

REPUBLIC OF TURKEY
MINISTRY OF ENVIRONMENT AND URBANIZATION
General Directorate of Environmental Management

PARTNERSHIP FOR MARKET READINESS PROJECT
(TF0A9626)

TERMS OF REFERENCE FOR CONSULTANCY SERVICES FOR
SENIOR COMMUNICATION EXPERT
(PMR-TRII-C3-IC1)

1. BACKGROUND

The Government of Turkey has been awarded a grant from the World Bank Partnership for Market Readiness (PMR) trust fund to finance the implementation phase of the Partnership for Market Readiness Project (PMR Project) and intends to apply part of the proceeds to payments for consulting services contract which will be implemented by the Ministry of Environment and Urbanization (MoEU) through the Climate Change Department (CCD).

The core objective of the PMR work in Turkey is to produce robust analytical reports on suitability of carbon pricing to inform decision-making processes in formulation of Turkey's low carbon development policies. The following reports are produced to ensure the objective is met: (i) an analytical report on the consideration of establishment and operation of an emission trading scheme (ETS) for Turkey; (ii) an analytical report to assess applicability of other carbon pricing mechanism; (iii) a study on modelling potential economic and sectoral impacts of carbon pricing; (iv) a study on developing Turkey's marginal abatement and cost curves (MACC) in energy sectors; (v) assessment on the risk of carbon leakage and (vi) a synthesis report on the implementation of carbon pricing policies in Turkey.

PMR in Turkey includes extensive stakeholder training, consultation/engagement and public awareness activities, including, inter alia, (i) conferences and workshops supporting the activities; (ii) consultation meetings with stakeholders; and (iii) public awareness activities (media, high level public/private meetings, etc.).

The Closing Date of Grant Agreement for the 1st implementation phase (2014-2018) is December 31, 2018. PMR Turkey is allocated an additional funding at the 17th Partnership Assembly, the decision-making body of the PMR in October 2017, to assist the Turkish government further the work on the deliverables of the 1st implementation phase. The 2nd phase of the project started in January 2019 and will last until June 2020.

Within the framework of the PMR Implementation Phase II, a Senior Communications Expert will be employed at PMR Project Implementation Unit (PIU), General Directorate of Environmental Management of Ministry of Environment and Urbanization (MoEU) to ensure strong communication and outreach of the project.

For more information on the project official documents and activities, please see the following websites; <http://www.thepmr.org/> and <http://www.pmrturkiye.org/> .

2. OBJECTIVES

The main objective of the consultant's services under this TOR is to employ an experienced consultant to support the project by developing the Communication Strategy for PMR Turkey Project Phase II, in accordance with the World Bank Procurement and Consultants' Guidelines and Grant provisions. With the Communication Strategy, it is aimed to create awareness and support on PMR and maintain better relations with the stakeholders including NGOs, media, ministries, financial institutions and private sector as well as the general public.

3. SCOPE OF THE SERVICES

The Senior Communications Consultant is expected to perform following tasks:

- Conduct a desk review on best practice communication strategy at international level with the support of project team (provision of contacts and documents of other countries)
- Conduct consultations and interviews with all relevant internal and external actors to discuss the needs and possible solutions for enhancing the stakeholder and general public support for PMR
- Draft a brief outline for the communication strategy
- Draft the Communication Strategy in line with the results of consultation meetings and interviews made with all relevant internal and external actors as well as the information materials shared by the PMR Team
- Finalize the communication strategy reflecting the feedbacks of all relevant internal and external actors
- Develop and deliver awareness raising session on the communication strategy
- Provide support for the communication activities to be conducted during the assignment
- Responsible for development of communication strategy in line with the related visibility guidelines;
- Supporting the procurement process of the communication activities and events if needed
- Supporting the contractual and financial works of the communication activities and events if needed
- Assist in preparation of the annual progress reports reflecting communication results, lessons learned and dissemination strategy.

4. REPORTS

The Consultant shall submit monthly progress reports at the end of each month summarizing the monthly communication activities, problems encountered in the implementation during the subject month and communication activities planned in the next month.

The Consultant shall prepare the Communication Strategy Paper.

5. DURATION OF THE SERVICES

The Senior Communication Expert shall be hired on June 2019 until the end of project completion (June 30, 2020) with a two months probation period. The time required for the Consultant to perform the activities described above will be 50 working days during the contract period. The number of days may be extended by the MoEU if deemed necessary.

6. QUALIFICATION REQUIREMENTS

- The consultant should have B.A and/or M.A degree in Communications, Public Relations, Journalism and/or a relevant field.
- At least 10 years experience in development and implementation of communications strategies
- At least 10 years of experience in EU, WB and/or internationally funded projects
- Proven experience in development and implementation of strategic communication plan
- Experience in development and delivery of trainings on communications
- Experience in working with media and organization of public relation activities
- Experience in organising and facilitating major events, conferences, etc.
- Experience in communication techniques, methods and tools,
- Experience in production of print, audio-visual and electronic materials
- Experience in social media tools
- Familiarity with and/or experience in communication related to tasks of Ministry of Urbanization and Environment
- Good command of English and Turkish
- Excellent interpersonal skills
- Ability to work in a team in a multilingual environment

7. METHODOLOGY

The consultant will be hired on the basis of the World Bank's Guidelines for Selection and Employment of Consultants (January 2011). The contracted consultant will take a position of Senior Communications Expert of MoEU PIU under PMR. The contract will be signed between the General Directorate of Environmental Management of MoEU or his designee and the consultant.

8. APPLICATION

The CVs should provide information required in the position. CVs in Turkish and/or English together with an application letter should be emailed or submitted no later than April 22, 2019 to:

Çevre Yönetimi Genel Müdürlüğü (General Directorate of Environmental Management)
İklim Değişikliği Daire Başkanlığı (Department of Climate Change)
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