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# BACKGROUND INFORMATION

## Beneficiary country

Serbia

## Contracting Authority

Foundation Ana and Vlade Divac

## Country background

Young women and men in Albania, Macedonia, Montenegro, Turkey and Serbia constitute between one-fifth and one-third of the countries’ populations, and yet, their inclusion in shaping long-term solutions to their countries’ economic and social issues does not correspond to this populace share, as indicated in the preliminary researches conducted by the applicants. The overarching disproportion of the youth’s population share to their actual political inclusion – and the resultant lack of influence on own socio-economic future – is evident in both representative and in participatory streams of the countries’ policy-making. Namely, in the five countries – political parties, central and local assemblies, as well as executive power bodies – tend to be “unrepresentative” of young women and men. In the same way, young people and their organizations seldom directly participate in political life (aside from occasional voting), by failing to engage in – and let alone initiate – consultancies and/or partnerships with authorities at any level, in any of the policy cycle phases – agenda-setting, deliberation of policy alternatives, policy making, monitoring and the ensuing agenda-reframing . Under the present circumstances, without interventions, young women and men in the five countries are likely to remain outsiders to policy-making, and therefore unable to influence own social and economic positions.

## Related programmes and other donor activities

CIVIL SOCIETY FACILITY AND MEDIA PROGRAMME 2014-2015.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The overall objective of the project of which this contract will be a part is as follows:

To influence the political dialogue related to youth involvement and youth participation in decision-making in the region.

## Specific objective:

* To gradually raise awareness of regional public and of decision-makers of the importance of the youth social, economic and political inclusion, and to motivate young women and men across the region to take an active approach in the matter.

## Purpose

LOT 1 – Organization Media Campaign

Traditional and social media campaign – in order for the awareness-raising campaign to most efficiently address the said purposes. The hired contractor should be a professional communication agency. The duration of the assignment will be for 6 months for conduct traditional and social media campaign. The campaign should be tailored around the 5-fold purpose, the agency will begin with development of communication strategy (message/slogan, target groups, communication methods and channels, media mix, etc.). The campaign should entail activities aimed at problematizing the social, economic and political inclusion of youth and promotion of the need for the young people to be involved in shaping their own future.

Visibility of EU funding must be secured throughout the traditional and social media campaigns, through marking and branding, as well as through statements of the applicants’ representatives in media appearances and at public events.

LOT 2 – Organization Round Tables/panel discussions

Logistic and technical support should be provided for 3 roundtables/panel discussions (3rd, 5th and 6th month). The roundtables will be organized with four purposes (1) to promote youth activism and youth participation in policy-making, (2) to additionally learn of the stakeholders opinions prior to preparation of the 3 policy advocacy initiatives, (3) to reach out to stakeholders in towns and municipalities where the CSOs that will be supported are located, and/or (4) to problematize particular issues relevant to youth inclusion. The roundtables should provide publicity with the help of the traditional and social media campaigns, and will also help position the network and the national hubs as relevant policy collocutors in the matters of youth.

The task of LOT 2 is closely related with LOT 1 (media coverage of the round tables/panel discussions). If the Contracting Authority select different contractor than the one for LOT 1, both should be in close communication in order to reach the expected results.

## Results to be achieved by the Contractor

The main results which should be achieved through the provision of the services requested with LOT 1 are:

* **Result 1 -** Elaborated, designed and printed of materials for the needs of ensuring visibility and promotion of project activities;
* **Result 2 –** Prepared press-releases publications in mass media (electronic and printed);

More details described in p. 4.2 Specific work of the present Terms of Reference.

The main results which should be achieved through the provision of the services requested with LOT 2 are:

* **Result 1** – Prepared and distributed invitations for the round tables/panel discussions;
* **Result 2 -** Provided technical, logistic and catering services for organization of 3 (three) one-day round tables/panel discussions (including rent of hall, rent of sound and multimedia equipment and coffee breaks for participants );

More details described in p. 4.2 Specific work of the present Terms of Reference.

