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EU4GREEN
RECOVERY
EAST

EU4Green Recovery East (700002623)
Recovery through a Circular Economy and Pollution Reduction in the Eastern Partnership countries

TERMS OF REFERENCE

National Communication Expert for the *EU4Green Recovery East* programme in Ukraine

1. Background

The **EU4Green Recovery East (EU4GRE)** is a regional programme funded by the European Union to support Eastern Partnership (EaP) countries in their efforts to make environmental policies and cooperation more effective and more supportive of countries' development goals.

The programme has **5 main components**:

1. Transition to a circular economy
2. Improved water management
3. Alignment with the EU environmental acquis
4. Stronger environmental data systems
5. Enhanced cross-border cooperation

As part of its visibility and outreach activities, EU4GRE foresees the **recruitment of a local communication expert in Ukraine**.

The service will be divided into 2 phases: Firm Phase (mandatory) and Optional Phase.

2. Purpose

The objective of this assignment is to:

- Adapt the EU4GRE regional communication strategy to the national context by developing a National Communication Action Plan (NCAP) with an associated budget. (Firm phase)
- Optionally, implement the validated communication activities outlined in the NCAP, if approved by the contracting Authority (Optional phase).

Implementing partners:

umweltbundesamt
ENVIRONMENT AGENCY AUSTRIA

**EXPERTISE
FRANCE**
GROUPE AFRIQUE

Oieau
Office International de l'Eau

OECD
Organisation for Economic Co-operation and Development

UNECE
United Nations Economic Commission for Europe

UNIDO
UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION
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The development and implementation of the NCAP should:

- Ensure EU support for the environment is visible in the country.
- Effectively communicate EU4GRE action (5 components), progress, and results to national stakeholders.
- Integrate both programme-wide communication needs and component-specific communication needs (see EU4GRE regional communication strategy in Annex).
- Empower stakeholders in EaP countries to act as communication multipliers (e.g. by suggesting reusable communication tools and materials, providing training, assisting in social media packages, or enhancing stakeholder presence in networks).

4. Financing

European Union

5. Procedure

Expertise France Procurement rules

6. Contracting Authority

International Office for Water (OiEau) – France

7. Nature of contract

Lump-sum service contract

The assignment is divided into two phases:

- **Firm Phase:** Development of a National Communication Action Plan.
- **Optional Phase:** Implementation of the approved plan.

The execution of the **Optional Phase** is conditional and subject to the sole discretion of the contracting authority.

No claim for compensation shall arise if the Optional Phase is not activated.

8. Time period of implementation

Mi-November 2025- End of January 2026 (firm phase)

February 2026-December 2028 (optional phase)

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for Water

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ORGANISATION FOR ECONOMIC CO-OPERATION
AND DEVELOPMENT

UNECE
UNITED NATIONS
ECONOMIC COMMISSION
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9. Maximum contract value

Maximum budget for the Firm Phase: EUR **2,500** (all taxes included).

Maximum budget for the Optional Phase: EUR **13,000** (all taxes included).

The amount defined for optional phase covers the consultant's fees only. Costs related to outsourced production (e.g. videographer, professional photographer, graphic designer), as well as event organisation expenses (e.g. room rental, catering, translation), will be covered directly by the EU4GRE programme, based on needs jointly defined with the national communication expert.

Bidders must indicate their financial proposals for each phase (B5. Financial offer form).

10. Scope of work

The selected expert will be responsible for:

Firm phase:

- **Drafting a National Communication Action Plan (NCAP)**, adapting the EU4GRE regional communication strategy to the national context.
- **Preparing a detailed budget** proposal for the NCAP implementation.

