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Service contract No 2019/407-290
Technical assistance project „Reinforcement of animal health and welfare”
EuropeAid/139306/DH/SER/RS

Technical assistance project „Reinforcement of animal health and welfare EuropeAid/139306/DH/SER/RS Service contract No 2019/407-290	
Terms of Reference for Junior Non-Key Expert 2 – Public relations expert Assignment	
Title of assignment	Junior Non-Key Expert 2 – Public relations expert
Request No.	4
1. Background information	
1.1. Partner country	The Republic of Serbia.
1.2. Contracting Authority	The contracting authority is the Delegation of the European Union in the Republic of Serbia (EUD) on behalf of the European Commission (EC).
1.3. Background of technical assistance programme	<p>The Ministry of Agriculture, Forestry and Water Management (MAFWM) is involved in negotiations for the Chapters 11 (Agriculture and Rural Development), 12 (Food Safety, veterinary and phytosanitary policy) and 13 (Fisheries). Legislative (explanatory and bilateral) screenings for all Negotiating groups concerning agriculture – Chapters 11, 12 and 13 are completed. The Commission Serbia 2019 report of 29.5.2019¹ when addressing progress towards accession as concerns Chapter 12 states:</p> <p>Serbia is moderately prepared in the area of food safety, veterinary and phytosanitary policy. Some progress has been made in implementing recommendations of the previous report, in particular with the accreditation of the reference laboratory for milk testing. However, Serbia has not yet implemented all recommendations of last year. In the coming year, Serbia should in particular:</p> <ul style="list-style-type: none">- Develop a comprehensive strategy for transposition, implementation and enforcement of the acquis on food safety, veterinary and phytosanitary policy;- Substantially strengthen the administrative capacity of the veterinary, phytosanitary and national reference laboratories directorates and retain highly competent staff;- Consistently apply and improve the risk-based approach to sanitary control at borders. <p>The report further states: „On veterinary policy, annual programmes consisting of animal health protection measures for 2018 were adopted. Serbia has yet to decide on an acquis-harmonised approach to combating classical swine fever. The multiannual programme to eradicate rabies in wildlife was successfully implemented in 2018. Some steps have been taken towards improving staffing of the Veterinary Inspectorate through delegation of duties. This should be followed up by further strengthening the Veterinary Directorate, including its policy departments. Animal welfare legislation is yet to be fully harmonised with the EU acquis. The enforcement of legislation on animal welfare, in particular at slaughter, needs to improve. “</p> <p>The Serbian Strategy for Agriculture and Rural Development 2014-2024 clearly indicates the necessity for the improvement of the animal welfare in key areas identified in the EU acquis: welfare of the animals on farms, in transport, slaughterhouses and animals used in</p>

¹ Brussels, 29.5.2019 SWD (2019) 219 final COMMISSION STAFF WORKING DOCUMENT Serbia 2019 Report Accompanying the document Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy {COM (2019) 260 final}



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	<p>experimentation. It is of importance to provide assistance to the relevant Serbian Authorities so as to strengthen their capacity to enforce and oversee implementation Animal Welfare Law which has to be aligned with the basic requirements of the acquis of the European Union in the respective areas. In addition, in recent years stray dog management is high on the agenda of the EU, due to severe problems that some of the new Member States are facing with this issue. This topic will certainly be considered under the new EU animal welfare strategy, thus relevant for the accession process of Serbia and alignment of our system of animal welfare. There are also human health and wildlife problems resulting from the presence of stray dogs and cats. This subject has been raised in petitions to the European Parliament and there is a need for EU legislation in this area². It is necessary to recognize the importance of controlling dog populations without causing unnecessary animal suffering, and to develop long-term, sustainable strategies to deal effectively with stray animal populations, which requires a comprehensive and coordinated programme. Support in the field of animal health, as a key component of animal welfare, remains a priority for Serbia and should be addressed through continuation of support to the Veterinary Directorate of the MAFWM and main partners, to develop and implement effective and efficient preventive, control and eradication measures for certain animal disease, in accordance with EU Animal Health Strategy, based on "prevention is better than cure" principles promoted by the European Commission. The project will ensure support to Beneficiary to properly strengthen capacities for disaster management and in protection of animal health and welfare in the case of natural and other disasters. National policies shall also be aligned with the OIE Sixth Strategic Plan (2016 - 2020), which aim is to contribute effectively to the responses to major societal challenges by adapting to priority fields. Through provision of support in above areas, substantial improvements of animal health in Serbia will be obtained, thus creating improved prospects for trade of agricultural products. The long-term objective to be accomplished is to prevent, control or eradicate animal disease in Serbia and to acquire and maintain the disease-free status. This will, inter alia, produce effects also on animal welfare and subsequently quality and competitiveness of animal products.</p>
1.4. Background and rationale for assignment	<p>The project should provide assistance to align overall system for animal welfare with new regulations to be adopted on the EU level. This will be achieved by revision and improvement of legislation to be fully in line with new EU legislation (new animal health law and legislative for official controls and animal welfare law), through adoption of the new amendments of Law on animal welfare, updating new rulebooks and development of relevant animal welfare guidelines (e.g. farming, transport, slaughter, disaster management). Project activities will provide revision of administrative framework and capacities for animal welfare with clear recommendation for improvement and upgrading of existing structures in relevant sectors. Standards related to the animal welfare will be developed with the aim to improve collaboration between the public and private sectors, and</p>

