

Terms of Reference

Development of a communication strategy including the evaluation of the existing communication tools (e.g. websites, publications) for the International Association of Water Service Companies in the Danube River Catchment Area (IAWD)

BACKGROUND

The International Association of Water Service Companies in the Danube River Catchment Area (IAWD)

IAWD, the International Association of Water Service Companies in the Danube River Catchment Area, has been established in 1993 to facilitate the voice of water utilities in the Danube region. IAWD has built a strong network of cooperation in the region, which goes beyond national, cultural and linguistic borders.

The provision of water and wastewater services is essential for the people of the Danube region. Although the region has generally a high level of basic access to water and sanitation services, the effectiveness and efficiency of those services do not always meet international standards. A regional review (State of the Sector report and 2018 Update, World Bank, 2015 and 2019) identified consistent challenges in a number of the countries in the region. In part this is due to staff and management turnover following political changes, and in part due to limited professional development and training opportunities.

To address these challenges, in 2013 IAWD in cooperation with the World Bank and funding from the Austrian government started to implement the Danube Water Program (DWP), a capacity building program for water supply and wastewater utilities. With the support of the DWP, a set of activities has been launched within the Danube region to build the capacity of utility companies to provide sustainable water and wastewater services, e.g. the Danube Water Conference, the Danube Learning Partnership (D-LeaP) and the open online knowledge space DANUBIS.org.

At this stage, IAWD as well as the DWP including all above mentioned activities communicate independently from each other (i.e. separate website and newsletters) with only limited interrelation among each other. IAWD's clear intention with this consultancy is to review the current communication tools and develop a strategy how to effectively and efficiently communicate with its stakeholders including a social media presence.

OBJECTIVE

The overall objective of the consultancy is to develop a communication strategy for IAWD to effectively and efficiently communicate the activities and achievements under the DWP, D-LeaP and DANUBIS.org to its members and stakeholders.

The specific objectives of the consultancy are:

- To review the existing websites, i.e. IAWD, DWP, DANUBIS.org and D-LeaP and evaluate their functionality.
- To review and evaluate the existing newsletters including the newsletter database, i.e. IAWD, DWP and DANUBIS.org.
- To develop a communication strategy including social media presence for IAWD aiming at informing IAWD's members as well as other interested stakeholders about the achievements under IAWD's activities, e.g. DWP, D-LeaP and DANUBIS.org

SCOPE OF WORK

To achieve the objectives, the selected consultant will be expected to develop the work program in several phases described below. The work for all phases will run in parallel.

Phase I – Review and evaluation of existing websites

The first phase consists of reviewing and evaluating the existing websites, i.e. IAWD, DWP, DANUBIS.org and D-LeaP and evaluate their functionality. For this, the Consultant will:

- Review and evaluate the content and statistics of the existing websites, i.e. IAWD, DWP, DANUBIS.org and D-LeaP and provide guidance on search engine optimization
- Review and evaluate the backend of the existing websites, i.e. IAWD, DWP, DANUBIS.org and D-LeaP and evaluate the potential of either merging the websites of IAWD and DWP or operating them with a common backend
- Provide guidance on a potential relaunch of the IAWD website to serve as a vibrant communication tool and informative resource for IAWD's members and additional stakeholders
- Provide guidance on how to archive the activities carried out under the DWP after final completion of the Danube Water Program

Phase II – Review and evaluation of the existing newsletters

The second phase will consist of reviewing and evaluating the existing newsletters including the newsletter database, i.e. IAWD, DWP, D-LeaP and DANUBIS.org. For this, the Consultant will:

- Review and evaluate the content and statistics (if available) as well as distribution channels of the existing newsletters, i.e. IAWD, DWP, DANUBIS.org and D-LeaP
- Evaluate the potential to merge the existing newsletters in one IAWD newsletter
- Advise IAWD on how to increase the number of subscriptions to the newsletter database

- Advise IAWD on the distribution type, distribution frequency and content of the newsletter

Phase III – Development of IAWD’s Communication strategy with special focus on social media

The third phase consists of developing a Communication strategy for IAWD with special focus on social media aiming at informing IAWD’s members as well as other interested stakeholders about the achievements under IAWD’s activities, e.g. DWP, D-LeaP and DANUBIS.org. For this, the Consultant will:

- Assess the current communication of IAWD based on the results achieved under phase 1 and 2 and advise on how to improve the existing strategy
- Review and evaluate the existing social media channels, i.e. DANUBIS.org Linked IN Group as well as Danube Hub Face Book page
- Advise IAWD on the establishment of further social media channels, preferably under an IAWD profile and provide guidance on search engine optimization
- Advise IAWD on the content to be offered under the social media channels
- Develop a strategy for online marketing to increase the audience of websites and newsletters via social media channels

DELIVERABLES

Due to the dynamic nature of the consultancy, not all deliverables can be defined in advance. However, the Consultant deliverables are expected to include, among other outputs, the following main products:

For Phase I

- Report providing results of the review and evaluation of the existing websites, including:
 - the evaluation of the potential of either merging the websites of IAWD and DWP or operating them with a common backend
 - guidance on how to archive the activities carried out under the DWP after final completion of the Danube Water Program
 - guidance on a potential relaunch of the IAWD website to serve as a vibrant communication tool and informative resource for IAWD’s members and additional stakeholders

For Phase II

- Report providing results of the review and evaluation of the existing newsletters, including:
 - evaluation to merge the existing newsletters in one IAWD newsletter
 - advise on how to increase the number of subscriptions to the newsletter database
 - advise on the distribution type, distribution frequency and content of the newsletter

For Phase III

- Communication strategy for IAWD with special focus on social media, including:

- Assessment of the current communications strategy and development of a concept for improvement
- the identification of social media platforms and the profile to be used
- type and frequency of contents to be delivered on different platforms
- guidance on online marketing via social media to increase the audience for all communication products of IAWD

PROFILE

The Consultant will have the following profile:

- Degree in communication, marketing or similar disciplines
- At least 3 projects involving development of online communication strategies including social media
- Fluent in English
- Ability to communicate with Program team during Central European Time office hours