

EXPERTISE FRANCE

Green Forward - Advancing Policy Frameworks in the
Mediterranean

Terms of References

Awareness Raising Campaign on Green and Circular
Economy

Sustainable Development Department
Urban development & Circular Economy Unit

July 2024

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1. SUMMARY

Location: Remote

Duration: 1st Campaign between Sep. to Dec. 2024, (3 Months implementation, activities per weekly bases)

Start of mission: September. 2024

End of mission: December 2024

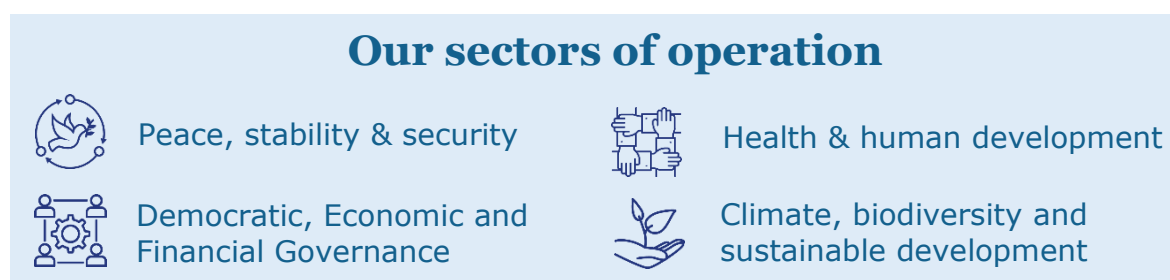
Implementation period: 4 months

2. GENERAL INFORMATION

2.1. Presentation of Expertise France

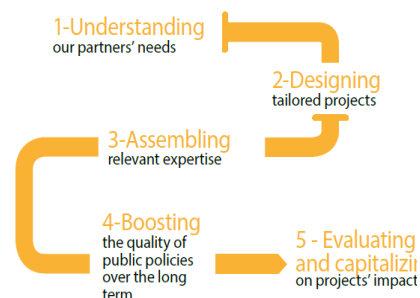
Expertise France (EF) is a public agency and the interministerial actor in international technical cooperation. It became a subsidiary of the French Agency for Development Group ("Agence française de développement" in French / AFD Group) in January 2022. As the second largest agency in Europe, it designs and implements projects that sustainably strengthen public policies in developing and emerging countries on a range of policy issues (e.g. sustainable development, governance, stability, health, education).

It operates in key areas of development and contributes alongside its partners to the implementation of the Sustainable Development Goals (SDGs).



EF supports, advises and trains national and local authorities in the definition and implementation of quality public policies adapted to the needs of the population. Focusing on the transfer of dialogue between peers, our interventions aim to strengthen the capacities of partner countries. We contribute to the emergence of innovative solutions adapted to the local context by bringing together the best know-how.

EF advises and supports partner institutions - central administrations, regional organisations, local authorities, civil society organisations, etc. - from the definition of their needs to the final evaluation of activities carried out. EF manages the administrative and financial aspects while ensuring the link with the donor and the partners. The M&E of activities, which is essential for assessing the effectiveness of interventions and identifying good practices, is also carried out by the project team.



EF currently has over 500 projects under implementation in 100 countries, of which only 3% are currently in Asia. EF is working with a large number of donors such as the European Union (EU), AFD, the United Nations, etc. Expertise has more than 1000 staff working both in the headquarters in Paris and directly with the partners in the countries.

Expertise France's Sustainable Development Department (SDD)

The SDD is one of the 6 thematic departments of the agency. With currently 30 projects in operation and 10 in development, for a volume of activity of 29 M€ in 2021, EF's SDD supports its partners in the design and implementation of public policies in the fields of climate and territorial planning, access to urban services, energy, agriculture, and biodiversity.

2.2. Description of the Project

The European Union (**DG NEAR**) is financing the “Green and Circular Economy in the Southern Neighbourhood” programme to strength and promote GCE as a vector for job creation and expansion of economic opportunities; while contributing to achieve the external dimension of the Green Deal in the Mediterranean and promoting European green standards. This action is focusing on three levels of intervention: Macro (policy framework), Meso (institutions) and Micro (enterprise) levels.

The regional layer will serve as catalyzer to mainstream ideas, stimulate peer competition, sharing EU expertise, and standardized messages and seize the “building back better” momentum.

Expertise France has been entrusted with the implementation of Component 1, named “**Green Forward**” - **Advancing Policy Frameworks in the Mediterranean**. This 48-month project, with a total budget of 4 M€, will aim to promote, develop and strengthen sound policies and enforceable legislation for the promotion of inclusive GCE through advocacy and peer exchange and increase the level of collaboration between stakeholders.

Public policies are the foundation to the development of a cleaner and greener economy. In this context, Green Forward will address the need to mainstream inclusive GCE's objectives at a policy level. The project will also promote a policy convergence on GCE with EU policy framework and within the region.