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

* Clear and full understanding of the contract objectives and purposes on behalf of the Contractor;
* Good communication between the Contractor and the project team at the Contracting Authority;
* Complying with the requirements set in the Visual identity guidelines of the Civil Society Facility and Media Programme 2014-2015;
* Full cooperation and commitment of both the Contracting Authority and the Contractor in view to fulfil the tasks on time, with high quality and within the budget limitations.

## Risks

|  |  |  |  |
| --- | --- | --- | --- |
| Identified risks | Probability | Influence | Risk assessment |
| 1. Delays in the period of start and/or implementation of the services envisaged with the contract. | High | Substantial | High |
| 2. Delay in the process of carrying out the assigned tasks by the Contractor.  | Low | Moderate | High |
| 3. Hindered communication and feedback between the Contractor and the Sub-contractor (if any) in the process of implementing the services. | Very low | Moderate | Tolerable |
| 4. Failure to inform the Contractor of all potential problems and other issues that might hinder the provision of the services. | Low | Moderate | High |
| 5. Unexpected changes in the subsidy contract which are beyond the control of the Contracting Authority. | Low | High | Low |
| 6. Insufficient quality of the services provided by the Contractor.  | Low | High | Moderate |

# SCOPE OF THE WORK

## General

### Description of the assignment

The implementation of the present contract will support the Contracting Authority – Foundation Ana and Vlade Divac in the process of implementing the diverse and elaborated work programme within the project by providing timely and high quality of services related to proper promotion (media campaign) and logistics support for organization public events (round tables/panel discussions). The services shall be provided in the scope of the entire contract duration at any given time by a preliminary request of the Contracting Authority to the Contractor. The main activities of the project, which are subject to the present contract, include:

LOT 1 – Organization of Media Campaign

1. Elaboration, design and print of materials for the needs of ensuring visibility and promotion of project activities:
* Preparation and printing of project information leaflets (SR, EN);
* Preparation and printing of flyers and posters (SR, EN);
1. Prepare content and organize the publishing in mass media:
* Preparation of the content and publishing of targeted project related press - releases in national and local media on the territory of the state (towns and municipalities) where the CSOs that will be sub-granted are located);
* Preparation of the content and broadcasting of targeted project related radio ads in national and local radio stations on the territory of the state with focus in the capitol (Belgrade);
* Design of side web banner and publication on social media (Facebook page, etc.);
* Bi-monthly Newsletter, to be distributed to the addressees from YBH for WBT Contacts Database;
1. Production and advertising of short video clip with participants for motivating young people and promote project activities in Republic of Serbia;

LOT 2 – Organization Round Table/Panel Discussions

1. Technical and logistic support for organization of round tables/panel discussions
* Designed, printed and delivered invitations and agendas (Quantity 30 pcs. of each type);
* Organizing and providing logistic support services (rent of halls, rent of sound and multimedia equipment) for the round tables (forums);
* Organizing and providing refreshment (coffee breaks and catering) for the round tables/panel discussion.

### Geographical area to be covered

The services of the present contract will be provided on the territory of the whole country (Republic of Serbia) with focus in towns and municipalities where the CSOs that will be supported are located.

### Target groups

Target groups for this project are:

1) Young people (women and men);

2) National and local authorities (governmental bodies)with decision making capacities.

3) Youth CSOs;

4) Media (electronic, social and print);

5) Political parties;

6) Think tanks.

## Specific work

List of tasks necessary to conduct in order to reach the expected results:

LOT 1 – Organization of Media Campaign

**Task 1: Elaboration, design and printing of materials for the needs of ensuring visibility and promotion of project activities**

**Designing and printing and delivery of project promotional leaflets**

* Quantity: 1500 pcs;
* Language: Serbian and English (1000 pcs SRB and 500 pcs ENG);
* Paper: 115-130 gr./m2;
* Format: A4 (3 times folded)
* Colour: 4+4;
* Delivery of the product: Premises of the Contracting Authority.

**Designing, printing and delivery of promotional flyers** **for the project needs (1 type)**

* Quantity: 1.000;
* Language: Serbian and English (500 pcs SRB and 500 pcs ENG);
* Dimensions: 10 x 15 cm;
* Paper: 115-130 gr./m2
* Colour: 4+4;
* Delivery of the product: Premises of the Contracting Authority.

