

Terms of reference

INDIVIDUAL CONSULTANT TO ACT AS EITI ALBANIA PR AMBASSADOR FOR 2019

I. Introduction and Background

The Extractive Industries Transparency Initiative (EITI) was launched at the World Summit on Sustainable Development in held in Johannesburg in September 2002. This global initiative encourages Government, extractive companies, international agencies and NGOs to work together to develop a framework to promote transparency of payments made within the extractive industries. It is a shared belief that transparency of payments and revenues greatly increases the likelihood that the revenues generated by the development of natural resources will be used in an efficient and equitable manner and can assist Government in financial and macro-economic planning and also reduces the risk of diversion or misappropriation of resources.

The Extractive Industries Transparency Initiative (EITI) is a global standard that promotes transparency and accountability in the extractive sector. It has a robust yet flexible methodology for monitoring and reconciling company payments and government revenues from oil, gas and mining at the country level and disclosing information across the extractive sector value chain. Each implementing country creates its own EITI process adapted to the specific needs of the country. This involves defining the scope of information to be published and exploring how disclosure of information can be integrated into government and company portals to complement and strengthen wider efforts to improve extractive sector governance. EITI implementation has two core components:

- **Transparency:** Oil, gas, mining and hydro-energy companies disclose their payments to the government, and the government discloses its receipts. The figures are reconciled and published in annual EITI Reports alongside contextual information about the extractive sector.
- **Accountability:** A multi-stakeholder group with representatives from government, companies and civil society is established to oversee the process and communicate the findings of the EITI Report, and promote the integration of EITI into broader transparency efforts in that country.

The requirements for implementing countries are set out in the EITI Standard¹. For further information, please see www.eiti.org.

¹ http://eiti.org/files/English_EITI%20STANDARD_11July_0.pdf

EITI implementation in Albania

The Albanian Government supported this initiative and engaged for EITI implementation on March 2009 and became a candidate country of EITI on May, 2009.

The International Board EITI, declared Albania as a member country according to EITI standard on May 2013. Compliance with EITI Standard means that the country has an effective process for annual declaration and the reconciliation of all revenues from the extractive industries. This process gives possibility to the citizens to see the revenues from the companies of oil & gas, mining and those hydro power sectors.

Albania has published EITI reports for 8 fiscal years so far. In April 2011, Albania published its first EITI Report of the payments and revenues from extractive industries (oil & gas and mining), for the fiscal year 2009. In August 2011, it is published the Validation Report about the EITI implementation in Albania. In June 2012, Albania published the second EITI Report of the payments, for the fiscal year 2010. During 2014, Albania published 2 EITI reports under the new EITI standard; EITI report 2011 published in June 2014 and EITI report 2012 published in November 2014. During 2015 it was produces by one single process, the EITI Report for the fiscal years 2013 and 2014 including Hydro energy sector. In February 2017, Albania published the EITI Report for the fiscal year 2015 and in February 2018 published the EITI Report for the fiscal year 2016.

Albania is a traditional mining country with considerable reserves in chromium, copper and iron-nickel, industrial stones, as well as substantial production of crude oil. Mining, oil, gas and hydropower sectors, contribute a significant and growing proportion of Government revenues for development. In the light of this, the Government is fully aware of the importance of good sector governance, transparency and accountability as major contributors to the economy, local community development and employment.

The extractive industries and its related operations have already been an argument for hot debates for the environment issues, quality of life for the communities living in the zones and perceived corruption affairs.

After all the data published through the EITI reports which are enormous information, there is still very weak media interest based on the data and information discloses by the report. There are no meaningful analyses, and no technical or scientific based media exploration. We do not hear economy journalists' talking seriously on these issues, neither do we see engagement from media of fiscal or technical experts, engineers, researchers talking on "how this sector is managed" such that it produces important triggers that would furnish for reforms.

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II. Objective

The objective of this assignment is to hire an individual media consultant who will act as an EITI PR Ambassador in the Albanian process and in the implementation of the Communication plan for 2019.

III. Reporting arrangements and Deliverables

The consultant will assist EITI Albania Secretariat for:

Act as the EITI PR Ambassador to all targeted stakeholders in order to increase awareness, create a specific image of EITI in Albania from the perspective of economic journalism stature, and generate attention and positive debate and discussions such that it produces important triggers that would furnish for reforms.

The PR ambassador holds the responsibility of representing the organization at the time of celebration events, workshops, conferences, trade displays, exhibitions, contact with international partners and other promotional events. The PR ambassador primarily function is as a spokespersons for EITI Albania. He/she will usually appear in regional and local media like magazines, periodicals, public shows, television shows, etc., and promote the principles of EITI: Transparency, Accountability, information sharing and discussions through:

- Representing EITI Albania in 3 meetings during 2019 with economy journalists in the format of media brunch;
- 2 Round tables with the CSO regarding extractives and media cover;
- 2 TV interviews of EITI Albania Director, MSG members, etc.;
- Continues communication in the social media (70 statuses in Facebook and twitter);
- Produce 6 TV chronicles in 2019;
- Produce 13 Online newspaper and print newspaper editorials.

In addition the Consultant will:

- Coordinate its activity with the company that will provide PR and marketing services to EITI Albania on behalf of the 2019 Communication plan.

IV. Minimum Qualifications:

- A journalist with a University degree or pronounced qualification in economics, engineering, business administration.
- The EITI ambassador should possess excellent oral communication and interpersonal skills. In addition to that the consultant must possess an appealing

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personality and professional stature. The consultant should not hesitate to travel in the country.

- At least 5 years of direct experience in media such as TV, journalism etc.;
- English language essential.

V. Timing and Requirements for the Assignment

The individual consultant is expected to start the assignment by 1 June 2019 and complete it by 30 April 2020.

- The contract will be prepared using the time based forms for small assignments.
- The consultant will work based on the communication plan approved by the EITI Albania MSG and under the direction of EITI Secretariat.
- The consultant shall prepare and submit reports every month to the Albanian EITI Secretariat for its acceptance.
- The consultant would provide input and advice by reports, email and phone calls and being present upon the client's request.

VI. Selection Method: The consultant will be selected in accordance with IC method with the procedures set out in *“World Bank’s Procurement Regulations for IPF Borrowers”* dated July 2016, revised November 2017 (*Procurement Regulations*).