. The campaign will target public opinion by utilizing the established social media channels and networks of regional associations (e.g., SHUKALB, SHUKOS, ADKOM, the Association of Waterworks of Montenegro, UTVSI, Aquasan) and engaging Young Water Professionals where possible.

We welcome proposals outlining a strategy for the communication campaign. After a first screening of proposals, consultants will be invited to present their proposed approach in a remote interview.

III. Responsibilities and tasks of the consultant

The selected consultant/team/company will perform the following sets of activities to ensure continuity with previous efforts and expand the campaign's reach:

1. Needs Assessment and Strategic Planning
2. Content Development and Localization
3. Social Media Strategy and Implementation
4. Capacity Building and Campaign Rollout

1) Set of activities referring to the Needs Assessment and Strategic Planning:

As a part of this set of activities, the consultant will:

- Conduct consultations with APUCs, IAWD, and relevant stakeholders to gather insights on expectations and priorities for the communication campaign.
- Review existing communication materials, tools and outlets of APUCs and IAWD to identify gaps and opportunities.
- Based on the existing strategy develop actions to address identified gaps and opportunities.
- Prepare a detailed work plan with timelines, resource allocation, and responsibilities.

Deliverables of this set of activities:

- A summary report of stakeholder consultations, including an analysis of existing tools and materials.
- A review document identifying gaps and opportunities in existing communication materials and strategies.
- A comprehensive workplan with timelines, roles, and resources.

2. Set of activities referring to Content Development and Localization

As a part of this set of activities, the consultant will:

- Enhance the *Just Add Water* platform by developing additional communication assets, such as infographics and other multimedia content.
- Support the Project Manager in collaboration with illustrators, designers, and translators to ensure accessibility and regional relevance. These can either be part of the team of consultants/company, or external experts in the case of an individual consultant.
- Develop templates for social media posts tailored to the needs of water utility associations and stakeholders.

Deliverables of this set of activities:

- A set of multimedia assets to expand the campaign.
- Finalized content in the agreed formats, incorporating feedback from stakeholders.
- Tailored social media templates for associations' regular use.

3. Set of activities referring to the Social Media Strategy and Implementation.

As a part of this set of activities, the consultant will:

- Identify key social media platforms, leveraging existing social media channels of regional water utility associations and network, while taking into account the resources of partners operating them.
- Enhance the existing social media strategies and outline a content calendar for maximum engagement with the target audience
- One online workshop (2 hours) to train representatives of APUCs and Young Water Professionals to manage, post, and monitor campaign activities on social media.
- In the first month after implementation, monitor social media analytics to measure reach, engagement, and impact, and adapt the strategy as needed.

Deliverables of this set of activities:

- A documented social media strategy outlining platform-specific approaches, target audiences, and engagement goals.
- A content calendar for social media posts, specifying themes, formats, and schedules for implementation.
- One online workshop and related training materials (guide, presentation) for APUCs and Young Water Professionals on social media management and campaign promotion.
- A report on social media analytics from the first month of the campaign's rollout phase, including engagement metrics and recommendations for future improvements.

4. Set of activities referring to Capacity Building and Campaign Rollout.

As a part of this set of activities, the consultant will:

- Support the Project Manager in organizing one online workshop with APUCs and other stakeholders to introduce the campaign materials and train them in effective dissemination practices.
- Present to national groups of Young Water Professionals to amplify campaign messages through peer networks and community outreach.
- Support the launch of the communication campaign, ensuring alignment across all channels and partners.
- Prepare a final report summarizing campaign activities, lessons learned, and recommendations for future initiatives.

Deliverables of this set of activities:

- Workshop or webinar materials, including presentations, handouts, and recordings, for capacity-building sessions with stakeholders.
- A documented plan for collaboration with national groups of Young Water Professionals, outlining their roles in the campaign.
- A campaign launch report summarizing the key activities, stakeholder participation, and alignment with planned objectives.
- A final report summarizing the entire campaign, lessons learned, stakeholder feedback, and recommendations for future initiatives.