**Designing and printing of posters for YBH for WBT**

* Quantity: 300 pcs;
* Language: Serbian;
* Dimensions: 50 x 70 cm;
* Paper: 120-140 gr./m2
* Colour: 4+0;
* Delivery of the product: Premises of the Contracting Authority.

**Design and printing and delivery of roll event banners**

* Quantity: 2 pcs;
* Type: one-sided “Quick” (roll-up) banner;
* Language: One on Serbian & one on English language;
* Dimensions: 200 x 80 cm;
* Material: vinyl banner and metal frame;
* Colour: 4+0;
* Delivery of the product: Premises of the Contracting Authority.

**Task 2: Publications in mass media**

**Press-releases publication: Publication of project-releases in national printed media**

* + - Type of publication: Newspaper inserts
		- Quantity: 3 different inserts in newspaper:

- 1 newspaper insert before each round table/panel discussion (3 in-total);

* + - Newspaper: national newspaper;
		- Format of the newspaper inserts: A5 / Colour 4+0;
		- Paper: 115-130 gr./m2;
		- Total number of inserts: 500 copies of each inserts distributed in 3 (three cities/locations – additionally provided by the Contracting Authority);
		- Design: Prepared by the Contractor with prior approval from the Contracting Authority;
		- The service provider will coordinate the distribution activities with the Contracting Authority regarding the content of the article that will be advertised.

**Publication of internet media releases**

* + - Type of internet media releases: Web banner;
		- Quantity/Duration: 30 days in electronic media (Internet/web-portal with sufficient daily/weekly visits). 10 days before each public event i.e. round table/panel discussion;
		- Banner type: side banner
		- Content: Project related;
		- Design of the banner: Prepared by the Contractor with prior approval from the Contracting Authority;
		- The design of the articles will follow the EU visibility and publicity principles (Communication and Visibility Manual for EU External Actions);
		- Publication: According to media plan provided by the Contractor in coordination with the Contracting Authority;
		- Period of implementation: 7 days after preliminary request by the Contracting Authority.

**Creation and publishing social media profile**

* + - Type of internet media releases: Social media profile (Facebook);
		- Quantity: Adding info’s related to project activities with focus on the public events (i.e. round table/panel discussion (text & photos);
		- Content: Project related;
		- Design of the banner: Prepared by the Contractor with prior approval from the Contracting Authority;
		- The design of the articles will follow the EU visibility and publicity principles (Communication and Visibility Manual for EU External Actions);
		- Publication: According to media plan provided by the Contractor in coordination with the Contracting Authority;
		- Period of implementation: 6 months, during the implementation of the task (1st month excluded).

**Bi-monthly newsletter**

* + - Electronic Newsletter, to be distributed to the addressees from YBH for WBT Contacts Database;
		- Duration: Bi-monthly;
		- Quantity: 18 Newsletters – 3 per month (1st month excluded);
		- Content of the Newsletter to be posted on the network website, and the distribution will take place in the form of e-mails with teasers – links to consolidated texts on the website, in the body of e-mail;
		- Content of 2-3 news pieces to be provided by the Contracting Authority;
		- Estimated date of implementation: 5 days after preliminary request by the Contracting Authority.

**Preparation and broadcasting of radio ads**

* + - Quantity: 21 radio ads / 3 different radio spots 7 ads per month (1st month for each public event i.e. round tables/panel discussions);
		- Duration: 10 - 15 seconds (each radio spot);
		- Broadcasting: According to media plan provided by the Contracting Authority;
		- Language: Serbian;
		- Writing of script for the radio spot;
		- Content: to be approved by the Contracting Authority;
		- Estimated date of implementation: 5 days after preliminary request by the Contracting Authority.

