



**ENVIRONMENT  
AND SUSTAINABLE  
DEVELOPMENT UNIT**

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# Mediterranean Dialogue for Waste Management Governance (MED4WASTE)

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**WM Awareness Raising Consultant**

Date of Release: 25-04-2022

Deadline of offers: 15-05-2023

SPAIN | JORDAN | LEBANON | ITALY | TUNISIA | GREECE



## 1. Background

The Environment & Sustainable Development Unit (ESDU) at AUB is an inter-disciplinary research and development center specialized in rural community development, local food systems and sustainable agriculture hosted at the Faculty of Agricultural and Food Sciences (FAFS) of the American University of Beirut. For more than 20 years, ESDU has been promoting through large community development projects sustainable rural livelihoods all over Lebanon. The Unit focuses on participatory development and capacity building through knowledge management and sharing, appropriate technologies, and impact analysis with particular attention to smallholder farmers, women and youth in the rural areas.

ESDU is currently working on the Med4Waste project. It is a project under ENI CBC MED aiming to facilitate new governance models for integrated and efficient urban waste management policies across the Mediterranean, with particular emphasis on organic waste & circular economy through adapting waste management plans, policies and other management actions and regulatory drivers in the selected territories.

The target audience for the Med4Waste awareness raising activities is varied, and covers mainly the countries of Spain, Greece, Italy, Tunisia, Jordan, and Lebanon, along with the other UFM countries. While considering that a collaborative effort towards waste management can send a clear message to community members on the importance of preserving the environment, sensitization meetings will be conducted to educate them on the consequences of waste. Communities will, therefore, be encouraged to act towards a zero-waste environment.

To achieve that, external communication will focus on raising awareness about the benefits and value of the Med4Waste project and capitalized projects with the aim of engaging relevant target groups and developing stakeholders' networks. All project communication activities are based on the exploitation of modern and effective tools and channels aligned with ENI CBC MED requirements. These activities contribute to the multiplying effect of the project's outputs. Through the awareness raising campaigns, the Med4Waste project aims at maximizing reach, engagement, and impact with the target audiences, while remaining aligned with the other project's work functions and components.

## 2. Scope of Work

### 2.1. Role and Responsibilities

The Consultant will be primarily responsible of the following activities:

- Designing the awareness raising campaign methodology and organizing 8 activities/events in total
- Map 25 potential schools, scouts, CBOs, universities and municipalities (around 5 per category) where the awareness campaign will take place.
- Facilitating the workshop through identifying the best waste management practices at home/school/workplace.
- Elaborating a report at the end of the awareness raising campaigns that includes the purpose of the awareness raising campaigns, a description of the activities implemented, methodology, and updated lists of target groups, outcomes, and recommendations.

#### Period

- May 15 till August 2023

## 2.2. Qualifications & Requirements

- Bachelor Degree in Communication, Public Relations, Environmental sciences or related field
- Understanding of the waste management sector
- Excellent communication and presentation skills
- Arabic and English language competencies required
- Can confidently work in a team and in a fast-paced environment

### Preferred experience

- Experience working with youth
- Demonstrated experience in providing awareness raising campaigns
- Demonstrated experience in Communications
- Previous experience working with NGOs