



Terms of Reference

for

Communication Expert

within the scope of

Support to the Improvement of Legal Aid Practices for Access to Justice for All in Turkey Phase II

1. Background

Turkey's efforts to improve access to justice for all have been given impetus since 2000 and providing a better functioning legal system has been important. Looking at all national level plans and programs, it is all visible that more systematic, accessible, well-known and institutionalized legal aid system which also gives priority to create responsive systems to disadvantaged groups is given special importance. In parallel to this framework, lawyers and bar associations have been dedicated to the provision of legal aid services and better assistance for disadvantaged groups. Furthermore, Ministry of Justice took important steps via establishing the Department of Victims' Rights. Despite these initiatives, in EU Progress Reports and other analysis reports, the legal aid system in Turkey needs to be further supported and improved.

Based on the achievements and results of "Support to the Improvement of Legal Aid Practices for Access to Justice for All in Turkey Phase I" (SILA I) Project, this project aims to develop more coordinated, qualified and systematic approach into legal aid practices in Turkey and build awareness on the operationalization of performance management tools and mechanisms to enhance the efforts to ease access to justice. This will be achieved through developing mechanisms towards gaps for better coordination and improving networks among legal aid service providers such as Union of Turkish Bar Associations (UTBA), bar associations and lawyers, women NGOs and civil society. With the aim to develop a systematic and structured approach, the project will implement pilot practices for specialized legal aid services towards gender-based violence victims. The project will also address the implementation of the policy recommendations for improved legal aid services generated in phase I and will further support the institutional needs of bar associations through the dissemination of performance criteria and evaluation mechanisms which were introduced to ensure an effective legal aid system in Turkey.

Phase II focuses on institutional and individual level capacity enhancement activities for Union of Bar Associations of Turkey, local bar associations and lawyers practicing legal aid as well as enhanced cooperation and coordination with NGOs and civil society organizations. Recalling from the experiences and findings of Phase I, Phase II of the Project will implement pilot practices for specialized legal aid services towards gender-based violence victims, especially women. Through the evaluation of Poppy Project practices and development of a more consolidated and structured system of legal aid provision, more citizens will be able to access legal aid services.

The project aims to achieve the following results for enhancing the efficiency of the legal aid system in Turkey:

- **Result I: COORDINATION**

Output: Enhanced coordination between women NGOs, civil society organizations, public bodies, lawyers and bar associations to improve the legal aid system in Turkey.

- **Result II: SYSTEM DEVELOPMENT**

Output: Development of a systematic and structured approach for legal aid services via implementing and further improving best practices in pilot Bar Associations: Poppy Project Practices

- **Result III: CAPACITY DEVELOPMENT**

Output: Enhanced capacities of lawyers practicing legal aid through a tailor-made training programme

- **Result IV: AWARENESS RAISING**

Output: Awareness raising among bar associations in Turkey on the performance criteria and evaluation mechanism for legal aid services and automation system for appointment of CCP lawyers.

With a view to implement the project activities in an effective and efficient way and achieve the expected results of the Project, a team of experts will be established within the scope of the Project. The Communication Expert will support the project activities and reporting in close cooperation and communication with Project Team (PT) composed of a Project Manager, a Project Associate and a Project Assistant to be established at UNDP and project partners. The communication expert will be responsible for delivery of project outputs in a timely and effective manner under Component I, II and IV of the project described detailly below.

2. Scope of Work

The objective of the assignment is to raise awareness throughout Turkey by advertising accomplishments and informing people about the availability of legal aid services. Additionally, the Communication Expert is expected to contribute to the effective delivery of related project outputs in a timely manner with high quality.

The Communication Expert will take part in the following project activities:

Outcome I - Enhanced Coordination Between Women NGOs, Civil Society Organizations, Lawyers and Bar Associations to Improve the Legal Aid Provision in Turkey

Outcome II - Development of a systematic and structured approach for legal aid services via implementing and further improving best practices in pilot Bar Associations: Poppy Project practices.

Outcome IV- Awareness rising among bar associations in Turkey on the performance criteria and evaluation mechanism for legal aid services and automation system for appointment of CCP lawyers

The above-mentioned studies will be planned and conducted in seven (7) provinces in coordination with UTBA. The Expert is expected to provide his/her expertise in planning, conducting and reporting of all related activities in coordination with UTBA, MoJ and bar associations in seven (7) provinces.

