

Call for Consultant

Title	CONSULTANCY ON THE COMMUNICATION STRATEGY OF WOAH PLATFORM ON ANIMAL WELFARE FOR EUROPE
Internal reference	SRRBrussels/01/2024
Type of contract	Consultancy contract
Location	Remote (home-based)
Starting date	03.06.2024
Expected working days	20
Expected duration	4,5 months
Call launch date	24.04.2024
Submission deadline	08.05.2024



1. CONTEXT

1.1 BACKGROUND

The World Organisation for Animal Health (WOAH) whose statutory name is “Office International des Epizooties”, was created on the 25 January 1924. Its headquarters is based in Paris. It comprises 183 Members and is present on all continents through 13 Representations or Bureaus in total.

WOAH an intergovernmental organisation subject to public international law. It is responsible for improving animal health worldwide. The standards it develops for the trade of live animals and products of animal origin are recognized by the World Trade Organization as reference international sanitary rules. ([Home - WOAH - World Organisation for Animal Health](#)).

WOAH has created five Regional Commissions to reflect on the varying challenges facing its members in the different regions. The Regional Commissions for Europe is composed of 53 Members. WOAH provides regionally adapted services and technical expertise to its Europe’s Members through the Regional Representation in Moscow, and two Sub-Regional Representations, in Astana and Brussels.

Over more than a decade, the implementation of international standards to address animal welfare challenges has been a priority for WOAH Members in the Europe Region. The need for a regional mechanism aimed at improving animal welfare in Europe and enhancing regional dialogue was raised on several occasions by WOAH Members during Regional Focal Points seminars for animal welfare and meetings of WOAH Regional Commission for Europe.

This progressively led to the preparation of a Concept Note for WOAH Platform on Animal Welfare for Europe (hereafter referred as the ‘AW Platform’), which was discussed during the 25th Conference of WOAH Regional Commission for Europe in Fleesensee (Germany, 2012) and then unanimously adopted by WOAH Regional Commission for Europe during the 81st General Session of the World Assembly of WOAH Delegates in Paris (France, 2013). The Concept Note include provisions for the establishment of the Platform governance (Steering Group, and Secretariat held by WOAH Sub-Regional Representation in Brussels) and the development of a 3-year Action Plan which would be mainly funded by the European Union. In addition, the Regional Commission for Europe during 29th Regional Conference (in 2020) adopted the Terms of Reference of the AW Platform further defining its functioning and programmatic approach.

The long-term objective of the AW Platform is to improve animal welfare in Europe through activities which will assist WOAH Members in the region, particularly in Eastern Europe, to progressively comply with standards on animal welfare and, when relevant, animal health. The activities of the Platform are targeting clusters of WOAH Members in Europe grouped by specific country’s needs and relevance of the priority topic.

The AW Platform has completed the implementation of the first Action Plan (2014-2016), second Action Plan (2017-2019) and third Action Plan (2021-2023). The implementation of the fourth Action Plan (2024-2026) is ongoing. The desired impact of the last is to improve animal welfare in Europe through the identified priority topics: slaughter, transport, stray dog population control, the welfare of animals in disasters and working equids. The outcome objective is to progressively improve the compliance of WOAH Members from the region of Europe with WOAH Animal Welfare standards as well as guidance on emergency preparedness. The fourth Action Plan ensures the continuity with the previous Action Plans by building upon their achievements and focuses on strengthening WOAH Members’ involvement in the development of standards and the regional collaboration towards its implementation. The Action Plan is however a living and flexible document and adaptable to evolving animal welfare priorities and needs of WOAH Members in the region.

The Platform is now a well-established mechanism, well recognised in the whole region, fully in operation and benefitting from regular funding from a growing pool of resource partners. To improve the visibility of the AW Platform and create awareness around the topics addressed through its work, it has been decided to develop a communication strategy based on the already existing communication activities.



1.2 PURPOSE

Considering the political and financial interest and support that the AW Platform generates, WOAHA deemed timely to launch a revision of the existing communication activities, to take stock of what had worked in the past and learn from the actions that has not been successful. Furthermore, this revision will enable WOAHA to build a communication strategy for the AW Platform, which by aligning with WOAHA global communication strategy, will contribute to improve the global visibility of the AW Platform and more specifically of the impact of its Action Plan.

