

REQUEST FOR EXPRESS OF INTEREST (INDIVIDUAL CONSULTANT)
LAO PEOPLE'S DEMOCRATIC REPUBLIC
Ministry of Public Works and Transport (MPWT)
Lao National Road 13 North Improvement and Maintenance Project (NR13N)
IDA Credit No. 6226-LA; Project ID No: P163730

Communication Specialist Consultant
Undertaking Communication Specialist to providing technical assistance to Department of Transport, Ministry of Public Works and Transport on Road Safety Communication

The Ministry of Public Works and Transport (MPWT) of Lao PDR has received financing support from World Bank to implement the Lao National Road 13 North Improvement and Maintenance Project (NR13N). The intended Project development objective is to improve road services on critical sections of National Road 13 in Lao. The proposed project has three components: Component 1 - Road Improvement and Maintenance; Component 2 - Supervision and Capacity Building; and Component 3 - Project Management.

The Transport Department of MPWT is now looking for a Communication Specialist Consultant to carry out road safe communication for national road 13, Lao Road Sector Project 2 (LRSP2) roads and technical assistance on road safety communication training, which is to be financed under NR13 road improvement and maintenance project. The Communication Specialist shall carry out 2 main tasks: (i) Undertaking Road Safety communication training of trainer; (ii) Road Safety Awareness Campaign;

The work will be intermittent over a period of approximately two years, on a part-time basis. A total estimated time input is 130 person-days. Up to a third of these days may be used in home office (for the preparation of reports, presentations, technical preparation and associated writings). Full ToR can be accessed at the MPWT's website: <https://mpwt.gov.la/lo/projects-lo/0201-projectnr13-lo>

In order to qualify for this position, the candidates shall meet the following experience and competence requirements:

- Fluency in Lao and proficient in English language.
- A graduate qualification in public communication or relevant field.
- At least 5 years of relevant work experience in outreach and communication at national and community level, with experience in road safety desirable.
- Extensive knowledge and practical experience in a wide range of communication strategies and approaches, including social media.
- Proven planning, organizational and interpersonal skills.

The Consultant will be selected in accordance with the World Bank 'Procurement Regulations for IPF Borrowers, July 2016, revised November 2017 edition, under Individual Consultants (IC) selection method. The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the said Regulations, setting forth the World Bank's policy on conflict of interest. In order to apply for the position, the candidates shall request the Application Form from the PIU, which can be sent via e-mail or downloaded from MPWT's Website: www.mpwt.gov.la.

The NR13N now invites interested applicants to provide information indicating that you are qualified to perform the services (application form, curriculum vitae with expressions of interest and references). Interested Applicants may obtain further information at the address below. Expressions of interest must be delivered to the address below or no later than September 30, 2020, 16:00 o'clock (submissions via email are also acceptable). Only Short-listed candidates will be contacted.

Department of Transport, Ministry of Public Works and Transport

**Attn: Dr. Bounta ONNAVONG, Director General of Department of Transport,
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TERMS OF REFERENCE FOR A COMMUNICATION SPECIALIST (INDIVIDUAL CONSULTANT) TO SUPPORT THE DEPARTMENT OF TRANSPORT ON ROAD SAFETY COMMUNICATION

BACKGROUND

Road accidents and traffic congestion are key issues that affect national development with the cost the national economy estimated at USD 565 million for 2017. The Government of Lao PDR had assigned the Ministry of Public Works and Transport (MPWT) to deal with these issues.

With financing from the World Bank, MPWT is implementing two ongoing road projects: National Road 13 Improvement and Maintenance Project (P163730) – NR13, and the Second Lao Road Sector Project (P158504) – LRSP2, under which road safety strengthening activities are being carried out, including updating a Road Safety Strategy and Action Plan, developing a Road Safety Audit Manual, and enhancing road safety campaigns.

In addition, the World Bank has mobilized additional resources (grant) to support road safety strengthening through two Bank executed trust funds (TF):

(1) Quality Infrastructure Investment (QII) TF is supporting Lao PDR to improve the national crash data collection system, which is under the Quality Infrastructure Investment (QII) Partnership, Tokyo Development Learning Centre. Since March 2018, this grant is facilitating the introduction of an online road safety data management system in Lao PDR ('Data for Road Incident Visualization, Evaluation and Reporting' - DRIVER).

