TERMS OF REFERENCE

Conducting Youth Contest of Drawings “My Native Forest” in Georgia

a) Initial project information

The European Union (EU) funded “European Neighborhood and Partnership Instrument (ENPI) East Countries Forest Law Enforcement and Governance (FLEG) II Program” (the “Program”) is aimed to support the participating countries strengthen forest governance through enhancing their forest policy, legislation and institutional arrangements, and implementing sustainable forest management models on a pilot basis. The Program will be implemented in seven countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova, the Ukraine, and the Russian Federation.

The Program builds on initiatives undertaken under the first EU funded FLEG Program. It will be carried out over a four-year period, with end disbursement date of December 31, 2016. The Program is supported by the European Commission contributing to a single-donor trust fund administered by the World Bank (WB). Austrian Development Cooperation (ADC) provides additional funds to support Program activities in Armenia and Georgia. Implementation of the Program is led by the WB, working in partnership with the International Union for Conservation of Nature (IUCN) and the World Wide Fund for Nature (WWF). The Program has three Development Objectives:

1) To make progress implementing the 2005 St. Petersburg FLEG Ministerial Declaration in the participating countries and support the participating countries commit to a time-bound action plan to ensure its implementation and follow-up activities (regional level).

2) To review or revise (or establish a time-bound action plan to review or revise) forest sector policies and legal and administrative structures; improve knowledge of and support for sustainable forest management and good forest governance (including the impact of related EU regulations) in the participating countries (national level).

3) To test and demonstrate best practices for sustainable forest management and the feasibility of improved forest governance practices at the field-level on a pilot basis in all participating countries (sub-national level).

Main Program activities implemented by WWF-Caucasus Programme Office (WWF-CauPO, hereafter “the client”) in Georgia include evaluation of biodiversity and ecosystem functions of forests, exploration of the voluntary forest certification potential, promoting sustainable forest management planning, restoration of natural forest landscapes and conservation of forest biodiversity. Awareness raising activities about the importance of forests will also be conducted. One of the activities under the awareness raising component is youth contest of drawings “My Native Forest”. This activity will contribute to the implementation of the FLEG2 Program Development Objective “improve knowledge of and support for sustainable forest management and good forest governance in the participating countries”.

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b) Objectives and expected outcomes

The activity aims to improve knowledge of and support for sustainable forest management and good forest governance in Georgia, to increase awareness and interest in preserving and developing forest resources for all sectors of the community and highlight achievements of FLEG II project among general public and particularly youth.

The main objective is to successfully conduct the youth contest of drawings. The supporting activities should be held in the same period and as many communications tools as possible should be utilized in this concentrated period, so as to gain maximum free media coverage over the course of the contest.

Key messages that reflect the problems being addressed by the program, relevant news and international developments, the approach taken and the activities and results of the program, which contribute to the program’s overall development objective should be widely communicated using both face to face and media channels. Every effort should be made to ensure the potential beneficiaries are aware of the many activities of the Program so that impact is maximized.

Engagement of media, relevant high level government officials and opinion makers should be ensured that will broaden the target audiences and increase the number of stakeholders including the public, that receive forestry messages.

c) Scope of services

The client will hire an organization or a firm (hereafter the “consultant”) which will carry out this assignment, consisting of the following specific tasks are to:

- Raise awareness about contest via face to face meeting, events, site visits with target audience, and through different media channels
- Special campaign to disseminate information through digital media. The minimum required total Facebook engagement is about 15 000
- Attract key media during the launch, process and award ceremony, campaign should be broadcasted by leading TV channels
- Identify the participating schools in the regions of Georgia with significant forest cover
- Identify the pupils from these schools willing to participate and obtain about 1,000-1,500 initial drawings
- Shortlist around 500 drawings for the subsequent participation in the context, ensuring transparency of the process
- Select the winners – the 12 best drawings
- Create young foresters and dedicated teachers database
- Exhibit the shortlisted (500) and winner (12) drawings; invite high level officials and
opinion makers as speakers and guests. In addition, all 500 participant pupils and other guests will be treated with mineral water, juice/lemonade and large cake(s) with ornaments of trees, bushes and other forest components.

- Attract sponsors for gifts (companies should be practicing acceptable environmental standard); these gifts should be provided to the pupils in addition to the ones mentioned below
- Reward the 12 winner pupils with T-shirts, drawing sets and prizes from partner organizations during the exhibition
- Print the field diaries (copybooks) for pupils - 2,000 (two thousand) copies and distribute among the participants and their friends
- Produce media releases and news stories for internal and external channels and distribute
- Organize high quality photo and video shooting of different activities.

The contest scope is to help the participant pupils visualize natural forests of their native regions and demonstrate the uniqueness of these forests. About 500 (five hundred) drawings will be chosen and evaluated and, in total, 12 (twelve) winners will be selected. The work is expected to start in late August or early September 2015.

**Relevant activities for the assignment**

By the beginning of October 2015, about 1,000-1,500 pupils, willing to participate in the contest, will be identified. Starting grade and respectively age will depend on availability of biology/environmental program at the school. The regions of Georgia with substantial forest cover (Samegrelo-Zemo Svaneti, Guria, Ajara, Imereti, Racha-Lechkhumi and Kvemo Svaneti, Samtske-Javakheti, Shida Kartli, Mtskheta-Mtianeti, Kakheti), plus the capital city of Tbilisi, should participate more or less equally.