² [http://www.europarl.europa.eu/RegData/etudes/STUD/2017/583114/IPOL_STU\(2017\)583114_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/STUD/2017/583114/IPOL_STU(2017)583114_EN.pdf)



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	international coordination. Unification of industrial standards (e.g. ISO/TS 34700) will be encouraged. Moreover, the effective implementation of the animal welfare regulation requires raised awareness, improved communication and collaboration with relevant stakeholders, including local authorities and civil societies. Publicity campaigns will be prepared and implemented to address different needs of different target audiences. Veterinary services will be trained for the new legislations relevant for their daily scope of work, and other stakeholders such as slaughterhouses staff, transporters of animals, animal keepers will be educated through related animal welfare awareness campaigns. This project will also address stray dog management based on the Animal Health Organisation (OIE) specific guidelines on stray dog population management (Chapter 7,7 of Terrestrial Animal Health Code) and best practice in EU Member States. It envisages the development of a long-term strategy and action plan to be adopted by the Government, designing dog management control programme, establishing education and training system for all relevant target groups and related public awareness campaigns on the responsible pet ownership and other aspects. Animal health will be improved through development of measures for eradication of endemic diseases, establishing free status of brucellosis, bovine leucosis and tuberculosis, rabies, appropriate prevention and control of vector borne diseases (e.g. Bluetongue disease, LSD, West Nile Fever), prevention and preparedness for emerging transboundary diseases (e.g. classical swine fever, Foot and Mouth Disease, Lumpy Skin Diseases, African Swine fever, Peste de petits ruminants) with increased capacities for contingency planning, rapid alert and response system, and animal health crisis management.
2. Description of the assignment	
2.1. Overall objective	The overall objective of the project is to assist the country's authorities in harmonization and preparation for full implementation of EU acquis in the area of animal health and welfare.
2.2. Purpose	<p>The purpose of the project is as follows:</p> <ul style="list-style-type: none"> - To support the process of harmonization of legislation with EU legislation in the area of animal health and welfare; - To ensure appropriate awareness of all stakeholders and public, to disseminate information and to improve the communication with all relevant stakeholders on animal welfare standards; - To strengthen institutional and administrative capacities of competent authorities for enforcement of new animal health and welfare legislations.
2.3. Results to be achieved	<p>Component 1 Animal welfare:</p> <p>Result 1 Reinforced animal welfare standards in line with EU legislation, EU Animal Welfare Platform, OIE Regional Animal Welfare Platform for Europe, OIE Global Animal Welfare Strategy, and European best practices;</p> <p>Result 2 Enhanced capacities for appropriate stray dog management;</p> <p>Result 3 Strengthened administrative and structural capacities for animal welfare.</p> <p>Component 2 Animal health:</p> <p>Result 4 Reinforced animal disease control policy, aligned with EU legislation, EU Animal Health Strategy, OIE Sixth Strategic Plan (2016 - 2020), and European best practices;</p>



