



**MedWet**

L'initiative pour les zones humides méditerranéennes  
The Mediterranean Wetlands Initiative  
مبادرة المناطق الرطبة المتوسطية

**Terms of Reference for a Policy Consultant to assist with the Project**

**COMMUNICATION CAMPAIGN ON WETLANDS**

**August 2017**



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## I - Overview and context

Established in 1991, the Mediterranean Wetlands Initiative brings together 27 Mediterranean and peri-Mediterranean countries that are Parties to the Convention on Wetlands (Ramsar, Iran, 1971). Palestine and a number of organizations and wetland centres are also part of the MedWet Initiative. More information [here on the website page](#).

Since the establishment of the MedWet Secretariat in France in 2014, communications have been a **key focus for its work** in order to position MedWet as a **credible player** in the region and beyond to strengthen the understanding of the roles and values of wetlands conservation and restoration.

After the positive results of the MedWet presence at the [Ramsar COP12 in Uruguay](#) and at the [UNFCCC COP21 in Paris](#), the Initiative has gained in visibility and is being perceived as an inspiring organisation working for wetlands in the Mediterranean region.

In line with [the Framework for Action 2016-2030](#), approved by the [MedWet/Com 12](#), the adoption and implementation of the [MedWet's Communication Strategy](#) should strengthen further MedWet's ability to deliver on its mission.

### MedWet overall fundamentals

#### Positioning

MedWet encourages and supports governments to adopt policies and implement actions on the ground in favour of the conservation and the sustainable use of Mediterranean wetlands. To do this MedWet creates synergies with a wide range of intergovernmental and non-governmental partners.

#### Vision

Mediterranean wetlands' resources and functions are conserved in the long term, and restored when necessary, for the benefit of nature, nations and people.

#### Mission

The MedWet Mission is to ensure and support the effective conservation of the functions and values of Mediterranean wetlands and the sustainable use of their resources and services.

#### Primary Goal

To contribute to the achievement of key targets of the Sustainable Development Goals (SDGs)\* 2016-2030 in the Mediterranean region through the effective implementation of the strategic plans of the Ramsar Convention on Wetlands.

*\*Most relevant SDGs for MedWet are 6, 13, 14 and 15.*

#### Operational Goals 2016-2020

In order to reach this primary goal, MedWet pursue the following **four operational goals**, in line with the Ramsar Strategic Plan 2016-2024:

1. Addressing the drivers of Mediterranean wetlands loss and degradation;
2. Contributing effectively to the conservation and management of Mediterranean Ramsar Sites;
3. Encouraging the wise use of all Mediterranean wetlands; and



4. Enhancing the implementation of the Ramsar Convention across the Mediterranean region.

#### Descriptor

MedWet is a **regional intergovernmental network operating within the framework of the Ramsar Convention and involving also other key actors**, dedicated to promote and support multi-stakeholders policies and actions on the ground **for the conservation, restoration and sustainable use of Mediterranean wetlands**.

#### Values

1. Respect for the diversity of nature and cultures
2. Science-based action
3. Solidarity through mutual support and respect
4. Priority given to participatory approaches
5. Integrity, efficient use of resources and seeking replicable, long term solutions
6. Promoting human well-being and security\* and respect of essential human rights  
(\* security = livelihoods for French translation in particular)

## II - Content of the Communication campaign on wetlands project

### Summary

The [MAVA foundation](#) has recently approved the proposal concerning a comprehensive **Communication Campaign about raising the awareness of the value of Coastal Wetlands**.

A first phase is planned for 2017-2019, with a possible second phase for 2020-2022.

This campaign is a so-called overarching initiative (OI3) supported by the MAVA foundation part of the OAP M3 **Coastal Wetlands within its [Mediterranean Basin Programme's strategy 2016-2022](#)**.

As an overarching initiative, the campaign will make sure to organise a tight two-way link between the demonstration sites (DS) and the other overarching initiatives (OIs)<sup>1</sup> by organising regular strategic and operational bridges between communications and policy activities planned under the relevant strategies to be undertaken by the respective DS and OIs.