The overarching objectives of the consultancy is to provide:

- An evaluation of the current activities.
- A communication strategy for the AW Platform that will be the reference document for the communication of the 4th Action Plan of the AW Platform.

The information of the AW Platform can be accessed through a specific section of the [WOAH Europe region](#) website. Additionally, this portal displays a lot of information on the activities of the Platform and provides a better understanding of the work carried out. There is also the [WOAH Europe X](#) account (@WOAH_Europe) through which the Platform Secretariat communicates relevant information to WOAHA Members.

The consultant will have access to information on the platform through the following methods:

- Interviews with: (i) the Secretariat of the AW Platform; (ii) members of WOAHA Communication Department o; (iii) a selected group of Members benefiting from the Platform's activities; and (iv) other stakeholders involved with the Platform.
- A desktop review (preliminary documents are listed in page 5).
- Participation to one or two events of the AW Platform.

2. DUTIES AND RESPONSIBILITIES

2.1 OBJECTIVES OF THE ASSIGNMENT AND SCOPE OF WORK

The overall objective of this consultancy work is to provide WOAHA and specifically the Secretariat of the Platform with the necessary tools to improve the visibility of the work done through the AW Platform and raising awareness on the key role of animal welfare as part of animal health.

Specifically, the consultancy aims at:

1. Assessing the relevance, effectiveness and efficiency of the current communication activities and tools on animal welfare in the region.
2. Providing a communication strategy for the fourth Action Plan of the AW Platform. The proposed strategy will need to consider: the available resources (funds and staff) and the diverse target audiences .
3. Providing recommendations and a set of indicators to support the implementation and further evaluation of the communication strategy over time.

The consultancy will be supported by WOAHA AW Platform Secretariat jointly with WOAHA Headquarters, responsible for the conduct of the consultancy process (i.e. identifying the Consultant, finalising the methodology with the latter, and organising the work) as well as for the delivery of the final report (i.e. quality control of the draft and final reports according to agreed-upon criteria). They will also either assist or advise the Consultant with administrative, logistical and financial issues relevant to this work. The AW Platform Secretariat will provide technical and operational input to the Consultant during the consultancy process, ensuring access to all documentation, sources of data and information, coordinating comments on the draft report and preparing a consolidated management response.

The Consultant will be responsible for co-developing the methodology and conducting the work. In consultation with WOAHA, the Consultant will be free to review and expand its own framework, within the available timeframe and resources. The Consultant is responsible for providing all deliverables according to the agreed-upon structure within the validated schedule.



2.2 EXPECTED OUTPUTS AND DELIVERABLES

By the end of the consultancy, WOAHA expects to receive the deliverables described below.

1. **Timeframe for the assessment and the development of the strategy:** this will include a detailed schedule of planned activities to make the assessment and the development of the strategy, including the time required for the preparation of reports and the agreed strategy.
2. **Inception Report:** based on the desktop review, and exchange with relevant stakeholders, including WOAHA Members, the report should include a detailed definition of the scope of the assessment, a refined list of target Members and stakeholders to interview, targeted event(s) from the platform to attend and associated objectives to be achieved through this participation at Platform events. A reviewed schedule of activities and deliverables should be included, as well as a preliminary structure for the strategy.
3. **First draft of the Final Report (draft report):** the draft report will be reviewed by the Platform secretariat and the Steering Group to ensure compliance with the evaluation TORs and circulated for comments among key stakeholders. The Consultant will be in charge of incorporating all relevant comments and suggestions.
4. **Final Report:** the final report will be prepared in English, following the validated structure (provide more detail if necessary), and in line with the consultancy TORs. It will include:
 - a. an evaluation of the existing communication tools and activities of the AW Platform.
 - b. the communication strategy for the fourth Action Plan of the AW Platform.
 - c. recommendations and a set of indicators to support the implementation and further evaluation of the communication strategy through over time.
5. **Presentation:** Major findings should also be provided in the form of a comprehensive PowerPoint presentation during the autumn meeting of the Steering Group.

It is envisaged that the assignment will have a duration of 20 working days and take place between June to October 2024 at the latest.