(2) Global Road Safety Facility (GRSF) TF, approved in June 2019, is supporting Lao PDR to improve overall road safety in Lao PDR, by (1) assessing current policies and the management capacity of responsible stakeholders both at the central and local level, (2) implementing a nationwide unified crash database - DRIVER, (3) piloting a road safety research and development activity involving a detailed analyses of crash data and an analysis of infrastructure deficiencies.

The Department of Transport (DOT), under MPWT, is responsible for the implementation of road safety activities. The Land Traffic and Driving License Management Division of the Department of Transport (DOT), under MPWT, is responsible for the implementation of above-mentioned road safety activities. It is one of six divisions of DOT and is staffed by 11 officers.

OBJECTIVES OF THE ASSIGNMENT

The objective of this assignment is to support DOT with public communication and awareness on road safety under the above initiatives including building capacity of a road safety awareness campaign team.

SCOPE OF SERVICES

The DOT requires an experienced communication specialist to undertake the following task:

Road Safety Awareness Campaign

A road safety awareness campaign is proposed to mitigate and manage risks during road improvement works (ongoing NR13N and LRSP2 projects; under preparation NR13S) and after completion. In recent years public awareness campaigns nationwide have been implemented by a range of different institutions (e.g. Traffic Police, Mass Organizations, Department of Information, etc.) mostly using the allocation from the National Road Maintenance Fund. There have also been some private sector initiatives (e.g. Honda, Toyota, Beer Lao, etc.). Because of the range of actors involved, road safety public awareness has been somewhat fragmented. During road improvement works on NR13 it will be important to deliver consistent road safety public communication that addresses key risk factors, delivers appropriate messages and targets relevant groups of road-users. DOT has overall responsibility for road safety awareness and is therefore well placed to oversee a road safety communication plan. In this regard, the Communications Specialist is required to assist DOT relating to a R13N awareness campaign to:

1. **Strengthen capacity** for the public communications on road safety among DOT and DPWT staff and other key stakeholders through '**Training of Trainer**' **workshops and coaching**;
2. **Plan a road safety awareness campaign** in 2 phases to mitigate risks during the improvement works on NR13N and after completion in close collaboration with the National Road Safety Consultant, DOT staff and NR13 Road Safety Task Force.
3. Develop a **monitoring and evaluation** framework to determine the impact of the awareness campaign.
4. **Create communication products** for the general public, targeted road users and vulnerable groups (e.g., social/media release, feature stories, videos, radio scripts, photos, interviews/Q&As, presentations, training materials, briefing notes, etc.) in line with the national road safety campaign strategy and international good practices.
5. **Support** DOT staff and NR13 Road Safety Task Force **to implement** a road safety public awareness campaign with participation of a broad range of relevant stakeholders.
6. Advise the NR13N contractors and supervision consultants on communication approaches in communities affected by the roadworks.
7. Perform other emerging tasks/activities required by the projects (subject to mutual agreement).

OUTPUTS / DELIVERABLES

The Consultant will deliver the following:

- Prepare an **inception report** providing methodology, work plan and overall time schedule for client review and discussion.
- Road safety awareness **campaign plan** including M&E framework
- **ToT materials** on Road Safety Public Awareness (Handbook, PowerPoints, etc.)
- **Communication products** in Lao language as required for the communications plan.
- Quarterly **reports** to DOT and a final report upon completion.

CONSULTANT QUALIFICATIONS

The preferred consultant shall have:

- Fluency in Lao and proficient in English language.
- A graduate qualification in public communication or relevant field.
- At least 5 years of relevant work experience in outreach and communication at national and community level, with experience in road safety desirable.
- Extensive knowledge and practical experience in a wide range of communication strategies and approaches, including social media.
- Proven planning, organizational and interpersonal skills.

TIMEFRAME

The contract is time-based. The assignment will require 130 days of consultant inputs over a period of two years.

SUPERVISION ARRANGEMENTS

The Consultant will work under the overall supervision of the Director General, DOT in close coordination with the designated representative from Land Traffic and Driving License Management Division of DOT.

The expert is required to provide his/her own laptop computer and any other specialized equipment as required for the assignment. A desk may be provided at DOT upon request and subject to availability.