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| Programme: | Integrated Biodiversity Management, South Caucasus (IBiS) |
| PN: | 15.2101.2-004.00 |
| Assignment: | Marketing support for the Urban Biodiversity Communication Strategy (UBCS), Georgia |
| Period: | 15 February 2019 – 30 November 2019 |

1. **Brief programme information**

The biodiversity of the South Caucasus is of global importance, but the huge variety of species and the proper functioning of the ecosystems are under threat. There is considerable pressure from the exploitation of natural resources by the local population, private industry and governments.

In each of the three countries of the South Caucasus – Georgia, Armenia and Azerbaijan – there are National Biodiversity Strategy and Action Plans (NBSAPs) and initial sectoral strategies for managing biodiversity and ecosystem services. As yet, however, these are unable to withstand the challenges posed by the conflicting interests of different sectors (forestry, pasture farming, agriculture, nature conservation and tourism). There is a lack of coordination between the various state and non-state actors and population groups (e.g. shepherds and farmers). In addition, there is not enough reliable data available on the different sectors to support planning and decision-making processes.

Within the framework of the Caucasus Initiative of the German government, the programme cooperates primarily with the environment ministries of the three different countries of the South Caucasus. The programme follows a multi-level approach. At national level, it promotes the development or revision of biodiversity strategies and regulations, particularly in forest and pasture management, and in erosion control. The experience gained from the pilot measures at district, municipal and local levels are incorporated into this process. As part of these pilot measures, relevant actors are provided with the skills needed to implement integrated approaches for sustainable management of biodiversity and ecosystem services.

The module objective of the programme is to promote better coordination of biodiversity and ecosystem services management across sectors on the basis of solid data. The programme comprises four areas of intervention with the following objectives:

1. Instruments and coordination processes for the sustainable management of biodiversity and ecosystem services at local level are tested.
2. The implementation capacity of line ministries, their subordinate bodies and of training institutions regarding the management of biodiversity and ecosystem services is improved.
3. The perception of the general public towards the importance of biodiversity and ecosystem services is more positive.
4. The regional exchange on sustainable management of biodiversity and ecosystem services is improved.

IBiS follows up on the achievements of the programmes “Sustainable Management of Biodiversity, South Caucasus” and “Integrated Erosion Control in Mountainous Regions”, and is due to last four years (from December 2015 to November 2019). The programme is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry of Economic Cooperation and Development (BMZ).

1. **Context**

**Urban expansion** is one of the chief characteristics of the freshly minted [Anthropocene era](https://www.theguardian.com/environment/2016/aug/29/declare-anthropocene-epoch-experts-urge-geological-congress-human-impact-earth) and the urbanization process in Georgia is not an exception. Almost half of the Georgian population lives in its capital city – Tbilisi – and the number is growing every day. In recent years the rapid urban development has started here. As the urban environment is constantly evolving, **green spaces are disappearing** swiftly and huge amount of concrete, roads and cars take over. With the increase of non-natural materials and carbon emissions, it can be difficult for local plants and animals to thrive. Nature can seem a lesser priority here, trumped by other issues, so that the **habitat degradation and the loss of biodiversity** is a sad reality of Tbilisi. At the same time, Tbilisi is still rich in terms of biodiversity, e.g. more than 100 bird species, snakes, lizards and even bears and jackals live within the wider city limits.

Even **urban citizens rely on natural habitats**, as we are part of the cycle of life on earth and as such we depend on the overall function of natural systems for our own survival. Properly functioning natural systems purify the air we breathe, the water we drink, the food we eat, and the construction and production materials we require for living. Each species plays an important role in its ecosystem. By losing habitats and biodiversity humans lose access to essential ecosystem services.

It is widely acknowledged that cities with functioning ecosystems make for better places for humans to live. Urban green spaces help combat air and noise pollution, soak up rainwater that may otherwise creates flooding, create a habitat for local wildlife, eases traffic, and improves the psychological well-being of city residents. Acknowledging the **ecological and social value of nature** in Tbilisi and the protection and appreciation of existing green spaces is essential for supporting the biodiversity in Tbilisi. Achieving this is challenging and will require the collaboration between the Tbilisi City Hall, decision makers, urban planners, NGOs and urban communities as a whole.

Although nature conservation has traditionally focused on the countryside, issues of biodiversity protection also appear on the political agendas of many cities. There are many causes of biodiversity and habitat loss, but urbanization has been shown to be one of the most damaging in terms of numbers of species lost or threatened. Habitat loss is identified as a main threat to 85 percent of all species described on the [IUCN’s Red List](http://www.iucnredlist.org/). And the main cause for habitat loss is land use change due to urbanization and transport infrastructure.

As the city of Tbilisi grows, vital habitat is destroyed or fragmented into patches not big enough to support complex ecological systems. Species may become endangered or even locally extinct.