The campaign will aim to improve knowledge about **the functions and values of these important Mediterranean wetland types as well as the benefits of an integrated land/sea interface management**, backed up by the work delivered across M3. By **scaling up** the visibility of the results and using scientifically grounded arguments, the campaign should convince decision-makers, and stakeholders around demonstration sites and at Mediterranean level, about the need to protect and manage these habitats in a sustainable way.

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<sup>1</sup> In this FPP (linked to M3 Coastal wetlands strategy) we will consider the pilot sites as “Demonstration sites” (DS): Oristano stagni (DS1), Ghar el Melah (DS2), Bojana-Buna delta (DS3); and the “Overarching Initiatives” as OIs: (OI1) Island wetlands, (OI2) Salinas initiative, (OI3) Communications campaign, (OI4) Governance & stakeholder participation, (OI5) Socio-economic evaluation.



The campaign coordinated by the MedWet Initiative (MedWet = MW) is really at the core of its mission and aims to provide for the Mediterranean wetlands community a real opportunity to experience and learn how to jointly demonstrate the catalyst role of bringing together several governmental and non-governmental stakeholders in the region.

In this initiative, MW is joined by an impressive list of 11 partners, each of them bringing its Mediterranean wetlands' skills and experiences to the project:

. BIRDLIFE	. DiversEarth	. GWP-Med
. IUCN Med	. MedINA	. MEDPAN
. PAP-RAC	. PLAN BLEU	. Tour du Valat
. WETLANDS INTERNATIONAL	. WWF MedPO	

To ensure the success of the project all partners have agreed to work closely and effectively together in promoting the Mediterranean Coastal Wetlands.

Each partner will play a pivotal role in delivering on specific activities that will build on its strength, its network and experience while ensuring coherence with the overall campaign.

The project focuses on an **awareness campaign** on the value of coastal wetlands and marine-related habitats as such, by promoting tangible results from the demonstration sites as well as other key sites or areas. It also includes a policy advocacy component.

This initiative is therefore definitely focusing on raising the awareness of relevant stakeholders for the conservation of coastal wetlands regarding the threats of coastal development and water abstraction. The initiative will also take into account the results from demonstration sites and other overarching initiatives and integrate the results from the importance of an integrated land-sea interface management and the need to strengthen the benefits of sustainable socio-economic activities.

The two main strategy streams for this overarching initiative are therefore:

– **Strategy 1:** Increasing the awareness of the value of wetlands (especially coastal wetlands) among governments of Mediterranean countries, parliamentarians, local authorities, media and, especially around the demonstration sites, among river basin managers and the general public.

– **Strategy 2:** Enhancing national and regional policy recognition of the need to increase efforts to preserve wetlands, with particular emphasis on coastal and marine-related habitat values as a basis for sustainable land, water and sea socio-economic activities and integrated management at territorial and river basin level.

MedWet is currently working with a communications consultant to support its team in the development of the Strategy 1 and **is now urgently looking for a policy consultant for the development of the Strategy 2.**

### III – Tasks of the consultant

The main objective of the consultant will be to elaborate a coastal wetlands policy strategy at Mediterranean level, based on the results of the projects within MAVA M3 strategy but also results and outputs of other projects. It will be crucial to ensure that the policy strategy is developed with the respective policy experts from the partners organizations and is closely linked to the



Communications strategy in order to help policy and communications officer of the 12 organisations to raise a communication campaign on these ecosystems.

To that end a kick-off workshop with representatives of all partners will be **held late September in Tunisia** (date and place tbc).

The Consultant will undertake the review of the Project proposal and complete a preliminary research on the existing international conventions, bilateral and other key policy targets to take into account (Ramsar Convention, Barcelona Convention, GIZC and ICZM programs, etc...).

The research will aim to determine:

- The key main conventions and international, and national instruments to target;
- The key policy processes and where the project knowledge fits;
- The key policy windows to target so as to bring successes to the project;
- The existence of key policy briefs to take into account;
- The existence of key policy lobbying strategy with successful outputs;
- The main audience and key events for raising awareness and lobby;
- The key dates to incorporate in the strategy;
- Key challenges faced by the project.