The **Specific objectives** (Outcomes) of the project are:

- **Outcome 1:** Public authorities in the region share a common vision of inclusive GCE inspired by EU best practices.
- **Outcome 2:** Inclusive GCE principles, inspired by EU policies best practices, are mainstreamed in national policy and regulatory frameworks of the countries of the Southern neighborhood.

The **output** to be delivered through this activity is “Stakeholders at regional level are sensitized on GCE opportunities and informed about the Green Deal and other related EU initiatives.”

The targeted countries are:

- **In North Africa:** Algeria, Egypt, Libya, Morocco, and Tunisia;
- **In the Middle East:** Jordan, Lebanon and Palestine.

3. DESCRIPTION OF THE ASSIGNMENT

3.1. Description of the consultancy

Background and context

The first awareness Raising Campaign is designed to build a shared understanding among all project stakeholders on what Green and Circular Economy (GCE), emphasizing its necessity for ensuring low carbon and long-term economic development. The campaign aims to cover GCE concepts, principles and advantages, providing a global perspective and creating awareness about EU's Policy Framework (e.g. Green Deal, Farm to Fork, Biodiversity Strategy, and Circular Economy Action Plan).

Objective of the campaign

- Foster a common understanding of GCE regulations and opportunities in the Southern Neighbourhood.
- Explore the potential of GCE for job creation and new employment opportunities.
- Highlight the contribution of GCE to achieving climate commitments.
- Improve communication and create synergies on GCE concepts and tools among stakeholders.

Target audience

- Government officials and policymakers
- Business and industry leaders
- Educational institutions
- Non-governmental organizations

The consultancy aims to support Expertise France in designing and implementing the **First Awareness Raising Campaign** for the Green Forward program, reflecting the meaning of GCE in the Southern Neighbourhood from a policy perspective (Macro Level).

3.2. Specific Objectives

- Develop a detailed Awareness Raising Campaign Action Plan; including best practices in Green Deals GCE policies as well as business cases from Europe and Southern Neighbourhood.
- Carry out activities among the various public stakeholders in the eight targeted countries (Ministries, Public- Private, CSOs, NGOs);
- Maintain proper documentation for the Campaign, achieving the indicators provided in later stages.

3.3. Scope of work

Preparation Phase

- Understand results from the Project's inception phase, methodology and key findings.
- Analyse regional priorities for awareness on the Green Deal & GCE policy based on priority matrix.
- Organise meetings with the Green Forward Team and Awareness Raising Officer.
- Update the Awareness Raising Campaign Strategy in consultation with the ARCBO.
- Develop the final concrete methodology and work plan of the campaign (at least one activity every 2 weeks for a duration of 3 months)

Designing the Awareness Raising Campaign (Technical & Communication)

According to the Priority Matrix, and the AR Strategy concluded in the inception Phase, the consultant will:

- Analyse regulatory frameworks and best practices linked to the Green Deal and GCE in the Southern Neighbourhood.
- Mobilise and coordinate speakers or European experts, and coordinate with EF's focal points.
- Develop speeches and scenarios for speakers and mobilised experts, addressing the Green Deal and GCE;
- Create innovative, informative and visual tools and contents to tackle key topics, for target groups (Ministers, CSOs, NGOs, Private- Public Sectors, and Entrepreneurs) in the following formats:
 - Four webinars plan addressing the Green Deal and GCE in the eight countries
 - One online Conference targeting a general audience, highlighting Green Forward Project under the EU Green Deal and GCE Policy
- Provide translations in three languages for the campaign content and dissemination (**French, English & Arabic**).
- Develop tools to evaluate activities and connected indicators in coordination with green Forward's MEAL officer
- Plan diverse activities such as sessions, meetings, podcasts, interviews, radio, newsletter, magazine, ect.

Implementation & Delivering the AR- Campaign

- Conduct briefing sessions with Green Forward Team previous final implementation;
- Prepare invitations and promotional tools for each activity and the overall campaign,
- Provide a platform for recording, disseminating and capitalising on campaign activities accessible in the eight countries and available for 4 years;
- Implement the planned activities and tracking outcomes;
- Collect and analyse activity indicators (eg. sex, socio-economic, country, age, direct and indirect beneficiaries)

3.4. Methodological guidelines:

To develop the Awareness Raising Campaign on GCE topics. The consultant may resort to the following requirements:

- Meet with Expertise France at the start and end of the service, and during the contract execution.
- Accurately reference Green Deal history and frameworks, simplifying concepts and highlighting policy-making stories.
- Provide a detailed methodology, justifying choices made and time distribution of time.
- Present activities dynamically and visually, representing the European Green Deal and GCE in the region.

3.5. Interlocutor

Four exchanges with Expertise France's team in Amman will be necessary: one at the beginning of the consultancy, and one for each deliverable presentation. These exchanges can be done remotely with the Awareness Raising & Capacity Building Officer and Green Forward team.

