TERMS OF REFERENCE

INDIVIDUAL CONSULTANT

FOR COMMUNICATION SUPPORT UNDER THE CASA-1000 PROJECT

**Country:** Kyrgyz Republic

**Financing Institution:** World Bank

**Client:** OJSC «National Electric Grid of Kyrgyzstan»

**Name of Project:** Central Asia-South Asia Transmission Line Project (CASA-1000) and Community Support Project of the CASA-1000 (CASA-1000 CSP)

**Assignment Title:** Development of a comprehensive Communication and Outreach Strategy and Action Plan for CASA-1000 for Kyrgyz Republic

**Introduction**

**About the CASA-1000 Project:**

The Central Asia-South Asia Electricity Transmission and Trade Project (CASA-1000) aims to facilitate electricity trade between hydropower surplus countries Kyrgyz Republic and Tajikistan and electricity deficient countries Afghanistan and Pakistan by putting in place the commercial and institutional arrangements and the transmission infrastructure required for this trade. In addition, the project creates an open access system for trading in electricity from other suppliers that are not participants in the CASA-1000 project. The project will build an international network for electricity trade, including: about 477 km of 500 kV power lines for transferring electricity from the Kyrgyz Republic to Tajikistan, a 1300 MW converter substation in Tajikistan (Sangtuda), and a ± 500 kV DC power line 750 km to 1300 MW conversion substation in Pakistan (Nowshera).

In accordance with the CASA-1000 project, the Project structure was restructured, the Intergovernmental Council approved a 2-terminal scheme instead of 3-terminal schemes, while maintaining 300 MW of electricity supply to Afghanistan.

The project implementation group (PIU) in the organizational structure of NESK OJSC was created for the construction of facilities on the territory of the Kyrgyz Republic. Tenders were held and agreements were concluded with MITAS for the design, construction and procurement of project facilities. In order to support NESK in the supervision of construction work, a contract was signed with the Client’s Engineer - Iranian company Monenco.

In accordance with the Basic Project Agreements, the preparation of the Technical Code of the project, Open Access Rules must be completed, and the DC operator should be selected by the project participants for the operation and maintenance of DC installations for interaction with energy system operators.

To monitor the stage of construction of facilities, prepare recommendations on the unimpeded progress of construction work and timely commissioning of CASA-1000 facilities in the country, a project participant creates a Subcommittee on implementation.

**About the CASA-1000 CSP**

To improve the community infrastructure along the CASA-1000 power line and increase the overall welfare associated with the project, the CASA-1000 project includes Community Support Projects in all four countries. These projects are aimed at ensuring local responsibility for the regional CASA-1000 project by improving the socio-economic infrastructure and livelihoods of communities along the so-called “Impact Corridor” and adjacent administrative areas. In particular, Community Support Projects in each country will work on a community-based approach to ensure that local investment is tailored to the needs of the community, actively engages communities, and thus enjoy widespread support. Thus, each Community Support Project will rely on community involvement in the planning, decision-making, implementation, monitoring and evaluation of local investments, and will also include capacity building at the local level. In addition, the Community Support Project will help establish a channel through which CASA-1000 will provide a benefit-sharing mechanism that has been agreed between the four participating countries - part of the project’s revenues from each unit of energy exported / imported during the commercial phase of CASA-1000, dedicated to community development.

A community support project in the Kyrgyz Republic is being finalized. Its goal is to improve the quality and access to energy, social and economic infrastructure services and contribute to strengthening the capacity of local governance in the communities on the project site. The project will be implemented in all villages that are within the CASA-1000 Impact Corridor, defined 1.5 kilometers from either side of the power line.

Construction of the CASA-1000 is expected to begin in 2020. Providing clear, consistent, and accurate CASA-1000 line information in all four countries is an urgent priority to provide support, build trust and manage expectations for this comprehensive and inter-regional investment project.

**Objectives**

The purpose of the consultation is to develop a comprehensive strategy and action plan in the field of communications and outreach for the Kyrgyz part of CASA-1000, which can be implemented in the context of the Kyrgyz Republic, taking into account communication gaps, problems, opportunities for land?, The target audience, as well as the potential of institutions and bodies responsible for its implementation. The Strategy and Action Plan should be closely coordinated with the World Bank, NESK, PIU. It should also be closely aligned with the higher-level strategic objectives outlined in the CASA-1000 Intercountry Communication Strategy, which is currently being developed and managed by the CASA-1000 Secretariat based in Almaty.

Thus, NESK invites a communications expert to work with NEGK and relevant stakeholders in the Government to implement a communications strategy and action plan that aims to: (i) provide district-level support for the CASA-1000 project by improving understanding community of benefits and opportunities offered by the project;

(ii) building credibility in the CASA-1000 project and managing expectations by transparently transmitting information on the scope, scope and acceptability of the project; (iii) providing a step-by-step integrated plan with messages and tools for further implementation of the strategy.