3. Duties and Responsibilities

The Expert will work with UNDP between October 2019 and October 2020 under Individual Contract (IC) modality and is expected to perform the following tasks:

- Participate in and contribute to the meetings/national conferences with project partners including UTBA, MoJ, Swedish International Development Cooperation Agency (SIDA), United Nations Development Programme (UNDP) and other stakeholders as and when needed by UNDP,
- Support development and management of the project's corporate identity,
- Develop and organize PR Campaigns (TV advertisements, newspaper advertisements, billboards, etc.), including promotional materials and informative videos for each bar association,
- Support the Project Team and UNDP in establishing contacts with local and national media channels and support the media coverage,
- Develop relevant messages and template structures for media initiatives (press releases, editorials, articles, success stories, etc.),

- Support Project Team and UNDP in the organization of project events and preparation of project's visibility materials (promotional material kits, posters, brochures, roll-ups, banners, press backs),
- Implementation of the Communication Plan for Awareness Raising on Performance Management,
- Provide support to **Activity 1.1: Networking and Coordination Practices**,
- Provide support to **Activity 2.4: Communication and Outreach** for each Pilot Bar Association,
- Provide support to **Activity 4.2: Implementation of Communication Plan for Awareness Raising on Performance Management and Automation System**,
- Create compelling social media content for digital platforms,
- Coordinate the creation of engaging video content which performs well on various social media channels,
- Regularly come up with ideas for engaging social media content and campaigns, working with relevant colleagues to assess feasibility,
- Closely work with other project experts during the implementation of activities,
- Identify new digital tools and best practices and how these can be most effectively applied to deepen engagement with supporters,
- Produce visuals, infographics and apps for digital campaigns,
- Ensure use of gender responsive questions and gender responsive language in written and oral presentations, all written and visual contents produced such as videos, social media posts, posters, reports, handouts, etc.,
- Ensure human rights standards are applied, and gender equality is prioritized as an ethical principle within all actions.

The above listed activities are subject to further revision if required by UNDP, in coordination with UTBA and MoJ. If required by UNDP, the Communication Expert (IC) may provide additional consultancy services related to his/her competencies and expertise, in line with the duties and responsibilities stipulated in this Terms of Reference.

The Communication Expert's functions do not include managerial, supervisory and/or representative functions vis-a-vis UNDP Staff/Personnel. The Expert needs to work in close cooperation with the Support to the Improvement of Legal Aid Practices for Access to Justice for All in Turkey Phase II project team. The Expert will also work in coordination with the UNDP Turkey Communications Team. The Communication Expert (IC) will report to the Project Manager of Support to the Improvement of Legal Aid Practices for Access to Justice for All in Turkey Phase II Project. The expert will also collaborate with the project focal points designated by UTBA and MoJ in designing and implementing project activities.

4. Expected Outputs and Deliverables

The IC will be contracted through a framework based Individual Contract, in which the services will be requested through specific service requests. The deliverables will be identified by UNDP Turkey CO in multiple service requests.

5. Specific Service Requests

The framework Individual Contract will be executed based on assignments detailed in each specific service request to be made by UNDP. Service requests will be developed by UNDP in close coordination with the UTBA. The time schedule for each assignment will be determined by UNDP. The service request will be effective upon signature by the consultant.

6. Institutional Arrangement

UNDP Turkey CO will;

- Provide the Consultant with relevant documents,
- Provide the Consultant with full support in any further analysis of the data where necessary,
- Facilitate communication with other stakeholders,

All documents and data provided to the consultant are confidential and cannot be used for any other purposes or shared with a third party without any written approval from UNDP.

The consultant will be under the direct supervision of the responsible Project Manager.

7. Timing and Duration

The Assignment is expected to start on 28 October 2019 and be completed by 28 October 2020. The Consultant is estimated to invest (at maximum) 40 person/days to fulfil the required tasks as per specific service requests to be made by UNDP throughout contract validity.

8. Place of Work

The place of work will be Ankara, Turkey and the Assignment will require travels/missions to pilot provinces with respect to project needs and responsibilities of the consultant stated in Article 3. The travel costs, accommodation costs (bed and breakfast) and living costs (terminal expenses, intra-city travel costs, lunch, dinner, etc.) of the missions to other provinces will be borne by UNDP. UNDP will arrange economy class flight tickets through its contracted travel agency.