Optional phase

- **Acting as the main communication focal point** between EU4GRE, stakeholders in Ukraine, and the EU Delegation.
- **Maintaining regular contact** and coordination with:
 - EU4GRE representative in Ukraine,
 - EU4GRE communication team,
 - National stakeholders (ministries, agencies, businesses, civil society),
 - The EU Delegation in Ukraine.
- **Prepare press releases, media kits**, op-eds, and other tailored content for national and local media to ensure coverage of EU4GRE activities and results.
- **Supporting the development of locally adapted communication content** in national language (s) and English (articles, factsheets, infographics, short videos, interviews) to highlight programme results, success stories, and citizen engagement.
- **Organising or participating in events** (Water Day, Waste Day, EU Day, Environment Day, River Day, etc.) to raise awareness on EU4GRE topics and results, ensuring branding is consistent with EU standards.
- **Empowering stakeholders in EaP countries to act as communication multipliers** by developing training materials, reusable content, and guidance for social media visibility.
- **Ensuring timely contribution to EU4GRE and EU Delegation communications channels** (website, newsletters, social media), by providing timely content and reporting on national events.

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- **Monitoring** media coverage, tracking communication outputs, **and reporting results** to the EU4GRE communication team.

The communication expert will lead the implementation of EU4GRE communication activities in Ukraine, ensuring coherence with the regional strategy and compliance with EU visibility guidelines. The expert will design and implement country-level communication actions that are impactful, cost-effective, trackable, and sustainable.

11. Deliverables and deadlines

Deliverable	Deadline
Firm phase	
Draft National Communication Action Plan with budget proposal.	Mid-January 2026
Final National Communication Action Plan and budget including feedbacks from EU4GRE partners.	End of January 2026
Optional phase	
Organisation of at least 2 major EU4GRE communication events, plus adapted participation in relevant national/environmental events.	On-going
Media coverage of major EU4GRE milestones and deliverables (policy dialogues, launches of training or tools, field visits, campaigns, important meeting, etc)	On-going
At least [3–4] press releases, media kits, or op-eds per year, adapted to national media standards, distributed to relevant outlets, and shared with the EU4GRE communication team.	On-going
Contribution to EU4GRE and EUD communication channels: Provide timely content and updates for their website, newsletter, and social media channels.	On-going
Stakeholder empowerment package: at least one set of tools/training activities to strengthen stakeholders as communication multipliers	Q3 2027
Quarterly communication activity reports (participants, reach, engagement, media mentions, etc)	Quarterly
Final summary report	Q4 2028

All deliverables must comply with the **EU communication and visibility guidelines**.

12. Profile

- Proven experience in strategic communication planning
- Demonstrated ability to engage effectively with journalists and media outlets at national and local levels.

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- Experience working with public authorities, private sector actors (SMEs, business associations), and civil society organisations, ideally on environmental and EU-related topics.
- Knowledge of EU visibility and communication guidelines is a strong asset.
- Excellent writing and editing skills (national language(s) and English).
- Strong coordination and organisational skills, ability to liaise with multiple stakeholders (ministries, EU Delegation, EU4GRE partners).
- Visual content creation skills are an asset.
- Creativity and proactivity in designing impactful communication actions.

13. Payment modalities

- Payment will be made upon receipt of an invoice and approval of deliverable by the EU4GRE communication manager.
- Payment will be transferred via bank wire to the EUR account specified in the offer.

14. Intellectual property rights

All intellectual property rights for outputs produced under this contract remain the exclusive property of OiEau and the EU4GRE programme.

15. Submission of offer

Interested persons are invited to inquire the tender dossier by email from Ms. Ilke CICEKOGLU, project assistant:

Email address: i.cicekoglu@oieau.fr

- Tender Submission Form (B1)
- Legal Identification Form (B2)
- Declaration of Honour (B3)
- Financial Identification form (B4)
- Financial offer form (B5)
- Curriculum Vitae (CV)
- A portfolio of past communication materials (press releases, media coverage, visual content, campaign materials).
- A short concept note (max. 2 pages, e.g. one sheet front and back) outlining the candidate's proposed approach to developing the NCAP for Ukraine.

Deadline for submission of the technical and financial offer is 5 November 2025, 18:00 CET.

16. Selection process:

- Review of written applications.
- Possible interviews with shortlisted candidates

Implementing partners:



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