

**REPUBLIC OF TÜRKİYE**  
**MINISTRY OF ENVIRONMENT, URBANIZATION AND CLIMATE CHANGE**  
**General Directorate of Construction Affairs**

**TÜRKİYE ENERGY EFFICIENCY IN PUBLIC BUILDINGS PROJECT**  
(P162762)

**TERMS OF REFERENCE FOR**  
**RECRUITMENT OF COMMUNICATION AND STAKEHOLDER ENGAGEMENT**  
**SPECIALIST**

(Ref: EEPB/WB/MOEU/PIU-IND-CS-01)

**1. BACKGROUND**

The Ministry of Environment, Urbanization and Climate Change has received financing from the World Bank toward the cost of the Energy Efficiency in Public Buildings Project (EEPBP) and intends to apply part of the proceeds for consulting services.

The project investments will focus primarily on the renovation of central public buildings with high energy consumption and shorter pay-back periods. The proposed project would be implemented through two components: (i) energy efficiency (EE) investments in central government buildings; and (ii) technical assistance (TA) and project implementation support.

The General Directorate of Construction Affairs (GDCA) under the Ministry for Environment, Urbanization and Climate Change (MoEUCC) has been delegated to assume overall responsibility for the project. This will include completion of the necessary activities to support project preparation as well as implementation for the five-year project period. In parallel, grant funding has been mobilized from the Clean Technology Fund (CTF) to help analyze the investment needs and potential of the central government buildings.

Through the Energy Efficiency in Public Buildings (EEPBP) Project, approximately 500-700 public buildings will be renovated energy efficiently resulting energy savings. As the proposed projects aims to renovate public buildings with the highest energy consumption, the immediate direct beneficiaries would be the public sector as the budgetary savings from the investments, resolution of budgetary constraints for central government buildings associated CO<sub>2</sub> emissions reductions as a result of the energy savings (tons of CO<sub>2</sub> equivalent) and also users of the public buildings (administrative staff and society) and public communities in the catchment areas of the identified facilities.

The General Directorate of Construction Affairs (GDCA) established a project implementation unit (PIU) which is be responsible from overall implementation of the project such as selection of the buildings, procurement of the various contractors (e.g. energy audits, technical designs, renovation works, construction supervision, savings verifications, technical assistance or consultancies, etc.).

Within the framework of the Energy Efficiency in Public Buildings Project, a **Communication and Stakeholder Engagement Specialist** (Ref: EEPB/WB/MOEU/PIU-IND-CS-01) will be employed at Project Implementation Unit of the General Directorate of Construction Affairs of Ministry of Environment, Urbanization and Climate Change (MoEUCC).

## **2. OBJECTIVES**

The **Communication and Stakeholder Engagement Specialist** within the GDCA's PIU will be responsible for leading all communication and outreach related tasks including developing a communication strategy in line with project development objectives (PDO); ensuring timely and quality implementation of the communication strategy; informing beneficiaries and stakeholders on about the nature, planned timeline and expected outcomes of the project, carrying out awareness raising activities on energy efficiency, renewable energy technologies in buildings and gender equality.

## **3. DUTIES AND RESPONSIBILITIES**

The detailed key activities to be carried out by the Communication and Stakeholder Engagement Specialist are:

- Preparation of a communication and visibility strategy and communication action plan that outlines the communication work implemented under “Energy Efficiency in Public Buildings Project”.
- Identify groups of disadvantaged, vulnerable, or potentially excluded groups and prepare tailored outreach mechanisms (in close collaboration with the social specialist of the PIU) to ensure inclusion of these groups to the project implementation and ensure that project stakeholders are aware of and implementing such mechanisms; ensure direct feedback channels on at least quarterly basis with said groups to gather their feedback and monitor their participation in project activities.
- Develop and/or refine project information materials for each target group and organize all aspects of their dissemination.
- Ensure timely implementation of the communication action plan that outlines communication activities including a work calendar and communication budget, developed in line with the communication strategy.
- Supervise all content produced throughout the project-related visibility activities (launch events, workshops, and communication outreach events in selected localities), online/printed communication materials, as well as outreach events that aim at informing beneficiaries.
- Ensure preparation of all printed and audio-visual visibility materials in line with communication strategy and plan.
- Provide support for the organization of outreach events that aim at awareness raising and informing beneficiaries.
- Coordination of media relation, preparation of media advisories and press releases and support all activities concerning media relations.
- Support PIU in developing technical specifications for procurement of communication services and products by external service providers.
- Ensure coordinated communication among service providers and project partners.
- Establish a systematic approach for the EEPBP to implement Stakeholder Engagement Plan (in close collaboration with the Social Specialist of the PIU) that identifies target groups and stakeholders for the EEPBP and defines specific activities tailored for each group and provides details of the activities to ensure establishment of constructive relationship with the project-affected parties, in a timely and successful manner, and in compliance with the Stakeholder Engagement Plan (SEP).
  - Prepare periodic reports on implementation progress review performance for the use of the PIU, GDCA/MoEUCC and to be submitted to the World Bank.
  - Ensure (in close collaboration with the environmental and social specialists of the PIU) that project affected people, beneficiaries and all other stakeholders involved in project implementation are made aware of environmental and social requirements of the project under ESMF.

