

Supported by:



Terms of Reference (ToR)

Advocacy Expert

Background

The project PROGRESS - Promoting Green Deal Readiness in the Eastern Partnership Countries is funded by the International Climate Initiative (IKI) of the German Federal Government, commissioned by the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) and is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, in partnership with the Organisation for Economic Co-operation and Development (OECD), the Regional Environmental Centre for the Caucasus (REC), the European Business Association (EBA) Moldova and the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine (IEF). PROGRESS promotes and supports the implementation of climate-resilient, resource-efficient, and environmentally sustainable demonstration projects. These projects serve as models for green economic development, incorporating climate mitigation and adaptation, GHG emissions reduction, and resource responsible management. Ensuring these projects meet strict environmental and climate sustainability standards is key to their success and broader impact.

The Regional Environmental Center for the Caucasus (REC Caucasus) is implementing a project aimed at strengthening environmental and agricultural advocacy through strategic engagement with civil society organizations (CSOs), key individuals, media platforms, and government agencies.

To ensure effective awareness-raising and advocacy, REC Caucasus seeks Advocacy expert to:

1. Identify and categorize relevant advocacy groups, government institutions, and influential individuals.
2. Map media outlets, platforms, and programs that could serve as advocacy channels.
3. Develop an advocacy strategy with actionable recommendations, including potential activities for media engagement, influencer partnerships, training initiatives, and policy dialogue events.

Objectives

The expert will:

- Evaluate different advocacy techniques (traditional media, digital campaigns, influencer engagement, policy advocacy, etc.).

- Identify and engage relevant CSOs, NGOs, government institutions, and individuals (including media personalities and digital influencers).
- Assess and categorize media channels (YouTube channels, TV programs, social media platforms, news agencies, and advocacy websites) relevant for project promotion.
- Develop a strategic advocacy report, recommending specific engagement actions, partnerships, and outreach mechanisms.

Scope of Work

The expert will be responsible for:

Phase 1: Stakeholder and Platform Identification

1. Identify relevant organizations and government institutions:
 - Civil society organizations (CSOs) and NGOs working on environmental advocacy.
 - Relevant government institutions (e.g., Food Safety Inspection Body, Ministry of Economy's Agricultural Services Center).
2. Identify individual influencers and key advocacy figures, in agriculture, food safety, and environmental issues
3. Identify and list existing advocacy programs and media content
4. Identify online platforms and media outlets that can serve as advocacy channels

Phase 2: Assessment and Engagement Strategy Development

5. Evaluate the effectiveness of various advocacy techniques, including:
 - Media campaigns (TV, radio, online publications).
 - Social media outreach and influencer engagement.
 - Government-led initiatives and policy advocacy events.
6. Develop a tailored advocacy strategy that includes:
 - Specific actions to amplify best practices in sustainable agriculture and environmental protection.
 - Recommendations for project-led activities (e.g., financing media content, training influencers, publishing materials, setting up an information-sharing platform).
 - Engagement strategies for government institutions, including potential annual events (e.g., a "Green or Climate-Smart Agriculture Day" with Ministry of Economy, Food Safety Authority, and stakeholders).
 - Planning of workshops, conferences, or field visits to showcase best practices.

Phase 3: Validation and Final Strategy Report

7. Present draft findings to REC Caucasus.
8. Finalize the Advocacy Strategy Report, integrating stakeholder feedback.

Deliverables and Timeline

Phase	Deliverable	Description	Timeline
Phase 1: Stakeholder and Media Mapping	Initial Stakeholder and Media List	- Preliminary list of relevant organizations, individuals, media platforms, and government institutions.	Week # / Day #
Phase 2: Research & Assessment	Preliminary Analysis Report	- Analysis of advocacy techniques and their effectiveness. - Categorization of advocacy actors by relevance and outreach capacity. - Draft strategy elements.	Week # / Day #
Phase 3: Consultation & Refinement	Stakeholder Engagement Report	- Direct discussions with key advocacy actors. - Feedback collection on engagement strategies.	Week # / Day #
Phase 4: Drafting Advocacy Strategy	Draft Advocacy Strategy Report	- Draft of advocacy action plan, stakeholder engagement methods, and media strategy. - Recommendations for project-led awareness activities.	Week # / Day #
Phase 5: Finalization & Delivery	Final Advocacy Strategy Report & Presentation	- Presentation of findings to REC Caucasus and partners. - Submission of final strategy report, including comments incorporation - Final stakeholder mapping and engagement recommendations.	Week # / Day #

Qualifications and Experience

The expert should have:

- A university degree in communications, public relations, political science, environmental policy, or a related field.
- At least 5 years of experience in advocacy, stakeholder engagement, strategic communication, or public affairs
- Strong knowledge of civil society engagement, social media and media landscapes.

- Experience working with CSOs, NGOs, influencers, and media to develop and implement advocacy campaigns.
- Expertise in digital advocacy and social media outreach is highly desirable.
- Excellent research, analytical, and communication skills.
- Fluency in English and at least one national language of the South Caucasus countries.

Reporting and Management

The expert will report to the Project Coordinator at REC Caucasus and will work closely with the communication and advocacy team. The expert will be required to provide periodic progress updates and participate in project discussions at request.

7. Application Process

Interested candidates should submit CV outlining relevant experience, application should be addressed to inforeccaucasus@gmail.com with the subject " Application for Advocacy Expert", deadline for submission 15th of April, 2025.