



## Term of Reference for a Consultant to develop “Project communication and networking strategy”

“Initial Steps for the Establishment of National Protected Areas Network in Iraq” Project

September, 2019

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### Background:

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The International Union for the Conservation of Nature – The Regional Office for West Asia IUCN-ROWA is currently implementing the project “Initial Steps for the Establishment of the National Protected Areas Network in Iraq” in partnership with the Iraqi Health and Environment Ministry with the support of the Global Environment Facility (GEF) and UN Environment Program (UN Environment) as an implementing agency.

The primary Goal of the project is biodiversity conservation and sustainable use in Iraq which will be achieved through three main components that have been structured according to three key challenges that the Ministry of Health and Environment has to address in order to create a coherent and representative Protected Area System in Iraq:

- 1) Need for setting up a structured and functional process for designing, planning and establishing the national system of Protected Areas in Iraq and strengthening the institutional and legislative framework for Protected Areas through capacity building and provision of technical tools to enable enforcement of legal requirements and international best practices, including extensive stakeholder consultations in all stages of the decision making and implementation process;
- 2) Need to establish Protected Areas in two selected priority sites in Dalmaj and Teeb through provision of essential infrastructures and support to the designated Protected Area Management Authorities, including stakeholder consultations and active involvement of the local communities; and
- 3) Need for increasing public awareness through development of specific outreach and communication materials, media and tools.

The purpose of this assignment is to develop a communication and networking strategy to share the findings, knowledge outputs, policy and management recommendations of the project with key stakeholders related to the use and management of the protected areas in Iraq.



The overall duration of the assignment shall not be more than 2 months during September – October 2019. Exact timeline can be agreed with the consultant.

### Scope of mission:

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The consultant is required to develop a “**Project communications and networking strategy**” that covers the following aspects:

1. **Stakeholder analysis:**
  - a. Identify and map key stakeholders in the government, private sector, civil society, etc. at the international, regional, national and local levels, including “local communities” for the project, b. classify stakeholders according to their impact, and interest to the project.
  - b. Identify how each group of stakeholders should be contacted/ approached.
2. **Adding a new page to IMoHE website for the project and create social media platforms:**
  - a. Compiling a content package for the project web-page, and identifying social media platforms suitable for dissemination and interaction with the stakeholders to utilize the most appropriate media platforms to meet their needs.
  - b. Coordinate with the IT team in IMOHE to develop the website page.
3. **Communication impact assessment:**
  - a. Develop indicators to monitor and evaluate communications tools and activities, in order to measure the impact of achieving the overall project objectives.
  - b. Develop a questionnaire or other tools, as appropriate; to measure the project impact, this can be disseminated to stakeholders towards the end of the project.
4. **International, regional and national networking opportunities:**
  - a. Identify similar projects in Iraq with potential networking opportunities to serve the project objectives,
  - b. Identify similar projects in the region or internationally in addition to organizations working in similar thematic areas.

**Other tasks:**

- 1- The consultant shall update the project stakeholders and contacts database.
- 2- Conduct a 1-day workshop to present the communication strategy for the targeted group and IMoHE focal point.
- 3- Identify additional outreach material/ tools that may help in disseminating the project message and outputs.



Part B:

#### Deliverables:

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The consultant shall submit the following to IUCN ROWA:

- 1- An inception report on the task, including methodology and expected timeline for each of the project tasks. This could be an update of the narrative proposal to reflect any emerging issues.
- 2- First draft communication and networking strategy covering all aspects addressed scope of mission.
- 3- Conduct several meetings as needed with project focal points and stakeholders to get their feedback on the draft strategy.
- 4- Final Communication and networking strategy, revised upon the feedback obtained from partners and stakeholders.
- 5- A Workshop report including (Participant attendance sheet, workshop photos, and workshop summary).

#### How to apply:

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Please Submit your Company profile (CV for individuals), and a strong justification for your application including:

- Brief narrative proposal showing how the assignment will be conducted.
- Financial proposal for undertaking the assignment.

Qualified consultants shall submit their proposals and required documents to: [westasia@iucn.org](mailto:westasia@iucn.org), and [Natalia.boulad@iucn.org](mailto:Natalia.boulad@iucn.org) before 25.9.2019, 4.00PM Amman Time. We will only contact shortlisted candidates.

#### Bidding Information:

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Offers will be evaluated based on the following:

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|---------------------------------------|-----|
| • Narrative Proposal                  | 35% |
| • Company profile / CV for individual | 35% |
| • Financial Proposal                  | 30% |



Important note:

All the deliverables from the consultants whether reports, presentations, training materials, etc. should include (IUCN, GEF, UN Environment, IMoHE) logos and the 4 institutions should be mentioned whenever this activity is mentioned.