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

<b>Technical assistance project „Reinforcement of animal health and welfare</b> EuropeAid/139306/DH/SER/RS <b>Service contract No 2019/407-290</b>	
<b>Terms of Reference for Junior Non-Key Expert 3 – Communication and Visibility expert Assignment</b>	
<b>Title of assignment</b>	Junior Non-Key Expert 3 – Communication and Visibility expert
<b>Request No.</b>	4
<b>1. Background information</b>	
<b>1.1. Partner country</b>	The Republic of Serbia.
<b>1.2. Contracting Authority</b>	The contracting authority is the Delegation of the European Union in the Republic of Serbia (EUD) on behalf of the European Commission (EC).
<b>1.3. Background of technical assistance programme</b>	<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 29.5.2019<sup>1</sup> when addressing progress towards accession as concerns Chapter 12 states:</p> <p>Serbia is <b>moderately prepared</b> in the area of food safety, veterinary and phytosanitary policy. <b>Some progress</b> 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"> <li>- Develop a comprehensive strategy for transposition, implementation and enforcement of the acquis on food safety, veterinary and phytosanitary policy;</li> <li>- Substantially strengthen the administrative capacity of the veterinary, phytosanitary and national reference laboratories directorates and retain highly competent staff;</li> <li>- Consistently apply and improve the risk-based approach to sanitary control at borders.</li> </ul> <p>The report further states: „On <b>veterinary policy</b>, 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</p>

<sup>1</sup> 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>welfare in key areas identified in the EU acquis: welfare of the animals on farms, in transport, slaughterhouses and animals used in 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 area<sup>2</sup>. 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>
<b>1.4. Background and rationale for assignment</b>	<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</p>

<sup>2</sup> [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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	<p>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 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 or 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.</p>
<p><b>2. Description of the assignment</b></p>	
<p><b>2.1. Overall objective</b></p>	<p>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.</p>
<p><b>2.2. Purpose</b></p>	<p>The purpose of the project is as follows:</p> <ul style="list-style-type: none"> <li>- To support the process of harmonization of legislation with EU legislation in the area of animal health and welfare;</li> <li>- 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;</li> <li>- To strengthen institutional and administrative capacities of competent authorities for enforcement of new animal health and welfare legislatives.</li> </ul>
<p><b>2.3. Results to be achieved</b></p>	<p><b>Component 1 Animal welfare:</b>  <b>Result 1</b> 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;  <b>Result 2</b> Enhanced capacities for appropriate stray dog management;  <b>Result 3</b> Strengthened administrative and structural capacities for animal welfare.</p>



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	<p><b>Component 2 Animal health:</b>  <b>Result 4</b> Reinforced animal disease control policy, aligned with EU legislation, EU Animal Health Strategy, OIE Sixth Strategic Plan (2016 - 2020), and European best practices;  <b>Result 5</b> Further improvement on biosecurity on animal holdings and support for sustainable animal health and welfare policy.</p>
<b>3. Description of expert's work</b>	
<b>3.1. Job title</b>	Junior Non-Key expert 3 – Communication and Visibility expert
<b>3.2. Number of work days</b>	Up to 35 work days
<b>3.3. Starting date of assignment</b>	16 September 2019 or later
<b>3.4. Period of assignment</b>	September 2019 to June 2021
<b>3.5. Working hours</b>	Full-time work
<b>3.6. Location</b>	Veterinary Directorate / Department for Animal Health and Welfare - Ministry of Agriculture, Forestry and Water Management
<b>3.7. Overall objectives of the assignment</b>	<p>In collaboration with key experts, senior non-key experts and other Junior non-key experts, Junior non-key expert 3 (JNKE3) will have to perform expertise under the following activities:</p> <ul style="list-style-type: none"> <li>- <b>Project opening event:</b> 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;</li> <li>- <b>Activity 1.3:</b> Contribute to development of platform for collaboration between the public and private sectors, preparation of animal welfare standards and guidelines for implementation of ISO/TS 34700 (instructions, manuals of good and best practices, standard operation procedures);</li> <li>- <b>Activity 1.5:</b> Contribute to 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);</li> <li>- <b>Activity 1.6:</b> Contribute to design and production of animal welfare communication tools;</li> <li>- <b>Activity 2.5:</b> Contribute to development and implementation of appropriate public awareness campaigns related to stray dog management to address different target audience.</li> <li>- <b>Activity 5.2:</b> Contribute to development and implementation of awareness and training programs on animal health and biosecurity.</li> <li>- <b>Project closure event:</b> 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.</li> </ul>
<b>3.7. Specific objectives of the assignment</b>	<p>In collaboration with key expert 1, senior non-key experts and other junior non key experts, JNKE3 will take the following tasks:</p> <p><b>Under Project opening event:</b></p> <ul style="list-style-type: none"> <li>- To support the project office as regards communication with competent authorities and stakeholders as regards organization of the opening event;</li> <li>- To organize preparation and distribution of the visibility materials.</li> </ul> <p><b>Under Activity 1.3:</b></p>