**LOT 2 – Technical & logistic support and organization of Youth Round Tables/Panel Discussions Organization Round Table/Panel Discussions 3 events (1 day event)**

**Task 1: Design and delivery of invitations and agendas:**

* Quantity: 90 pcs each (30 pcs. for each event);
* Design of the content of invitations and agendas;
* Format: A4;
* Material/paper: 115 - 130 gr/m2;
* Colours: 4+0;
* Delivery of the product: Premises of the Contracting Authority;

**Task 2:**–**The organization and logistic support** to be provided by the appointed sub-contractor concerning the event include:

**Rent of hall:** The room for the implementation of the event must comply with the following technical and logistic requirements:

* Capacity of the room corresponding to the estimated number of participants: (30 persons);
* Necessary technical equipment:
* Sound equipment (2 speakers, 2 Wireless microphones, mixer, other auxiliary equipment (cables, wiring, etc.);
* Multimedia equipment (LCD beamer);
* Technician for operation with sound and multimedia equipment.
* The equipment should be rented for the duration of the event – 4 days;
* Location: Republic of Serbia – 3 cities/locations additionally provided by the Contracting Authority;
* Duration of the service: 3 days in-total(3 different events) - 3-5 hours each event;
* Estimated number of participants: 30 persons;
* Estimated date of implementation: June - December 2017, minimum 10 days prior notification from the Contracting Authority (including date and location).

**Refreshment (coffee breaks):** The service must comply with number of participant, with the following specific requirements:

* Coffee breaks: 6 (six) coffee breaks for 30 participants (including light refreshments, water, soft drinks, pastries). Two refreshments for each event (round table);
* Period of implementation of the event: By preliminary notification of the Contracting Authority but not later than 15 days before the actual date for implementation of the event.
* Estimated date of implementation: June - December 2017, minimum 10 days prior notification from the Contracting Authority (including date and location).

**Other specific requirements related to the implementation of the services:**

1. The Contractor is obliged to organize the events as required by the Contracting Authority and indicated in p.4.2.
2. Prior the organization of each event the Contracting Authority will send the Contractor a written request in the provided terms which will contain information on the event description and concept, the chosen location, number of participants, envisaged dates for implementation, as well as other specific requirements in terms of logistics.
3. The Contractor shall ensure that the provided halls for implementation of the events are consistent with the expected number of participants, availability of functioning air conditioning/heating depending on the season, multimedia projector, multimedia screen, document laptop connected to the multimedia equipment, sound system (when required), flipchart and flip chart markers.
4. All costs related to travel such as fuel, vignettes, road fees, parking fees, insurance, etc. should be covered by the Contractor;
5. The Contracting Authority shall be responsible for recruiting the necessary number of participants for the event.
6. All tasks and activities must be implemented with close communication and collaboration between the Contractor and the Contracting Authority (Foundation Ana and Vlade Divac). The Contractor could make consultations with the Contracting Authority about any possible issues concerning the task implementation.
7. The Contractor must also observe the latest Visual Identity Guidelines for the Programme (if applicable) and Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project.

(See <http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en> )

## Project management

### Responsible body

Association for Education Foundation Ana and Vlade Divac in its capacity of a project partner in the project “Youth Banks Hub of Western Balkans and Turkey” – YBH for WBT.

### Management structure

The Contracting Authority – Foundation Ana and Vlade Divac is responsible to launch the service tender procedure, sign the service contract, authorize payments to the contractor and handle the financial management and control during project implementation.

The project team at the Contracting Authority consists of a Project Coordinator and Financial Specialist. Project Coordinator will be responsible for the day-to-day operational implementation of project “Youth Banks Hub of Western Balkans and Turkey” – YBH for WBT in Serbia.

### Facilities to be provided by the Contracting Authority and/or other parties

No facilities shall be provided by the Contracting Authority.

# LOGISTICS AND TIMING

## Location

Nationwide (Republic of Serbia) with main focus in towns and municipalities where the CSOs that will be supported are located).

## Start date & Period of implementation of tasks

The intended start date is 01.07.2017 and the period of implementation of the contract will be 6 months from this date. Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

**Expert 1: Media and production specialist**

**Qualifications and skills**

* Appropriate education related to media, public relations, marketing or equivalent;
* Excellent communication and organization skills;
* Creative and constructive person;
* Sense for media planning timing and media presentation skills.

**General professional experience**

* Preferably 3 years general professional experience.

**Specific professional experience**

* Minimum 2 years specific experience in organizing and preparation of media and news releases, marketing and social media.