Deliverables	Deadline (prov.)	Days of work (prov.)
Kick-off meeting	07.06.2024	0,5
Background documentation review	24.06.2024	5
Interim meeting	24.06.2024	
Inception report	24.06.2024	0,5
Member and Stakeholder consultations	25.06.2024	12
Participation to 2 events in Spain	25-27.06.2024	
Draft report ready for circulation*	28.08.2024	
Final report and presentation format presented to WOAHA	25.09.2024	1,5
Presentation of results at the Steering Group meeting	10.2024 (TBD)	0,5

* Relevant stakeholders, including donors, will be given a minimum of one working week to provide comments on the draft report

3. QUALIFICATIONS AND EXPERIENCE

The Consultant shall not have previous direct involvement in the management or delivery of WOAHA AW Platform, and should respond to the following minimal requirements:

- Proven experience (at least 5 years) in communication at regional or international level;
- Experience in establishing communication strategies;
- Strong editorial, analytical and research skills (document review, ability to synthesize);



- Excellent command of written and spoken English;
- Excellent communication skills both orally and in writing;
- Working experience in communication related to the veterinary sciences and institutional strengthening, in particular to animal welfare related issues (not limitative but considered as important asset).

4. WORK ARRANGEMENTS

4.1 ORGANISATION OF THE WORK

The main interlocutors for the consultancy will be the secretariat of the AW Platform and WOAHO Communication department, with the contribution of the Members and stakeholders of the AW Platform and any other relevant people as needs arise.

For budget constraints, travel to the field will be limited; the consultancy structure will be the following:

- A preparatory phase, to finalise the evaluation TORs and schedule (through a kick-off video-conference workshop with WOAHO);
- A desktop review, which should ensure the delivery of an inception report to guarantee understanding of the context and alignment with the TORs.
- An interim meeting (videoconference) will be scheduled before entering the next phase.
- Analysis and construction phase, which should ensure the delivery of a draft report to be circulated for comments to relevant stakeholders, including donors. This phase could include interviews of relevant Members and stakeholders that could contribute to identify the expectations and participation to targeted event(s) of the Platform.
- The finalisation of the report, incorporating comments deemed appropriate and developing, along with the finalised report, a short summary of main findings in presentation format (e.g. PowerPoint).

English will be the working language for written report and oral presentations / discussions.

4.1 PAYMENT SCHEDULE

Payment will be issued by WOAHO upon validation of the deliverables and upon receipt of an invoice:

- Twenty percent (20%) of the contract value will be paid upon delivery of the background documentation review.
- Fifty percent (50%) of the contract value will be paid upon reception and validation of the draft of report.
- Thirty percent (30%) of the contract value will be paid upon reception and validation of the final report.

5. STRUCTURE OF THE RESPONSE

Interested Consultants(s) are invited to submit a proposal including the following documents:

- CV;
- Cover letter (1 page maximum);
- Sample of consultant's previous work, redacted if necessary;
- Concept note describing the understanding of the context and the proposed methodology (maximum 5 pages);
- Annex 1 "Financial offer" duly completed and signed;
- Annex 2 "Declaration of integrity" duly completed and signed;



6. EVALUATION OF PROPOSALS AND AWARD OF THE CONTRACT

WOAH will proceed to an evaluation of all final proposals according to the criteria described below:

- criteria 1: technical criteria (50%)
 - Expertise (30%)
 - Demonstrated understanding of the context (30%)
 - Relevance and quality of the proposed methodology (40%)
- Criteria 2: financial criteria (40%)
 - Global cost (100%)
- Criteria 3: deadline criteria (10%)

7. RESPONSE PROCEDURE

7.1. Response process

WOAH reserves the right to introduce non-substantial modifications to the tender documents. In the event that WOA, either following a request from the Consultant or on its own initiative, introduces a modification of the call, all Consultants having received the invitation to submit a proposal will be informed. WOA shall signal on the call that modifications have been made and may extend the deadline for submission of proposals to allow Consultants to take into account these changes.

7.2. Costs of Responses

Consultants are responsible for all costs and expenses, including professional fees, incurred in connection with the preparation and submission and generally their participation in the Call for Consultant procedure.

7.3. Conditions of Participation

Natural and legal persons who have provided a compliant response to the consultation as published may apply.

No more than one proposal may be submitted by a person whether as a natural or legal person.