If a **lack of understanding** or concern about importance of these issues persists among the public and the private sector as well as civil urban society, it is unlikely that current trends will change course.

Therefore, GIZ and, a working group comprising representatives of Tbilisi City Hall, National Botanical Garden, National Geographic Magazine, Ecovision, Sabuko, SEED, EIEC, and Eco Films developed an **Urban Biodiversity Communication Strategy** (UBCS)focusing on raising awareness on the link between urban development and biodiversity in Tbilisi, and more specifically on habitat degradation, biodiversity loss and the need for green spaces by increasing knowledge and contributing to environmentally friendly attitude changes.

The general **target groups** identified are 1-youth, 2-decision makers, and 3-journalists and community leaders.

The communication objectives formulated are mostly related not so much to **practice** changes but to **knowledge** increase and **attitude** changes such as:

K Target groups know more about the richness of biodiversity in Tbilisi.

K Target groups know more about the ecosystem services urban biodiversity provides, particularly concerning the quality of life and health, tourism, and socio-cultural potentials.

K Target groups know more about the overall threats that urbanization in disharmony with nature is causing.

K Local authorities know more about the value and importance of having rich biodiversity in the city.

A The media sector is more interested in the issue of urban development and biodiversity, so that more articles and stories are published about this theme.

A Target groups are more positive about the future of nature’s coexistence in urban areas.

A/P Target groups are more willing to engage in and contribute to initiatives regarding green spaces and the related biodiversity values and ecosystem services.

P Public discussions are more frequent about urban development and biodiversity.

The **media, events, and activities** which have been planned and contracted in the UBSC context so far are:

* Nature Walks
* Creation of a Tbilisi Biodiversity Map
* Photo Contests, Exhibitions & Blogs
* Media Trainings
* Urban Birding
* Community of Concerned Citizens
* Art Nature Documentary
* Urban Forest Pilot Area

1. **Objectives and tasks**

## The objective of the assignment is to support the marketing of the UBCS as a joint effort of the above mentioned nine partners, including GIZ, as relevant stakeholders in the context of the IBiS programme. It is expected that these marketing activities **reach out** **beyond the usual target groups** (see 2. Context). It is the aim of the UBCS to reach these people that might be interested in the value of urban biodiveristy, but that do not have the access to the information. Therefore, it is of **utmost importance** that the consultancy has a **comprehensive knowledge** of the **communication channels** that are most used by the urban population of Tbilisi.

## The consultancy will coordinate the planning and implementation of a marketing plan through meetings, social marketing assistance and events. The consultant will, in particular, complete the following tasks:

1. Develop a related marketing plan, incl. the partners' budgeted activities on a time line with milestones, special events, organizational responsibilities, etc. from 02/2019 to 11/2019;
2. improve, increase and complement the outreach of the partners' media, events, and activities through additional social marketing communication channels, activities and/or events in relation with selected target groups within the time, budget and personnel limits of the UBCS and its action plan;
3. organize regular information sharing events with journalists, NGOs, academic institutions, parliamentarians, etc. on the vision and mission of the UBCS, using and making available the media products, learning aids, etc. that have been produced by the nine partners;
4. in particular, organize a UBCS mid-term event on Biodiversity Day on 22 May 2019 and/or a final UBCS event in fall 2019 in the format of a media and information market/festival that uses and makes available the media products, learning aids, etc. that have been produced by the nine partners;
5. support the elaboration of ToR, tender documents, contacts to service providers etc. related to the above mentioned social marketing communication channels, activities and/or events;
6. supervise the production and/or delivery of the above mentioned social marketing communication channels, activities and/or events and/or other services to be rendered in the UBCS context;
7. share with the above mentioned nine partners all internal and external inputs to the UBCS provided though media products, learning aids and/or other services as well as studies, consultant reports, etc.
8. **Expected outputs**

In this context, outputs expected from the short-term consultant are:

1. An action plan with the nine partners' budgeted activities on a time line with milestones, special events, organizational responsibilities, etc. from 02/2019 to 11/2019;
2. monitoring of and reporting on the implementation of budgeted activities and the action plan until November 2019, incl. regular status reports on the supervision of the production and/or delivery of media products, learning aids and/or other services to be rendered in the UBCS context;
3. the organization of social marketing and outreach of the partners' media, events, and activities for selected target groups, incl. information sharing events with journalists, NGOs, academic institutions, parliamentarians, etc. as well as a UBCS mid-term event on Biodiversity Day on 22 May 2019 and/or a final UBCS event in fall 2019 in the format of a media and information market/festival;
4. ToR, tender documents, contacts to service providers etc. related to media products, learning aids and/or other services to be rendered in the UBCS context;
5. information and product sharing among the nine partners, inter alia through maintenance and regularly updating of a digital platform (e.g. Facebook page);

**Time frame and work schedule**

The contract period is **from 15 February 2019 – 30 November 2019**.