In case of need of additional travels that are unforeseen in the terms of reference, the costs of the respective travels of the consultant may either be;

- Arranged and covered by UNDP from the respective budget without making any reimbursements to the consultant, through UNDP's official travel agency or,
- Reimbursed to the consultant upon the submission of the receipts/invoices of the expenses by the consultant and approval of the UNDP. The reimbursement of each cost item is subject to the following constraints/conditions provided in below table or,
- Covered by the combination of both options.

The following guidance on travel compensation is provided per UNDP practice:

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity transportation)	Full-fare economy class tickets	1- Approval by UNDP of the cost items before the initiation of travel
Accommodation	Up to 50% of the effective DSA rate of UNDP for the respective location	

Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	2- Submission of the invoices/receipts, etc. by the consultant with the UNDP's F-10 Form 3- Acceptance and Approval by UNDP of the invoices and F-10 Form.
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	
Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	
Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	

9. Required Qualifications

The consultant should have the following experience and qualifications:

	Minimum Qualification Requirements	Assets
General Qualifications	<ul style="list-style-type: none"> • Bachelor's degree in communication, audio visual design, radio television cinema, public relations or another related field • Very good command of both written and spoken English and Turkish • Good command of Adobe Photoshop and Illustrator • Computer skills (i.e. office applications) 	<ul style="list-style-type: none"> • Advanced university degree in communication, audio visual design, radio television cinema, public relations or another related field (i.e. Master's and/or Ph.D.)
Professional Experience	<ul style="list-style-type: none"> • Minimum seven (7) years of professional experience in communication and design • Proven experience in working with public institutions and/or international organizations 	<ul style="list-style-type: none"> • More than twelve (12) years of professional experience in communication and design
Specific Experience	<ul style="list-style-type: none"> • At least three (3) years of proven experience in drafting communication strategies or action plans • Proven experience in organizing public relations, media relations or advisory services 	<ul style="list-style-type: none"> • Former communication and design experience in subjects related to areas of human rights or gender equality
Notes: <ul style="list-style-type: none"> • Internships (paid/unpaid) are not considered professional experience. • Obligatory military service is not considered professional experience. • Professional experience gained in an international setting is considered international experience. 		

The consultant should avoid any kind of discriminatory behaviour including gender discrimination and ensure that:

- Human rights and gender equality are prioritized as an ethical principle within all actions;
- Activities are designed and implemented in accordance with “Social and Environmental Standards of UNDP”;
- Any kind of diversity based on ethnicity, age, sexual orientation, disability, religion, class, gender is respected within all implementations including data production;
- Differentiated needs of all genders are considered;
- Inclusive approach is reflected within all actions and implementations, in that sense an enabling and accessible setup in various senses such as disability gender language barrier is created;

Necessary arrangements to provide gender parity within all committees, meetings, trainings, etc. are introduced.

10. Payments

Payment terms and conditions will be specified in the specific service requests. Payments will be made within 30 days upon acceptance and approval of the corresponding services resulting from the service request made by UNDP, on the basis of actual number of days (not to exceed the maximum number of days stipulated in the service request) invested for that respective service request and the pertaining Certification of Payment document signed by the expert and approved by the responsible Project Manager. Payment terms and conditions along with the daily fee rate (indicated in the contract) and number of days invested (not to exceed the maximum number of days stipulated in the service request) will be the basis of payment to the IC. Payments will be made against submission of the deliverable(s) in the specific service requests by the IC and approval of such deliverables by UNDP.

The maximum total amount to be paid to the Consultant within the scope of this assignment cannot exceed equivalent of 40 person/days.

Without submission of and approval of the deliverables, the IC holder shall not receive any payment even if he/she invests time for this assignment. The consultant shall be paid in USD if he/she resides in a country different than Turkey. If he/she resides in Turkey, the payment will be made in TRY.

The amount paid shall be gross and inclusive of all associated costs such as social security, pension and income tax.

The contract to be signed between UNDP and the consultant will not entail a financial commitment from UNDP. UNDP's financial commitment will be established on an ad-hoc basis every time as services are officially requested by UNDP.

Tax Obligations: The IC is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the IC.