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	Result 5 Further improvement on biosecurity on animal holdings and support for sustainable animal health and welfare policy.
3. Description of expert's work	
3.1. Job title	Junior Non-Key expert 2 – Public relations expert
3.2. Number of work days	Up to 40 work days
3.3. Starting date of assignment	16 September 2019 or later
3.4. Period of assignment	September 2019 to June 2021
3.5. Working hours	Full-time work
3.6. Location	Veterinary Directorate / Department for Animal Health and Welfare - Ministry of Agriculture, Forestry and Water Management
3.7. Overall objectives of the assignment	<p>In collaboration with key experts, senior non-key experts and other Junior non-key experts, Junior non-key expert 2 (JNKE2) will have to perform expertise under the following activities:</p> <ul style="list-style-type: none"> - Project opening event: Inform key players and observers on the objectives and plans for the project; disseminate EU support to the topics at stake; create a positive environment for project activities and promote active participation by all players; - Activity 1.4: Education and training of authorities and major stakeholders related to legislation and other aspects of animal welfare (competent authorities, veterinary inspectors, farmers; slaughter men; transporters; animal welfare officers, FBOs, breeders and suppliers of experimental animals; members of the ethical commissions and Ethical Council; persons working with the stray animals in shelters; persons working with the animals in breeding establishments; local authorities). At least one national conference (minimum 100 participants), and 4 regional workshops/seminars (minimum 50 participants each) will be organized. - Activity 1.5: Development and implementation of appropriate public awareness campaigns, seminars and conferences related to animal welfare to address target audience such as slaughter houses staff, transporter of animals and animal keepers. Awareness campaign will include organization at least one national conference (minimum 100 participants), and 4 regional workshops (minimum 50 participants each). - Activity 2.5: Development and implementation of appropriate public awareness campaigns related to stray dog management to address different target audience. - Activity 5.2: Development and implementation of awareness and training programs on animal health and biosecurity. - Project closure event: Inform key players and observers on the objectives achieved during the implementation of the project; transfer knowledge and present how successfully the project objectives have been achieved.
3.7. Specific objectives of the assignment	<p>In collaboration with key expert 1, senior non-key experts and other junior non key experts, JNKE2 will take the following tasks:</p> <p>Under Project opening event:</p> <ul style="list-style-type: none"> - To prepare press release on the project objectives, tasks and expected results and make it available to the mass media; - To invite mass media to attend the project opening event and organize press conference if there will be interest; - To support the project office as regards invitation and registration of mass media and participants for the opening event;