Participants will be free to choose any technique of drawing. The drawing should be performed on A3 or A4-sized paper by watercolor or colored pencils, or similar tools/methods. By the end of October, about 500 drawings (out of the initial 1,000-1,500) should be selected for subsequent participation in the contest. This initial selection will be made by the teachers of drawing in respective classes.

Throughout November 2015, the small group of recognized art/design specialists will evaluate all of these 500 drawings and select the best 12. The 12 winners should preferably represent as many regions of Georgia as possible.

The winner drawings, alongside with the initial 500 ones, will be demonstrated to the general public at a one-day exhibition (with the drawings remaining at the exhibition hall for 3-4 days) in Tbilisi. The 12 winner drawings should be put in wooden or cardboard (or similar material) frames during the exhibition. All participating 500 pupils, above all the winners, will be invited. The exhibition will be held at the end of November or beginning of December 2015. The announcement of the exhibition should be made at least one calendar month before it is conducted.
At the exhibition, the 12 winner pupils will be awarded T-shirts (which should be printed by the consultant) with ENPI FLEG2 logos and small sets for drawing and other gifts from partner organizations. At the same time, distribution of some of the 2,000 copies of field diaries with the parameters listed below, should be conducted at the event.

- A5-sized
- About 100 pages in total, containing:
  - ENPI FLEG2 logos and statements, as required by communication guidelines of the program
  - 12 colored pages - each representing a winner drawing
  - imprinted calendars for 2016 and 2017
  - brief geographic information about Georgia, including a map and distances between major population centers.

- Preferably, printed on recycled or ideally, FSC-certified paper (if available), including
  - inner (empty) pages: about 100g per sheet, white, squared sheets on both sides (1+1)
  - pages with colored drawings: about 170g per sheet, with a drawing only on one side (1+0)
  - cover pages: about 300g per sheet, laminated and colored cardboard, on both sides (2+2)
- Binding – with binding spring.

**Target Audience:** Participating school children and their families, friends who follow the competition on Facebook, the media, Ministries of Education and Environment, City hall and local municipalities, Regional and Local Education Authorities, school Directors, university and college students, members of youth organizations outside school, NGOs run by students, young foresters - trainees in forest management and the general public. Young people are a key group within the target audience who should not only influence their peers but also talk with their families and friends as well.

**d) Reporting and Approval Procedures**

The consultant should send the First Interim Report to the client after the selection of initial 1000-1500 drawings. The report should be in MS Word format and should include the names of the applicants, their contact information and the names and addresses of their schools. The first report should be submitted in October 2015. The Second Interim Report should be provided after the selection of the 500 drawings. The report should be in MS Word format and should include the names of the selected pupils, their contact information and the names and addresses of their schools. The second report should be submitted by the end of November 2015. The final report should be provided after the selection 12 winners and conducting exhibition and after the printing and distribution of the field diaries. The report should be in MS Word format and should include the names of the selected 12 pupils and the names and addresses of their schools. The final report should be made at the end of December 2015. All reports should be in English, should include media monitoring reports and reports on undertaken activities to raise awareness about contest and encourage participation (including the report about exhibition in the final report). Reports
should be sent to Ilia Osepashvili, Project Coordinator, iosepashvili@wwfcaucasus.org.

The coordinator will provide feedback to the consultant within five working days after receiving each report. If no response is received by the consultant after the expiration of this period, the report will be deemed as accepted, unless a written request is sent by the coordinator to allow for a few more days for the revision. The comments and requests for further information/corrections should be addressed by the consultant in a timely manner. After the satisfaction of the coordinator with the quality of the reports (clearly expressed in a written form), the consultant may complete the remaining parts of work. Only after the formal acceptance of the Final Report by the coordinator (by signing the acceptance form by both parties - the consultant and the coordinator) can the contract be considered as completed.

The consultant should act strictly on behalf of the client and FLEG II Program and should refrain from mentioning their name without prior notification to the client. In fact, the consultant should be a representative of the Program.

e) Client’s Input

The client will provide all information available at their office, (e.g. logos, statements and other related information) which might be useful for the completion of this assignment, free of charge. The Project Coordinator, or a person designated by him, will make a brief presentation at the exhibition about the importance of forests, sustainable forestry, and the role of the ENPI FLEG2 program in this respect. Interpretation service will be provided for the foreign guests at the exhibition, if necessary. The costs of the interpretation service will be fully covered by the client. All other activities, including the printing and distribution of T-shirts and field diaries, are the responsibility of the consultant.

f) Qualification requirements for the consultant

- At least two years of working experience in the field of Public and Media Relations
- Proven record of successfully implemented similar projects, requiring high level of media engagement
- The extent of experience in contests among schoolchildren in Georgia
- Experience of awareness-raising activities with schoolchildren, cooperating with the schools located at various regions in Georgia and in the field of environment or closely related fields would be an asset
- Experience in cooperation with different governmental and business organizations for major gift fundraising
- The number of those staff members and their relevant experiences, who would be directly involved in the implementation of this assignment
- Demonstrated ability to communicate and provide high-quality written reports in English.