



Montenegro

TERMS OF REFERENCE

- A. Job Title:** Media Evaluator for the UNDP Western Balkans Environmental Programme – national component in Mojkovac
- B. Post Reference:** MNE/10/033
- C. Type of position:** Short-Term, National Consultant
- D. Duty station:** Podgorica, Montenegro
- E. Duration of Appointment:** approximately 30 working days
- F. Contract Type:** Special Service Agreement
- G. Deadline for Application:** Wednesday, 9th June 2010, CoB

i. Background

The United Nations Development Programme (UNDP) Country Offices in Albania, Bosnia and Herzegovina, FYR Macedonia, Montenegro, Serbia and UN ATSCR 1244 Kosovo developed a regional environmental Programme in locations in the mentioned Western Balkans countries/territories suffering from the legacy of polluting industries and requiring industrial renewal, environmental clean-up and new economic initiative.

The aim/objective of the 3-year \$15 million Western Balkans Environmental Hot Spots Programme – www.westernbalkansenvironment.net - involving 6 countries/territories and nine environmental hot spots locations are threefold:

- a) To enhance regional cooperation in Western Balkans (by showing value added and influencing the way people perceive and act in the regional cooperation),
- b) To improve living conditions in communities around targeted environmental hot spots through progress in clean-up/remediation activities in selected locations (making progress and communicating it effectively to stakeholders),
- c) To ensure control of existing pollution and prevent similar environmental problems happening in the future through building up knowledge and capacity in the local communities and at the national level.

Most of the funding within this program is dedicated in the physical works needed to mitigate the environmental and human health impacts resulting directly and indirectly from industrial and mining activities.

Montenegro national component: Historically mining operations in the area of Mojkovac have been undertaken for many centuries with extraction of silver having occurred since ca. 1270. However intensive mining operations were limited to the period from 1976 to 1991 at the Lead and Zinc Mine of 'Brskovo' situated just above the town of Mojkovac itself. As a result of these past operations, with management decisions focused on direct investments toward other priorities, on industrialization without taking adequate environmental safeguards, not clearly allocated and

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implemented environmental management responsibilities and the lack of a formal mine closure process led to creation of an environmental hot spot.

ii. Duties and Responsibilities

For the purpose of understanding the impact of afore described Project - Montenegro national component on the Municipality of Mojkovac and estimation of its success, the incumbent will seek to uncover how successful the UNDP country office Montenegro/ EE cluster has been in achieving this goal through analyzing how and whether the image of municipality has changed through examining all different types of media, through assessing individual journalists' attitudes that cover both the niche in question (environment and economy) and this specific territory, and through examining the attitudes and behaviour of actual individuals who are connected to or a part of the community.

The proposed contract aims to create objective and independent assessment that will provide information equally to a donor who supported the intervention and to the project team who was in charge of developing the model and who will be in charge of replicating it further on how successful we have been and what are the lessons learned for scaling up the model to a more complex setting in the same region.

The analysis of the impact through media content evaluation should be focused on general media image of the Municipality before and during the Project implementation, but should also contain strong reflections on how journalists interpreted key Project messages in their reports, as well as inferences elaborated in the way to make clear the level of contribution of the Project to the Municipality's media visibility.

The report will be based on collection, systemization, analysis and comparison of print (dailies, weeklies and biweeklies, monthly and periodical magazines) and electronic media (TV and radio stations, internet portals) reports in Montenegro (if possible in the region and abroad, too) in a one year period before the Project start-up and in the period after the Project start-up and Project implementation.

In addition to analyzing the media/pres clipping that covers the time period listed it is important to understand the perception and attitudes of both those who are responsible for creating the media pieces (journalists who cover the functional brief- economy/environment, and the geographic area- Mojkovac) and those who were their main counterparts/interviewees in creating the media pieces (decision makers on the national and local level, community level organizations and individuals). Therefore in addition to the standard set of methodologies for examining the press clippings, methodology should contain tools (interviews, questionnaires or other appropriate methodology) to understand the perceptions and context within which these two target groups operated during the time period in questions and how their attitudes were impacted by the project.

Based on these analysis selected candidate would prepare the report with the aim to synthesize how successful the project team has been in changing the image of the municipality and formulate the lessons learned, positive and negative components of the implemented approach in order to better replicate and scale up the model to a wider geographical area.

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Along with the evaluation report, the incumbent will also deliver the media coverage collected for above described purpose on CD/DVD, including scanned articles, video footages and full transcripts of media reports.

iii. Special Considerations

Confidentiality: The market survey Consultant undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. All related materials/questionnaires collected in the market will be used for the purpose of this assignment only. The Consultant shall submit to the UNDP complete material and no copies held after completion of the assignment. The materials remain will be the property of the UNDP.

iv. Competencies

- Demonstrates integrity by modelling the United Nations values and ethical standards;
- Commitment to UNDP's mission, vision and values;
- Sensitivity to cultural, gender, religion, race, nationality and age differences;
- Demonstrable ability to function in a team environment;
- Focus on impact and results and responds positively to feedback ;
- Consistently approaches work with energy and a positive, constructive attitude;
- Ability to collect and analyze data from a quantitative and qualitative perspective;
- Highly organized, detailed oriented;
- Excellent verbal/written communication skills.

v. Qualifications and experience

- Relevant university or post-graduate degree in Communications, Psychology or Social Science with an emphasis on political, economic, social and/or environmental issues would be an asset, or other relevant combination of experience;
- Two or more years of experience at leading/working media or research company or as a consultant with a top consulting firm focused on media strategies would be an asset;
- Experienced in the UNDP implementation procedures would be an asset;
- Exceptional analytical skills for interpreting complex media contents in short timeframe and transforming them into user friendly materials;
- Superior communications skills to effectively present information;
- Excellent writing skills, clear and persuasive and experienced enough to prepare a comprehensive report with specific purpose;

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- Extensive experience in managing research and reporting projects and in media analytics would be an asset;
- Fluency in English and in Montenegrin;

vi. Application Process

Interested applicants are requested to submit their applications to UNDP Office in Podgorica by e-mail to consultancy.me@undp.org Wednesday, 9th June 2010, CoB..

The application should contain:

1. *Duly completed **Personal History Form (P11)** can be downloaded from <http://www.undp.org.me/files/jobs/index.html>*
2. *Cover/Motivation Letter*

*The short-listed candidates only would be requested to submit a **letter of interest including a price quotation** indicating the lump sum (in EUR) requested for the work and travel envisaged in the section "Duties and Responsibilities".*

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