TOR for producing a communication strategy to promote the importance of disclosure of beneficial owners and PEPs in Kyrgyz Republic

1. Background
The Extractive Industries Transparency Initiative (EITI) is a global standard that promotes transparency and accountability in the oil, gas and mining sectors.

EITI implementation has two core components:

- Transparency: oil, gas and mining companies disclose information about their operations, including payments to the government, and the government discloses its receipts and other relevant information on the industry. The figures are reconciled by an Independent Administrator (IA), and publishing annually alongside other information about the extractive industries in accordance with the EITI Standard.

- Accountability: a multi-stakeholder group (MSG) with representatives from government, companies and civil society is responsible for overseeing the process and communicate the findings of the EITI reporting, and promote the integration of EITI into broader transparency efforts in that country.

The EITI Standard encourages MSGs to explore innovative approaches to extending EITI implementation to increase the comprehensiveness of EITI reporting and public understanding of revenues and encourage high standards of transparency and accountability in public life, government operations and in business. The requirements for implementing countries are set out in the EITI Standard. Additional information is available via www.eiti.org

The EITI Board agreed in February 2013 that following a period of testing and learning, the EITI should, in the future, require disclosure of beneficial ownership in oil, gas and mining companies operating in implementing countries.

With the adoption of the 2016 EITI Standard (Requirement 2.5), the EITI Board has agreed that by 1 January 2020, all implementing countries must ensure that corporate entities disclose the identity of their beneficial owners. In addition, any politically exposed persons who are beneficial owners must be identified. It was recommended that the beneficial ownership information is made available through public registers. In order to ensure that the necessary preparatory steps and reforms are undertaken, implementing countries are also required to agree and publish roadmaps for their beneficial ownership disclosures by 1 January 2017.

Further details about EITI Requirement 2.5 on beneficial ownership are available from https://eiti.org/node/4922#r2-5

2. Objective of the assignment
The objective of the assignment is to (i) produce an advocacy and communication strategy for the Supervisory Board (local MSG) to promote the importance of disclosure of beneficial ownership and PEPs in the mining industry in Kyrgyz Republic; (ii) conduct a workshop with the key stakeholders; and (iii) establish relation with local media pool.

1 http://eiti.org/document/standard
Expected outputs from the project include a consultation report, an advocacy and communication strategy to promote beneficial ownership and PEPs disclosure, a report on the workshop, in liaison with local journalists production of four articles (i.e. news items, blogs) on beneficial ownership.

3. Scope of work
The consultant will work in close coordination with the EITI national secretariat and the Supervisory Board and will be expected to undertake the following tasks:

1. Advocacy and communication strategy. The consultant should develop an advocacy and communication strategy to promote beneficial ownership and PEPs disclosure in Kyrgyz Republic for 2017-2018. This should include:
   a) Identify the target audiences (i.e.: line Ministries, mining companies, CSOs, local governments; local communities in mining regions; MPs; media; academia circles; general public, etc.);
   b) Identify the communication objectives for each targeted audience (stakeholder mapping) at the national and local levels.
   c) Assess the communication capacities of all stakeholders;
   d) Identify the communication products and activities tailored to each audience, using the EITI work-plan and beneficial ownership roadmap and building on already produced international communication material when possible, for each target audience.
   e) Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders.
   f) Create work plan with clear deliverable outcomes, indicators and tools for the implementation of the strategy.
   g) Prepare a list of the resource needs (human and financial) and estimated implementation budget;
   h) Develop key messages for reproduction in presentations and speeches by the Supervisory Board and the State Committee on Industry, Energy and Subsoil Use leadership (January-June 2012)
   i) Develop indicators to monitor and evaluate communications tools and activities, in order to measure the impact on achieving the overall objectives.

2. Conduct a workshop on developing advocacy and communication strategy. The consultant should organise (logistics support from the EITI national secretariat) and conduct a workshop for the Supervisory Board members including broader constituency representation in order to form a basis and buy-in for the strategy. The workshop should include but not be limited to:
   a) Mapping of target groups, identifying communication objectives for each targeted audience and tailoring activities.
   b) The consultant should consider legislative changes in the pipeline, EITI work plan, beneficial ownership roadmap and other relative documents.

3. Capacity building for journalists. In relation to development of the communication strategy the consultant should establish relations with a pool of local journalists to assure the communication strategy has buy-in from media. The consultant should join the planned workshop for journalists on use of beneficial ownership data scheduled for 16-17 March and facilitate production of four articles (i.e. news items, blogs) on beneficial ownership that should be published in the local media. The liaison with journalists should be passed over to the EITI national secretariat for further work on implementation of communication strategy.
4. Deliverables

The assignment is expected to commence on 21 February 2017 culminating in the finalisation of the assignment by 24 March 2017. The assignment is expected to require a total of 24 consultant days. The assignment includes travel to Bishkek. The proposed schedule is set out below:

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
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<tbody>
<tr>
<td>Signing of contract</td>
<td>21 February 2017</td>
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<tr>
<td>Desk review</td>
<td>21-28 February 2017</td>
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<tr>
<td>1-day workshop with stakeholders</td>
<td>Between 1-3 March 2017</td>
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<tr>
<td>Submission of draft communication strategy</td>
<td>14 March 2017</td>
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<tr>
<td>Participation in the workshop for journalists</td>
<td>16-17 March 2017</td>
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<tr>
<td>Collecting feedback from stakeholders</td>
<td>14-17 March 2017</td>
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<tr>
<td>Incorporating feedback</td>
<td>20-24 March 2017</td>
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<tr>
<td>Submission of final communication strategy</td>
<td>24 March 2017</td>
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<tr>
<td>Final presentation of the communication strategy at the Supervisory Board meeting (TBC)</td>
<td>Before 31 March 2017</td>
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<tr>
<td>Facilitation and publication of four articles linked to BO workshop with journalists</td>
<td>Before 31 March 2017</td>
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<tr>
<td>Submission of consultation report</td>
<td>24 March 2017</td>
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5. Consultant requirements

The Consultant will need to demonstrate:

- Experience in advocacy and communications planning, including knowledge and work on transparency and governance in the extractive sector, and multi-stakeholder work;
- Experience of working with (and good contacts with) media organizations and have experience of leveraging coverage from those organizations;
- Understanding of the role of communication in development and ensuring transparency;
- Knowledge of policy/technical issues in the extractive industries or other natural resources sectors, preferably in Kyrgyz Republic/Central Asia;
- Demonstrated ability to produce high quality, creative communications materials and proven track record of previous communication achievements;
- Fluency in Russian and English.
6. Administrative arrangements

- Supporting the work of a consultant from the national EITI secretariat;
- Providing the necessary non-confidential information from the members of the EITI Supervisory Board;
- Weekly co-ordination on the work of the consultant with the national EITI Secretariat and the EITI International Secretariat.

7. Reference materials

Relevant reference documents are available from https://eiti.org/beneficial-ownership.