In close collaboration with the Policy Taskforce (PT), the consultant will develop a policy and lobbying strategy (identifying policy objectives, key audiences, calendar of key events, elaborate appropriate key policy briefs with appropriate knowledge and lessons learnt, etc.) together with yearly policy plans, to ensure a common vision and actively engage the international organisations partners to this project.

The consultant will report to the project manager, Mailis Renaudin, MedWet Communications officer.

Several steps are forecasted during the project life:

#### 1. Kick-off workshop – September 2017

- Participate in preparation of the agenda for the kick off workshop
- Produce the document for the TOR of the policy task force
- Produce the working documents and PowerPoints needed for the workshop
- Animate the 2 days policy workshop
- Participate in producing the final notes of the workshop (initial notes made by MedWet)

Estimated time needed: 3 days

Deliverables : minutes from team meetings, workshop agenda, working documents, PowerPoints, notes from the workshop

#### 2. Policy strategy 2017-2019

- Finalisation of the policy strategy after the kick off workshop with partners and production of a yearly policy plan

Estimated time needed: 2 days

Deliverables: Policy strategy, policy plan for 2017- 2019

#### 3. Policy Workplan 2018

- help in evaluation of the mid-term review of the policy plan
- Help in producing appropriate policy briefs and side events with the PT members

Estimated time needed: 2 days

Deliverables: Minutes from team meeting, Policy plan mid-term review, notes and suggestions regarding proposed documents and actions from the PT: policy briefs, side events, policy actions.



#### 4. Policy Capacity building sessions 2018

- Define and validate the capacity building session's objectives with the MedWet Communications Officer.
- Put together a questionnaire to assess policy capacity needs of the partners to help them in effectively implementing the policy/lobbying strategy.
- Develop a detailed programme for a 3 days policy/lobbying capacity-building sessions to respond to the main partners' on-the-ground needs, in order to maximise their policy outreach in alignment with the campaign and to reinforce the wetland community.
- Produce the appropriate documents, PowerPoints, supports to organise the capacity building sessions.
- Coordinate the policy/lobbying capacity-building sessions.
- Produce a detailed training report.

Estimated time needed: 6 days

Deliverables: minutes from meetings, content of the questionnaire, note on analysis of the needs, agenda of the capacity building session, working documents, PowerPoints, notes from the workshop

#### 5. « Final workshop » 2019

- collaboration for the final evaluation of the project (questionnaire, analysis, report)
- Preparation and finalisation of the final workshop agenda

Estimated time needed: 4 days (without participating to the final workshop)

Deliverables: minutes from team meetings, questionnaire content, analysis note, agenda, list of participants.

Period : sept 2017-dec 2019

Total estimated time needed: 15 days

Deliverables : listed above

MedWet, and its Communications Officer in particular, will work closely with the consultant during all these phases. MedWet will however be responsible for the logistical aspects of the workshops (invitations, venue, accommodation, meals, travel, ...)

## **IV – Budget**

The budget available for the work of the consultant as detailed above is of **10 500€ TTC maximum**.

MedWet will cover the participation of the consultant to the kick off workshop and to the capacity building session (travel and accommodation costs under MedWet travels and expenditures internal rules).

## **V – Organisational details**

The work is coordinated by the MedWet Secretariat.

Mailis Renaudin, Communications Officer at the MedWet Secretariat, is responsible for technical coordination.

Isabelle Perroud (Administrative and Financial officer) will also be involved in the preparation.



## VI – Profile of the Consultant

### **Expected Profile:**

The consultant will have a strong background on wetlands policy with a special focus on coastal wetlands and a good knowledge of the Mediterranean context. He/she will be able to deliver policy skills to Mediterranean Policy experts. Experience of developing interactive workshops is strongly desirable. He/she must be fluent in English with good speaker capabilities.

## VII – Submission of offers

**Tenders must be sent to Mailis Renaudin ( [mailis@medwet.org](mailto:mailis@medwet.org) ) no later than **8<sup>th</sup> September 2017.****

Each application must include:

- the expert CV and its references, particularly in the Mediterranean,
- the proposed methodology,
- the forecast budget.

## VIII – Contact

For further information:

**Mailis Renaudin**  
[mailis@medwet.org](mailto:mailis@medwet.org)