- Maintain records of all stakeholder engagement and communication activities (including awareness and training sessions).
- Maintain business cooperation; and request, collect, and analyse information about the engagement activities from all parties involved in project implementation.
- Ensure that language on contractors' social responsibilities is included in bidding documents and reflected in project contracts, and that awareness measures are conducted on these measures for contractors (as well as sub-contractors, where relevant).
- Develop awareness raising activities for students and female professionals in order to promote their participation in the EE and RE sector.
- Perform any other activities that promote the achievement of building and maintaining relationships with the stakeholders to better understand their concerns and perceptions that may be assigned by the PIU.
- Carry out other technical studies and assignments as requested by the GDCA's PIU.

#### **4. DURATION OF THE SERVICES**

The services will be required on a full-time basis. The Consultant is expected to commence work from March – April 2023, with two months' probation period and a renewable 1-year contract, if performance is satisfactory.

#### **5. QUALIFICATION REQUIREMENTS**

- Bachelor's Degree in communications, journalism, advertisement or social sciences,
- Minimum of five (5) years' work experience in preparation of communication strategy, management and implementation of communication work,
- Extensive experience in preparing and disseminating communication and awareness materials; working with various communication channels including media, and social media.
- Strong teamwork and collaboration skills,
- Similar work experience (not less than 2 years) with projects financed, in whole or in part, by international organizations or other international donors,
- Good computer skills, all Microsoft Windows office applications,
- Good command of written and spoken English and Turkish.
- Proven experience and ability to effectively engage and communicate with diverse stakeholders including citizens of diverse backgrounds, communities, civil society organizations, local government, civil works contractors, government agencies, etc.
- Ability to travel to project sites.
- Familiarity with Government of Türkiye's relevant legal, administrative and bureaucratic procedures.

#### **6. REPORTS**

The Consultant shall submit brief monthly progress reports summarizing the Project related activities, issues and recommendations during the assignment.

## 7. METHODOLOGY

The consultant will be hired following the guidance of World Bank’s “Procurement Regulations for IPF Borrowers” (July 2016, revised November 2017 and August 2018) (“Procurement Regulations”). The contracted position will be the Communication and Stakeholder Engagement Specialist of GDCA PIU in Ankara. The contract will be signed between the General Directorate of Construction Affairs of MoEUCC or his designee and the consultant.

## 8. APPLICATION

Curriculum vitae (CV) in English in the format given below together with a one-page application letter must be delivered to the address below in person or by e-mail, indicating the title and the reference code of the applied position in the subject line. **The deadline for application is March 15, 2023; 4:00 p.m. TÜRKİYE local time.** Confirmation will be shared upon receipt of application.

Ministry of Environment, Urbanization and Climate Change  
General Directorate of Construction Affairs  
External Investments Department  
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## CURRICULUM VITAE

**Name of Staff** :  
**Profession** :  
**Date and Place of Birth** :  
**Civil Status** :  
**Home Address** :  
**Phone**        **home** :  
                  **mobile** :  
**E-Mail** :  
**POSITION APPLIED** :

### KEY QUALIFICATIONS

Specific experience in:

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### EDUCATIONAL BACKGROUND

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### PROFESSIONAL EXPERIENCES

(Employment Record)

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**Language Proficiency :**

1.	Excellent	Good	Poor
Reading			
Writing			
Speaking			

2.	Excellent	Good	Poor
Reading			
Writing			
Speaking			

3.	Excellent	Good	Poor
Reading			
Writing			
Speaking			

**Computing Knowledge :**

Experience in:

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**Membership of Professional Societies :**

**References and transcripts : AVAILABLE UPON REQUEST**

**Certification**

I, the undersigned, certify that to the best of my knowledge and belief, this biodata correctly describes myself, my qualifications and my experience.

Signature

Date