**Duties and Responsibilities**

The Individual communication expert will fulfill the following responsibilities:

* **Monitors conducting a comprehensive communication needs assessment** (including through focus groups, surveys, and other relevant tools) by communication company in order to build an in-depth understanding of the local country context and target audiences. The needs assessment should identify gaps, challenges and opportunities for effective communication and outreach on the projects, potential messages, key stakeholders, areas of concern of the target communities related to CASA1000 construction, capacity of the implementing agencies and bodies and other vital information for the design of the Strategy and Action Plan. At a minimum, the assessment should cover the following audience groups: donors/international community, JSC “National Energy Holding company”, JSC “NEGK”, PIU and ARIS, local authorities and communities along the CoI. AT least 50 percent of the respondents should be women (according to the Bank requirements).
* In close coordination with teams from JSC “National Energy Holding company”, JSC “NEGK”, PIU and ARIS participates in **developing and implementing a comprehensive Communications Strategy and Action Plan for the CASA-1000 and CASA-1000 CSP for Kyrgyz Republic.** The Strategy should reflect the higher-level objectives spelled out in the overall CASA communications plans managed by the CASA Secretariat.
* Participates and controls implementation of the Action Plan in a way that it reflects the following: the description of strategically selected communication tools and products (awareness raising activities, brochures, TV programs, flyers, face to face events, etc.) based on focus groups/survey results with key messages, target audiences, approximate cost and objective/potential outcomes for each product. Based on the Strategy and Action Plan, these products would then be developed and produced by the launch of CASA1000/CASA1000 CSP community-based outreach activities (outside of this contract).
* Participates and controls implementation of **initial** basic public outreach materials (for example, 2 basic brochures, 2 media articles, 1 radio Q&A program), designated to initiate raising awareness of the project and its potential benefits among strategically important groups, such as target communities, local authorities, civil society groups, etc.
* Participates and controls a**ssessment of the effectiveness of public outreach materials** that will include the following: (i) preparing the methodology for monitoring the effectiveness of the outreach materials, distributed within the population in the CoI; (ii) discuss the Methodology with World Bank and the Client’s Teams; (iii) conduct survey; (iv) compare the results of the awareness with the baseline results (communication needs assessment); (v) present and discuss results with the Teams; and (vi) print and disseminate the initial materials, such as brochure, etc.
* **Controls conducting an assessment of the capacity of the JSC “NEGK” and PIU in implementing the Action Plan, identifying the gaps and suggesting recommendations** on capacity building measures as part of the Strategy and Action Plan. This would also include a suggested Terms of Reference for **JSC “NEGK” and PIU** to carry forward the development, design, and dissemination of communications materials based on the Strategy/Action plan; as well as targeted trainings and discussions with **JSC “NEGK” and PIU** assigned communications staff.
* Do other task assigned related to stated objectives of the project.
* Participates in meetings of the CASA-1000 / CASA-1000 Local Communities Support Communication Working Group in order to achieve the goals of an integrated communication strategy in target groups, assisting in the provision of CASA-1000 communication materials to promote the Kyrgyz Local Communities Support Project implemented by ARIS.
* All events will have to be carried out in three languages: Kyrgyz, Russian and English.

**Period of Performance**

The contract will be signed for a period of **12 months,** with a probation period of three months, during which the contract can be terminated. The contract may be extended beyond the original term subject to the Consultant’s satisfactory performance. Expert will be placed in NEGK and work on day to day basis helping with communication on CASA-1000.

**Reporting**

This assignment will be implemented under NEGK contract. The Consultant shall seek approval and clearance of NEGK as and when necessary for each of the deliverables outlined above. Reporting will be to NEGK on copy. In addition, the firm will consult with a CASA1000/CASA1000 CSP Communications Working Group including JSC “NEGK”, PIU, ARIS, Aga Khan Foundation and the World Bank to coordinate communications efforts, who will provide feedback and support to the development of the Strategy and Action Plan.

**Resources**

JSC “NEGK” and PIU will support the provision of relevant project information for the preparation of documents and the implementation of the communication strategy.

**Qualification requirements**

· Higher education in the field of social sciences, journalism, communications or another degree;

· Excellent writing skills in Kyrgyz and Russian;

· Scientific and practical skills in the preparation of analytical documents (articles) and materials for media coverage of activities for the implementation of the project;

· At least 5 years of experience in the field of media, PR, social development or a similar department;

· PR campaigns, media planning, building public relations, working with NGOs, addressing sensitive social issues, effective public services.

· Navigation to manage the distribution and submission of information materials among various media;

· Good analytical and communication skills;

· Some knowledge of website design, photos and notes.

· Knowledge of English is a plus

· Ability to work effectively in a team.