3.6. Dissemination & Visibility

- Propose recommendations for the Awareness Raising Campaign Communication and dissemination in the work plan.
- Detail communication materials for each content, including format, key messages, mode of delivery, and target stakeholders group in the eight countries
- Obtain approval and formal validations from the Communication Officer following EU Guidelines and Expertise France standards.
- Support Green Forward Project in disseminating the Campaign activities through various channels (EU, EF, and Consultant's social media channels)

During the implementation of all activities, the consultant will ensure that the visibility of Expertise France, the European Union and Green Forward identity are maximized.

3.7. Deliverables

The Expected deliverables upon the objectives and proposed activities are as the following:

Deliverable 1. GCE Awareness Raising Campaign Action Plan <ul style="list-style-type: none">▪ 4 topics tackling the Green Deal and GCE policy applications in the Mediterranean;▪ Main messages for awareness under the Green Deal Framework;▪ Calendar of proposed activities.
Deliverable 2. Four Webinars Plan & Agenda on GCE topics linked to Green Deal <ul style="list-style-type: none">▪ Detailed scenarios for four webinars with list of speakers/ experts;▪ Proposed webinar formats;▪ Duration for each webinar;▪ Webinar presentations or developed materials;▪ Innovative and creative business demonstrations▪ Agenda
Deliverable 3: One Online Conference on the concept and history of the Green Deal <ul style="list-style-type: none">▪ 3-minutes video presenting the foundation and future perspective of the Green Deal in the region;▪ Proposed list of target groups (European, Mediterranean, Regional level)▪ Define main issues to be addressed in the conference;▪ Highlight the importance of GCE policy dialogue based on Green Deal instruments at the regional level;
Deliverables 4: Final Report and Analysis <ul style="list-style-type: none">▪ Final Campaign Work Plan▪ Final Report including:<ul style="list-style-type: none">- Full documentation of activities- Achieved campaign indicators (quantitative and qualitative)- Annexes of the speakers, experts and meetings.

Each deliverable will be debriefed with the Expertise France project team who may request adjustments from the Consultant.

All deliverables will be evaluated upon the following criteria and standards of quality:

- Available and accessible formats ,
- The quality of the analysis and the associated writing;
- The respect of the deadlines;
- Compliance with the scope of the Service requested;
- Innovative tools that provide a simple, practical understanding of the issues involved

- The possibility of re-using relevant and existing content (free of copyright or funded by the EU, for example)
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Languages considerations:

- For oral productions: Deliverables will be produced in English or Arabic if originally made in Arabic languages, providing subtitles in French or English For written productions: Deliverables will be produced in English and validated by EF
- Draft reports are submitted in editable digital format (MS-Word).
- The final versions are sent in PDF and editable format (MS-Word).

3.8. Duration & indicative schedule

Indicative schedule of Consultancy and of the deliverables:

Deliverables	End Date
Notification of the contract	T0
Deliverable 1. Campaign Action Plan	T0 + 20
Deliverable 2. 4 Webinars Plan & Agenda	T0 + 30
Deliverable 3. One Online Conference on GCE in the Region	T0+ 60
Deliverable 4. Final implementation of the 5 actions	T0+ 120
Final Report and Analysis	T0+ 140

T0: Date of the notification of the contract

3.9. Budget

The total budget for the consultancy must **not exceed the Lump sum of 35 000 EUR**.

The financial proposal must be expressed in the form of a Lump sum all- inclusive cost linked to deliverables specified in TOR Section 4.4, supported by a breakdown of costs as per sub activities.

4. SKILLS AND EXPERIENCE

Experience:

- At least 7 years of experience in one of the following fields: Green Economy, Circular Economy, and circular economy,
- 2-3 years proven experience in managing campaigns at Regional and International level
- 2-3 campaigns/ activities formulation and implementation in southern neighbourhood
- Proven experience in environmental and social recommendations for international cooperation projects or in promoting green economy for high level macro level and decision maker from the public sector (ministries and decentralized state services);
- Proven experience with private sector on GCE, preferably industrial sector
- Experience in the promotion in the green deal initiative and legislations

Specific skills:

- Experience in graphic design, in particular visualising the content of GCE Policy
- Experience in the preparation of GCE Policy briefs
- Experience in utilising and mainstreaming Gender Equality & Social Inclusion principles and tools

- Fluency in English & French Arabic language is an asset

Analytical representation

- Rigor and ability to write in a clear, precise and concise manner;
- Global, synthetic and concrete vision;
- Strong autonomy and interpersonal skills;
- Solution-oriented and ability to make bridges between laws and practises.

5. APPLICATION MODALITIES

Submission deadline:

20/08/2024, 11:59 pm (Paris time).

Bid composition:

- A ***technical offer***, including :
 - A Service Provider/ Consultancy profile resuming the skills and experience of team members involved in the mission, in line with the required criteria's (5 pages max);
 - List of previous proven awareness campaigns linked with Green and circular economy (Date, place, contracted authority, topics, beneficiaries)
 - A detailed methodology and work plan
- A ***financial offer***.

Incomplete bids will not be considered.