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	<ul style="list-style-type: none">- To organize preparation and distribution of the opening event materials. <p>Under Activity 1.4:</p> <ul style="list-style-type: none">- To prepare press release for one one-day national conference and 4 one-day regional seminars on animal welfare and make it available to the mass media;- To invite mass media to attend one one-day national conference on animal welfare and organize press conference if there will be interest;- To support the project office as regards invitation and registration of mass media and participants for one one-day national conference and 4 one-day regional seminars on animal welfare. <p>Under Activity 1.5:</p> <ul style="list-style-type: none">- To prepare press release for one one-day national conference and 4 one-day regional workshops on animal welfare awareness and make it available to the mass media;- To invite mass media to attend one one-day national conference on animal welfare awareness and organize press conference if there will be interest;- To support the project office as regards invitation and registration of mass media and participants for one one-day national conference and 4 one-day workshops on animal welfare awareness. <p>Under Activity 2.5:</p> <ul style="list-style-type: none">- To support KE1 and SNKE1 to conduct a round table event with Municipal representatives to gather their views and promote the project in target towns to be agreed with the Beneficiary;- To prepare a report summarising opinions and suggestion to be considered for design of the awareness campaign;- To prepare press release for one one-day national conference and 4 one-day regional workshops on public awareness related to stray dog management and make it available to the mass media;- To invite mass media to attend one-day national conference on public awareness related to stray dog management and organize press conference if there will be interest;- To support the project office as regards invitation and registration of mass media and participants for one-day national conference and 4 one-day workshops on public awareness related to stray dog management. <p>Under Activity 5.2:</p> <ul style="list-style-type: none">- To prepare press release for one one-day national conference and 4 one-day regional conferences on animal health and biosecurity and make it available to the mass media;- To invite mass media to attend one-day national conference on animal health and biosecurity and organize press conference if there will be interest;- To support the project office as regards invitation and registration of mass media and participants for one-day national conference and 4 one-day regional conferences on animal health and biosecurity. <p>Under project closure event:</p> <ul style="list-style-type: none">- To prepare press release on the project objectives, tasks and achieved results and make it available to the mass media;- To invite mass media to attend the project closure event and organize press conference if there will be interest;- To support the project office as regards invitation and registration of mass media and participants for the closure event;
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	<ul style="list-style-type: none">- To organize preparation and distribution of the closure event materials.
3.8. Results of assignment	<p>Under Project opening event:</p> <ul style="list-style-type: none">- Press release on the project objectives, tasks and expected results prepared and made available to the mass media;- Mass media invited and accredited to attend the project opening event and press conference organized, if there will be interest;- The project office supported as regards invitation and registration of mass media and participants for the opening event;- Preparation and distribution of the opening event materials organized. <p>Under Activity 1.4:</p> <ul style="list-style-type: none">- Press release for one one-day national conference and 4 one-day regional seminars on animal welfare prepared and made available to the mass media;- Mass media invited and accredited to attend one one-day national conference on animal welfare and press conference organized, if there will be interest;- The project office supported as regards invitation and registration of mass media and participants for one one-day national conference and 4 one-day regional seminars on animal welfare. <p>Under Activity 1.5:</p> <ul style="list-style-type: none">- Press release for one one-day national conference and 4 one-day regional workshops on animal welfare awareness prepared and made available to the mass media;- Mass media invited and accredited to attend one one-day national conference on animal welfare awareness and press conference organized, if there will be interest;- The project office supported as regards invitation and registration of mass media and participants for one one-day national conference and 4 one-day workshops on animal welfare awareness. <p>Under Activity 2.5:</p> <ul style="list-style-type: none">- KE1 and SNKE1 supported to conduct a round table event with Municipal representatives to gather their views and promote the project in target towns to be agreed with the Beneficiary;- Report summarising opinions and suggestion to be considered for design of the awareness campaign prepared;- Press release for one one-day national conference and 4 one-day regional workshops on public awareness related to stray dog management prepared and made available to the mass media;- Mass media invited and accredited to attend one-day national conference on public awareness related to stray dog management and press conference organized, if there will be interest;- The project office supported as regards invitation and registration of mass media and participants for one-day national conference and 4 one-day workshops on public awareness related to stray dog management. <p>Under Activity 5.2:</p> <ul style="list-style-type: none">- Press release for one one-day national conference and 4 one-day regional conferences on animal health and biosecurity prepared and made available to the mass media;- Mass media invited and accredited to attend one-day national conference on animal health and biosecurity and press conference organized, if there will be interest;



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		<ul style="list-style-type: none">- The project office supported as regards invitation and registration of mass media and participants for one-day national conference and 4 one-day regional conferences on animal health and biosecurity. Under project closure event: <ul style="list-style-type: none">- Press release on the project objectives, tasks and achieved results prepared and made available to the mass media;- Mass media invited and accredited to attend the project closure event and press conference organized, if there will be interest;- The project office supported as regards invitation and registration of mass media and participants for the closure event;- The closure event materials prepared and distributed.
4. Expert profile		
4.1.	Minimum requirements	<ul style="list-style-type: none">- A relevant University degree or equivalent six (6) years of experience in his/her area of expertise in addition to the minimum defined below- Minimum two (2) years of experience in his/her area of expertise- Fluency in written and spoken English language- Good computer skills in Word, Excel & PowerPoint, Internet etc.
4.2.	Professional experience and skills criteria	<ul style="list-style-type: none">- Previous experience working in the EU funded projects is considered as advantage;- Experience in writing press releases;- Experience in media relations;- Experience in organization of press conferences;- Experience in organization of round tables of competent authorities;- Experience in summarizing and reporting of opinions and suggestions;- Experience in public relation events;- Experience in websites and visibility products;- Perceived personal qualities / communication skills / team player, etc.
5. Selection of expert		The selection of expert will be made in accordance with points 4.1 and 4.2. Selection of expert will be carried out by a Selection Committee member representing the Beneficiary and the Project team. Selection results will be recorded. Full transparency and equal opportunities will be ensured.