



Terms of Reference

PREPARATION OF COMMUNICATION AND OUTREACH STRATEGY 2021-2022 FOR IMPLEMENTATION OF THE EITI STANDARD

Approved by the MSG on 28.08.2020

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I. 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.

All revenues from a country's natural resources such as oil, gas, minerals and metals, should be regularly published and independently verified. The publication of this data should be managed and overseen by a multi-stakeholder group composed of members of government, civil society and extractive industry companies. This data should be effectively shared with the country's citizens, and thus stimulate an informed debate about how natural resources are being governed.

Effective communications is essential to ensure transparency and for transparency to lead to accountability.

The oil, gas and mining industries have a number of distinguishing features making it especially relevant for matters of transparency and these include:

- In the vast majority of countries, these natural resources are owned by the government and thus by all its citizens. All should therefore have the right to know and have a say in how this common wealth is managed and spent.
- These resources are finite and, as with any time-limited resource, it is important that they are used to contribute to the sustainable development of the countries where these resources come from and augment other forms of 'capital' such as infrastructure and human or social capital.
- The extractive sector may produce extensive and highly concentrated revenues, which in some countries, have been misappropriated by elites rather than being spent for the public good.
- It has been recognized that in some countries, especially those with weak governance mechanisms or institutions, the volatility of commodity prices and their dominance can present significant problems of macro-economic management, the so-called 'resource curse'. This can lead to poor economic performance, corruption and conflict.

Countries implement the EITI to mitigate this information deficit. By publishing information on how much is being paid and received by which organizations, and by involving civil society groups in overseeing that process, the EITI can be part of building a culture of trust between citizens, the government and the private sector.

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

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 produced 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.

In February 2017, Albania published the EITI Report, for the fiscal year 2015 and in February 2018 Albania published the EITI report for the fiscal year 2016. Actually Albania is in process to finalize the 2017-2018 EITI Report.

On 17. 06. 2019 the EITI Board following the conclusion of Albania's second Validation of 2019, concluded that **Albania has made Meaningful Progress overall in implementing the EITI Standard, with considerable improvements** across individual requirements.

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.

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

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.

II. Objective of the Assignment

The objective of this assignment is requiring hiring an individual consultant EITI Albania on the preparation of the Communication and Outreach Strategy for 2021-2022.

The Albanian EITI program has already implemented a Phase I and Phase II and a Phase III Communication plan, which now has to be expanded to provide a broader awareness and more informed debate to all the stakeholders in the Extractive Industries, such as the people living in the extractive areas, the journalists, the government officials, CSO-s, and some degree of massive education.

The implemented Communication Strategy has already built foundations of the EITI activities in Albania, especially in the extractive areas.

The communication strategy will have to point besides the EITI principle and benefits, to concrete and comparative data disclosed by the EITI Reports, which should be tailored according to the target groups.

In focus to EITI communication program requirements, the compilation of the strategy would target:

- i) The stakeholder groups that are important to EITI program (local communities, local government, state institutions, CSO-s, Extractive operators, journalists, students);
- ii) The level of stakeholder's understanding on the EITI process and EITI reporting;
- iii) Outreaching channels with the biggest impact;
- iv) An informed national dialogue and awareness rising on the EITI benefits, implementation process and principles.

III. Scope of Service and Tasks

The primary objective of the Communication Strategy is to increase public awareness and produce informed debate to several stakeholders. So far the EITI concept is familiar to the stakeholders mainly in the production areas such as: local government representative, local administration, and to some extent the Central Government related to EITI as well as some CSO-s.

With this communication plan, the EITI concept should penetrate to the degree that is massively recognized and increase trust, as well as provide avenue to a healthy public debate on several levels (Parliamentarians, CSO-s, and Journalists) that would indicate areas for improvement and lead to change.

To achieve this objective, the expert is required to undertake the following:

- i) Preparation of EITI Albania Communication Strategy and Action Plan.
- ii) Coordinate planned activities and advise on Outreach Activities and Materials.
- iii) Prepare the Terms of Reference and cost estimation for the “Package for Public Awareness Campaign”.

The specific tasks for the Consultant will be as follows:

1. Preparation of EITI Albania Communication Strategy and Action Plan

The consultant should develop the Communication Strategy, with a view to emphasizing a strategic approach to communication regarding the following objectives:

- (i) Increasing public perception and knowledge on revenue transparency and EITI Albania initiative;
- (ii) Increasing the public profile of EITI-Albania and the understanding of its mission, vision and role in society, to strengthen citizens' trust to institutions.
- (iii) Identifying effective tools and manners of communication to increase public awareness and debate;
- (iv) The promotion of EITI-Albania and transmitting to the public opinion the results and the needs of the institution in the good governance, transparency and fighting of corruption.
- (v) Promotion and the cooperation of EITI-Albania with the citizens and enhancing their participation in the activities and EITI-Albania round tables.
- (vi) The consolidation and participation of EITI Albania Staff in giving opinions in the written media and gradual passing in giving opinions on the visual media.
- (vii) Upgrading the interior communication of EITI-Albania staff and the exchanging of information with different state actors.
- (viii) Identifying the key messages that EITI-Albania must communicate to the public.
- (ix) The promotion of the transparency principles in the communication by guaranteeing objectivity and understandability for the information forwarded.
- (x) Ensuring that all means of communication are compliant with Mission, Vision, organic legislation and strategic objectives of EITI Albania.
- (xi) Promotion and use of new means of communication, providing fast, reliable and widely used accessible information.
- (xii) Enhancing media understanding of the EITI Albania as a process contributing to good governance in the extractive sector and the role it has to play in ensuring the success of EITI objectives;
- (xiii) The consultant shall develop an action plan with reasonable time lines for recommended communication activities.

2. Coordinate communication and outreach activities at an expert level

In order to increase awareness and public debate it is required coordination in an expert level to implement communication activities. Also outreach materials must be prepared at

a level that is understood by the entire public. Consequently, the consultant is required to advise on their content including the following:

- (i) Website;
- (ii) Social networks, ie Facebook, etc;
- (iii) TV talk shows;
- (iv) TV advertisement;
- (v) Newspaper articles;
- (vi) Brochures and leaflets.

3. Prepare the TOR for the “Package for Public Awareness Campaign”.

The specific objectives of the assignment are:

- (i) To establish a better understanding of EITI focus from all the interested parties;
- (ii) To raise the awareness in understanding the EITI benefits;
- (iii) Increase public debate.

The Consultant should prepare a plan with concrete steps to be undertaken in timely and effective manner as well as the cost estimation.

4. Deliverables

The consultant will report to the EITI Albania. Final report shall be discussed with Multi Stakeholder Group (MSG).

The consultant shall prepare and submit the following reports to the EITI Albania Secretariat for its acceptance:

- (i) Draft EITI Albania communication strategy report and Concept Paper to be submitted within 2 weeks from the Contract signing; and
- (ii) Final EITI Albania communication strategy report and action plan, including budget, to be submitted within 3 weeks from the Contract signing. The final report shall be prepared in English and Albanian, and the Consultant shall submit it to the EITI Albania Secretariat in an electronic version.
- (iii) TOR the “Package for Public Awareness Campaign” to be submitted within 4 weeks from the Contract signing.

The proposed schedule is set out below:

Signing of contract	October 2020*
Submission of Draft EITI Albania communication strategy report and Concept	Within 2 weeks from the Contract signing

Paper	
Submission of Final EITI Albania communication strategy report and action plan, including budget	Within 3 weeks from the Contract signing
Submission of TOR the “Package for Public Awareness Campaign”.	Within 4 weeks from Contract signing

** The Signing of the contract date will be set according to the deadlines of WB procurement procedures, at the end of the selection process.*

The maximum estimated input of Key Expert’s time input is 22 person/business days.

V. Consultant Qualifications requirements:

The communication expert shall be a local individual with experience in communications strategy. Other preferred qualifications are as follows:

- Bachelor degree in Journalism/ Public Relations;
- A master degree in Journalism/ Public Relation/ Mass Communication or other related field;
- At least 5 years of work experience in the field of media, communication;
- Experience in preparation of communication strategies of the public or private sector/projects;
- Experience with the use and impact of electronic media and vast connections with the written and visual media network
- Preferred knowledge/experience with EITI communication standard.
- English language essential.

VI. Timing and Requirements for the Assignment

The individual consultant is expected to start the assignment by October 2020 and complete it by November 2020. The 31 December date is the Grant’s Closing Date and no contract extension can take place beyond it. Therefore, the assignment should be completed, and respective invoices should be submitted until this date.

- The contract will be prepared using the Lump Sum Method;
- The consultant will work based on the work plan approved by the EITI Albania MSG and under the direction of EITI Secretariat.
- The consultant would provide input and advice by reports, email and phone calls and being present upon the client’s request.

VII. 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*).

VIII. Schedule of payments

The schedule of payments will finally be agreed during contract negotiations and shall have the following structure:

- 20% following the submission of Draft EITI Albania communication strategy report and Concept Paper and its acceptance from EITI Albania;
- 40% following submission of Final EITI Albania communication strategy report and action plan, including budget and its acceptance from EITI Albania;
- 40% following Submission of TOR the “Package for Public Awareness Campaign” and its acceptance from EITI Albania.

IX. Administrative arrangements

The EITI Albania Secretariat will assist the consultant with the following:

- (i) Liaison with the members of the EITI Albania Multi Stakeholder Group (ALB EITI-MSG);
- (ii) Liaison with Civil Society Organization; extractive companies and all the relevant Ministries and Government agencies to facilitate communication expert’s work;
- (iii) Built a support team for the coordination of Communication activities;

X. Reference materials

- Relevant reference documents are available from www.albeiti.org