

Project “Green Transition - Implementing Industrial Emissions Directive in Serbia 2021-2025”

Terms of Reference

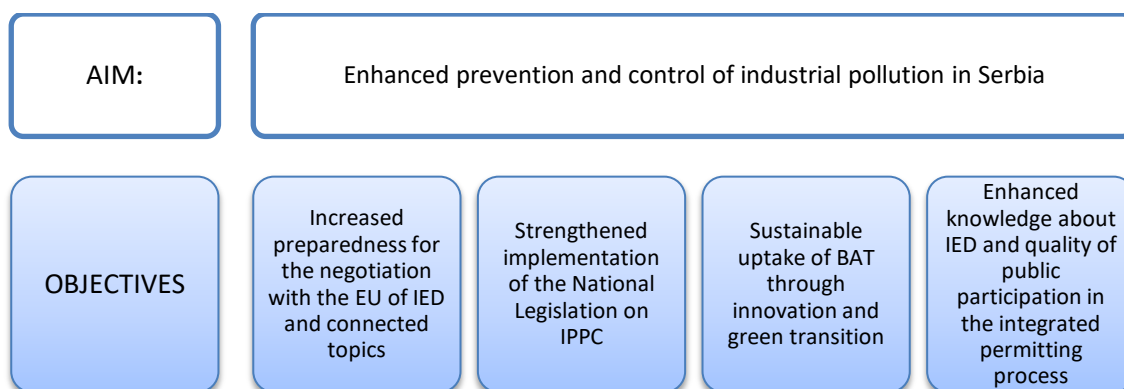
Local LTE – Info Centre Coordinator

1. Position: Local Long Term Expert – Info Centre Coordinator

2. Description of the project

The project's aim is to enhance the prevention and control of industrial pollution in Serbia through the support to industry and institutions in achieving the required level of readiness for the accession to the EU and being prepared for Green Transition.

This general aim encompasses 4 specific objectives:



The activities that will be implemented in order to achieve these objectives are grouped in 4 strategies:

S.1 - Enhancing the quality of the negotiating position on IED;

S.2 - Increasing the efficiency of the integrated permitting process;

S.3 - Promoting the compliance with the BATs requirements;

S.4 - Raising awareness and knowledge on industrial pollution prevention and control.

These strategies are designed in a way to support the full implementation of the national regulation on IPPC by promoting the transition of Serbian industries to green technologies. This means helping Serbian institutions to introduce the necessary changes in the legal and administrative framework that will minimize the influence of existing obstacles and bottlenecks on the IPPC regulatory cycle. Additionally, it will be pursued an enhancement of the knowledge of industrial operators about the importance of the compliance with BAT requirements in connection with the opportunities offered by the Green Transition.

3. Description of the activities

The goals of the communication plan of the project are:

- To enhance the offer of information and data about BAT implementation and pollution prevention
- To strengthen the communication among IPPC operators and institutions
- To raise public awareness about industrial pollution prevention (IPPC) and Green Transition.

To achieve them, the project will create an Info Centre on BAT implementation with the aim of increasing the level of knowledge of operators and competent authorities about IPPC and its implementation as well as to bring industrial pollution and Green Transition up as an informative topic for the wider public concerned.

The Centre will collect and prepare data and information related to the implementation of BAT Conclusions in different sectors from Serbia and other countries. A special attention will be given to collecting and providing information about available funds for technological improvement, innovation and compliance with the Law on IPPC.

The Centre will also prepare informative material targeted to different type of audiences, that will be made available to the public by the means of the project website and social media profiles that the Info Centre will manage. The Centre will also be in charge of other communication activities, such as the production of video material or the dissemination of news and information on project activities and results.

Additionally, the Info Centre will pursue the activity of the Help-desk established during the IED project and extend it to other IED sectors, providing support to operators and competent authorities regarding IPPC implementation and integrated permitting.

4. Job description:

The expert will be required to carry out the following tasks:

- Preparation of the Visibility and Communication Strategy of the project, monitoring of its implementation;
- Upgrade of the project website, supporting the IT experts of the project;
- Collection of information, news and documents on the IED, BATs and the Green Transition, including new or amended Directives, Laws, Strategies, technical standards from EU MS and Serbian sources; analysis of the selected material and preparation for its dissemination;
- Management of the project website: creation of contents on project activities and topics related to IED, BATs and Green Agenda, publication of material and outputs of other activities, tracking the performances of the website (metrics and analytics);
- Management of the project's social media profiles: creation of contents, posting material and news, promotion of project activities, management of the community of followers;
- Coordination of the production of video material (videos, reels,...) on topics connected to project activities and industrial pollution. The subjects will be defined in close cooperation with the project team and other experts;
- Coordination of the preparation of informative material:
 - 4 brochures on BAT implementation;
 - 12 leaflets on industrial pollution prevention and BATs;

This activity will involve the cooperation with technical experts for the creation of the content and with designer and other outsourced resources for their publication.

- Support the organization of 4 roundtable discussions, that includes definition of the subjects with the project team, contact and coordination of the speakers and logistic of the events, in coordination with the project team;
- Organization and management of the activity of the Help Desk, that includes: receive technical or administrative questions from operators or competent authorities and respond with the support of the project experts; keep contact with Competent Authorities and operators;
- Preparation of technical information related to the visibility events organized by the project;
- Support to the organization of activities involving students, such as workshops and other initiatives (contest, exchanges...).

5. Expected results:

The expert will be required to achieve at least the following results:

- Visibility and Communication Strategy of the project prepared;
- Concept version of the upgraded website of the project prepared;
- Analysis of new documents related to Directives, Laws or technical standards, prepared for dissemination;
- 1 content for social media profiles posted weekly;
- 4 brochures on BAT implementation ready for publication;
- 12 leaflets on industrial pollution prevention and BATs ready for publication;
- 4 roundtables discussion organized;
- Quarterly report on the activity of the Help-Desk submitted to the project team;
- Report on the activities involving students prepared for each initiative.

6. Period of the Assignment: January 2022 – December 2024

7. Type of engagement:

The assignment foresees a full-time engagement. The contract will be for 12 months initially with the possibility of extension.

8. Location of the assignment:

Home-based, Belgrade and other towns, Serbia

9. Qualification and skills

The expert will have to describe, through a CV compiled in the prescribed format, the fulfillment of the following required characteristics:

Education	University degree in Technical Sciences, Environmental Management or equivalent subject
	Fluency in Serbian and English
Professional Experience	<ul style="list-style-type: none">- At least 5 years of professional experience in the field of environmental protection;- Work experience in communication on EU-funded or other projects (such as experience in preparing communication strategies, material for relevant Authorities, operators and other target groups...);- Work experience as technical support/consultancy in the field of environmental protection for EU-funded or other projects;- Proven knowledge of social media and web tools.