In participating to this consultation, the consultant warrants by doing so that he/she:

- is not bankrupt or under mandatory liquidation, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, is not the subject of proceedings concerning its business activities, or is not in any similar situation arising from a procedure provided for in national legislation or regulations;
- has powers of representation, decision-making or control over it or a member of an administrative, a management or a supervisory body has not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering, offences linked to terrorist activities, child labour, human trafficking, creating or being a shell company or any other irregular or illegal activity ;
- has powers of representation, decision-making or control over it have not been guilty of professional misconduct, including misrepresentation.
- is in compliance with all its obligations relating to the payment of social security contributions and of taxes in accordance with the national legislation or regulations of the country in which the Consultant resides;

Consultants undertake to provide documentary evidence related to the items mentioned above upon request by WOA at any point during the call for consultancy procedure and/or contracting process.



Should a consultant fail to produce reasonable evidence, WOAHA reserves the right to reject the consultant's response and, in the event it has already entered into a Contract with the consultant as a result of the process, to terminate such Contract with immediate effect.

The REFINITIV WORLD-CHEK ONE global compliance screening platform will be consulted. In accordance with WOAHA's internal rules, the identification of a Consultant by this platform may lead to its exclusion.

7.4. Conflicts of Interest

Under no circumstances is a Consultant to contact any person employed by or representing WOAHA regarding the call for consultant procedure other than the person(s) mentioned in this document.

In participating to this consultation, a tenderer represents and warrants that the Consultant:

- does not have any conflict of interest arising from economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest in connection with any Contract that may be entered into between the Consultant and WOAHA as a result of the consultation;
- will inform, without delay, of any situation constituting a conflict of interest or which could give rise to a conflict of interest;
- No offer of any type whatsoever from which an advantage can be derived under the Contract has been or will be made;
- has not granted and will not grant, has not sought and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept, any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal practice or involving corruption, either directly or indirectly, as an incentive or reward relating to the award of the Contract;
- It has not and will not make any misrepresentation, either knowingly or negligently, in supplying any of the information requested by WOAHA.

7.5. Proposal submission

WOAHA places high value on a multicultural and positive work environment and seeks gender and geographical balance in its international consultants. WOAHA welcomes proposals of all qualified candidates, irrespective of their ethnic origin, gender, opinions or beliefs.

If you are interested in this call for consultant, please send your proposal to the following address: rsr.bruxelles@woah.org.

WOAHA, as a data controller, will process the personal data you provide in the bidder for the purposes of identifying a suitable Consultant, to support its work.

The data collected will be processed internally for the aforementioned purposes and for the resulting administrative acts, it shall be kept for the duration of the contract with you and in an intermediate archive for a duration of 10 during the audit period.

You have rights to access and rectify your personal data, as well as to request erasure and obtain data portability under certain circumstances.

To exercise these rights or If you have any questions about the processing of your data, you can contact our data protection officer at dpo@woah.org. For more information check our [Privacy Policy](#).

Should you have any questions, please contact rsr.bruxelles@woah.org.

To comply with disclosure requirements and enhance transparency, WOAHA shall publish on its [website](#) the following information about the Contract which shall be concluded with the awarded consultant: (i) the nature of the contract (ii) year of award (iii) name and locality of the Consultant; (iv) the title, purpose of the Consultant; and (v) the amount of this Agreement. WOAHA will not release or publish information that could reasonably be considered confidential or proprietary.



8. ANNEXES

Annex 1: The financial offer to be returned duly completed and signed

Annex 2: The declaration of integrity to be returned duly completed and signed

Annex 3: Provisional list of documents:

1. WOAHAW Platform Concept Note
2. WOAHAW Platform First Action Plan (2014-2016)
3. WOAHAW Platform Second Action Plan (2017-2019)
4. WOAHAW Platform Third Action Plan (2021-2023)
5. WOAHAW Platform Fourth Action Plan (2024-2026)
6. WOAHAW Platform Advocacy Document
7. WOAHAW Platform Steering Group meeting reports
8. WOAHAW Platform specific Activity Reports
9. Donor Reports (World Animal Health and Welfare Fund)
10. WOAHAW Platform website
11. WOAHAW Global Website (animal welfare portal)
12. Newsletters produced by the Secretariat
13. WOAHAW Branding Manual

All the documentation will be provided by WOAHAW Platform Secretariat.