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	<ul style="list-style-type: none"> <li>- To communicate information on establishment of a private / public platform on animal welfare, its objectives and role to the competent authorities and stakeholders;</li> <li>- To prepare initial list of organisations and experts to be selected as members of the platform (s);</li> <li>- To prepare an invitation of the potential organisations and experts to establish of animal welfare platform (s);</li> <li>- To organize the first opening meeting of the animal welfare platform (s) and prepare and communicate the first opening meeting programme.</li> </ul> <p><b>Under Activity 1.5:</b></p> <ul style="list-style-type: none"> <li>- To prepare a report on participants’ evaluation of the one one-day national conference and 4 one-day regional workshops on animal welfare awareness;</li> <li>- To prepare report on development and implementation of public awareness campaigns within the scope of Activity 1.5 including documentary evidence for organisation of the national conference, and workshops (e.g. attendance lists signed by participants).</li> </ul> <p><b>Under Activity 1.6:</b></p> <ul style="list-style-type: none"> <li>- To assist the project team in design, production and printing of project visibility materials;</li> <li>- To prepare Report on development and implementation of public awareness campaigns within the scope of Activity 1.6 including documentary evidence for production and hand over to the Beneficiary of all above promotional materials.</li> </ul> <p><b>Under Activity 2.5:</b></p> <ul style="list-style-type: none"> <li>- To support of the project team in development of a Draft of Communication Strategy as regards public awareness campaigns related to stray dog management;</li> <li>- To draft of collaboration agreement with the Ministry of Education as regards organization of 20 educational trainings in schools;</li> <li>- To assist the project team in design, production and printing of project visibility materials;</li> <li>- To prepare a Report on development and implementation of public awareness campaigns within the scope of Activity 2.5.</li> </ul> <p><b>Under Activity 5.2:</b></p> <ul style="list-style-type: none"> <li>- To assist the project team in preparation of a communication strategy as regards animal health and biosecurity;</li> <li>- To assist the project team in design, production and printing of project visibility materials;</li> <li>- To prepare a Report on development and implementation of public awareness campaigns within the scope of Activity 5.2.</li> </ul> <p><b>Under project closure event:</b></p> <ul style="list-style-type: none"> <li>- To support the project office as regards communication with competent authorities and stakeholders as regards organization of the project closure event;</li> <li>- To prepare report on communication and use of visibility materials during the project implementation.</li> </ul>
<p><b>3.8. Results of assignment</b></p>	<p><b>Under Project opening event:</b></p> <ul style="list-style-type: none"> <li>- The project office as regards communication with competent authorities and stakeholders as regards organization of the opening event supported;</li> <li>- Preparation and distribution of the visibility materials organized.</li> </ul> <p><b>Under Activity 1.3:</b></p>



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	<ul style="list-style-type: none"> <li>- Information on establishment of a private / public platform on animal welfare, its objectives and role to the competent authorities and stakeholders communicated to the targeted groups of stakeholders;</li> <li>- Initial list of organisations and experts to be selected as members of the platform (s) prepared;</li> <li>- Invitation of the potential organisations and experts to establish of animal welfare platform (s) prepared;</li> <li>- The opening meeting of the animal welfare platform (s) organized and opening meeting programme prepared.</li> </ul> <p><b>Under Activity 1.5:</b></p> <ul style="list-style-type: none"> <li>- Report on participants’ evaluation of the one one-day national conference and 4 one-day regional workshops on animal welfare awareness prepared;</li> <li>- Report on development and implementation of public awareness campaigns within the scope of Activity 1.5 including documentary evidence for organisation of the national conference, and workshops (e.g. attendance lists signed by participants) prepared.</li> </ul> <p><b>Under Activity 1.6:</b></p> <ul style="list-style-type: none"> <li>- The project team in design, production and printing of project visibility materials assisted;</li> <li>- Report on development and implementation of public awareness campaigns within the scope of Activity 1.6 including documentary evidence for production and hand over to the Beneficiary of all above promotional materials prepared.</li> </ul> <p><b>Under Activity 2.5:</b></p> <ul style="list-style-type: none"> <li>- The project team in development of a Draft of Communication Strategy as regards public awareness campaigns related to stray dog management supported;</li> <li>- Draft of collaboration agreement with the Ministry of Education as regards organization of 20 educational trainings in schools prepared;</li> <li>- The project team in design, production and printing of project visibility materials assisted;</li> <li>- Report on development and implementation of public awareness campaigns within the scope of Activity 2.5 prepared.</li> </ul> <p><b>Under Activity 5.2:</b></p> <ul style="list-style-type: none"> <li>- The project team in preparation of a communication strategy as regards animal health and biosecurity assisted;</li> <li>- The project team in design, production and printing of project visibility materials assisted;</li> <li>- Report on development and implementation of public awareness campaigns within the scope of Activity 5.2 prepared.</li> </ul> <p><b>Under project closure event:</b></p> <ul style="list-style-type: none"> <li>- The project office as regards communication with competent authorities and stakeholders as regards organization of the project closure event assisted;</li> <li>- Report on communication and use of visibility materials during the project implementation prepared.</li> </ul>
<p><b>4. Expert profile</b></p>	
<p><b>4.1. Minimum requirements</b></p>	<ul style="list-style-type: none"> <li>- A relevant University degree or equivalent six (6) years of experience in his/her area of expertise in addition to the minimum defined below</li> <li>- Minimum two (2) years of experience in his/her area of expertise</li> <li>- Fluency in written and spoken English language</li> <li>- Good computer skills in Word, Excel &amp; PowerPoint, Internet etc.</li> </ul>



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<b>4.2. Professional experience and skills criteria</b>	<ul style="list-style-type: none"><li>- Previous experience working in the EU funded projects is considered as advantage;</li><li>- Experience in organization of design, production and printing of visibility materials;</li><li>- Experience in drafting reports on communication and visibility events;</li><li>- Experience in communication of public and private awareness events;</li><li>- Experience in communication with competent authorities and stakeholders;</li><li>- Experience in drafting of communication strategy;</li><li>- Experience in drafting of communication and visibility plan;</li><li>- Familiarity with relevant EU Communication and Visibility guidelines;</li><li>- Experience in websites and visibility products;</li><li>- Perceived personal qualities / communication skills / team player, etc.</li></ul>
<b>5. Selection of expert</b>	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.