Notes: The exact order of the tasks will be agreed with IAWD.

No costs for travel and accommodation are foreseen in relation to this consultancy. The contract between IAWD and the selected consultant will be signed separately, under the laws of Austria.

IV. Expert Days

A maximum of 60 days is foreseen for the completion of all tasks for this activity. This figure refers to the overall amount of days available in the activity, to be split across different types of expertise.

V. Consultant's Profile

For the realization of the assignment a consultant, or team of consultants, is required.

Qualifications and specialized knowledge/experience required:

- Advanced degree in communication, marketing, public relations, or a related field.
- Proven experience in designing and implementing large-scale public awareness or communication campaigns, preferably in the water and sanitation sector or related fields.
- Strong knowledge of multimedia content development, including video production, infographics, and social media strategies.
- Demonstrated expertise in website design and content localization, including managing multilingual content.
- Familiarity with water and sanitation services in the Western Balkan region, including the challenges faced by utilities and local governments.
- Understanding of the needs and dynamics of public utilities and professional associations in capacity-building contexts.
- Excellent communication and interpersonal skills, with the ability to engage effectively with diverse stakeholders, including professional associations and young professionals.
- Experience working in cross-cultural and multilingual environments, particularly in the Western Balkan region.
- Proficiency in using social media analytics tools and developing data-driven strategies.
- Fluency in English (spoken and written); knowledge of one or more local languages of the Western Balkan region is an asset.
- Ability to work independently and meet deadlines, while coordinating closely with clients and stakeholders.
- Previous experience with projects funded by international organizations (e.g., SECO, BMZ, GIZ) is highly desirable.

VI. Proposal

It must be highlighted that the applicants are expected to precisely demonstrate the above-mentioned profile in their proposals. The consultant shall send an offer, including a proposed fee and their CV to: lavena@iawd.at, and in copy to: office@iawd.at, **until January 30th 2025**.

- CV of the consultant, or portfolio of the applying company/team of consultants.
- Proposed approach – a suggested workplan for activities, including a proposed time frame
- A financial offer, which shall contain the total budget for executing of the consultancy including: (i) proposed number of days and (ii) daily rate per activity. The prices should be stated in EUR (gross amount).

VII. Evaluation Criteria and Scoring

The proposals will be evaluated based on the following criteria:

- 40% Consultants' Profile: Consultant's expertise and experience
- 30% Proposed approach
- 30% Financial Offer

VIII. Reference Person

The reference person for this assignment is the IAWD's Project Manager, Mr. Pietro Antonio La Vena.

Email address: lavena@iawd.at

IX. Modification of Terms

IAWD reserves the right to modify the terms of the ToR at any time at its sole discretion.

X. Acceptance and Rejection of Proposals

IAWD may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, IAWD reserves the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether it is the lowest priced proposal. IAWD is not under any obligation to award a contract and reserves the right to terminate the request for proposal process at any time, and to withdraw from discussions with the consultant who have responded. IAWD reserves the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable to the association and the RCDN.

XI. Ownership

All materials, documents and information prepared, developed, or adjusted by the consultant and used for the purposes of preparation and realisation of the activity, as well as reporting, remain the property of the IAWD and RCDN. The consultant agrees that no part of the training materials, documents and information may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, for any other purposes and objectives than those related to this ToR, without the prior permission of IAWD.

XII. Reporting

The final report should be submitted, not later than 10 working days after the realisation of the activity, by the consultant.

XIII. Terms and Payment

The consultant will be hired under an Individual Contracts (IC), signed by IAWD and will be paid upon submission and approval of the deliverables listed above. Due to the longer period of this assignment, the consultant will receive an interim payment after a set of activities agreed with IAWD. The consultant shall provide the timesheets (that will be provided to the consultant by IAWD) together with the deliverables in order to proceed with the payment.



The payment will be based on the actual number of working days (according to the submitted timesheet) invested for the development of each deliverable, but not exceeding the approved number of days for the consultant.

*All abovementioned Annexes/Templates will be provided to the consultant by IAWD upon signing the contract.