**Expert 2: Event specialist**

**Qualifications and skills**

* University degree or equivalent;
* Excellent communication and organization skills;

**General professional experience**

* Preferably 4 years of experience.

**Specific professional experience**

* At least 1 year of experience in organization of events, conferences, organization of logistic services for events.

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The Contractor shall select and hire other experts as required according to the needs. The selection procedures used by the Contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

If appropriate, office accommodation for each expert working on the contract is to be provided by the Contractor.

## Facilities to be provided by the Contractor

The Contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the Contracting Authority / partner country as part of this service contract or transferred to the Contracting Authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The Contractor will submit the following reports in English language in one original (hard copy and electronic - CD):

* **Inception Report** of maximum 3-5 pages to be produced 20 days from the signing of the contract. In the report the Contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the task. The Contractor should proceed with the work unless the Contracting Authority sends comments on the inception report.
* **Interim report** of maximum 5-7 pages is required to be submitted not later than 10th on the 3rd month of the task implementation.
* **Final report**, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 10 days before the expiring date of the contract. The report shall contain a sufficiently detailed description of maximum 10 pages. The final report must be provided along with the corresponding invoice.

## Submission and approval of reports

The report referred to above must be submitted to the Project Coordinator identified in the contract. The Project Coordinator is responsible for approving the reports.

The Contracting Authority shall, within 5 days of receipt, notify the Contractor of its decision concerning the documents or reports received by it, giving reasons should it reject the reports or documents, or request amendments. If the Contracting Authority does not give any comments on the documents or reports within the time limit, the Contractor may request written acceptance of them. The documents or reports shall be deemed to have been approved by the Contracting Authority if it does not expressly inform the Contractor of any comments within 7 days of the receipt of the report.

# MONITORING AND EVALUATION

## Definition of indicators

|  |  |  |
| --- | --- | --- |
| **Activity as per p.4.2** | **Output Indicator** | **Source** |
| LOT 1 – Organization of Media Campaign |
| **Task 1: Elaboration, design and printing of materials for the needs of ensuring visibility and promotion of project activities** | Organized and provided services related to media campaign; Duration of the task: 6 months; | Products its-self listed as sub-tasks;Narrative report of the workshop. |
| Designing and printing and delivery of project promotional leaflets | Designed, printed and delivered 1.500 pcs project promotional leaflets | Leaflet its-self;Delivery acceptance sheet. |
| Designing, printing and delivery of promotional flyers for the project needs (1 type) | Designed, printed and delivered 1.000 pcs project promotional flyers | Flyers its-self;Delivery acceptance sheet. |
| Designing and printing of posters for YBH for WBT | Designed, printed and delivered 300 pcs project promotional posters | Posters its-self;Delivery acceptance sheet. |
| Design and printing and delivery of roll event banners | Designed, printed and delivered 2 pcs of roll event banners | Roll event banners its-self;Delivery acceptance sheet. |
| **Task 2: Publications in mass media** | Organized and provided services related to media campaign; Duration of the task: 6 months; | Products its-self listed as sub-tasks;Listings from the media where the material is distributed (press releases, internet & social media, radio station(s);Narrative report of the workshop. |
| Press-releases publication: Publication of project-releases in national printed media | Designed, printed and distributed newspaper inserts – 1.500 in total (500 for each event) | Inserts its-self;Listing from the newspaper;Delivery acceptance sheet. |
| Publication of internet media releases. | Designed and published one side web banner;30 days presentation on selected internet portal. | Link of the side banner;Screenshots;Listing from the internet portal;Delivery acceptance sheet. |
| Creation and publishing social media profile | Designed and published social media profile;6 months uploading texts and photos. | Link of the social media profile;Screenshots;Delivery acceptance sheet. |
| Bi-monthly newsletter  | 18 Newsletters – 3 per month (1st month excluded);6 months preparation and inserting texts (including graphic design and processing).. | Newsletter its-self;Screenshots;Delivery acceptance sheet. |
| Preparation and broadcasting of radio ads | Preparation of 3 different radio spots (10 – 15 sec.);21 radio advertisements | Radio spots its-self;Listing from the radio stations;Delivery acceptance sheet. |
| **LOT 2 – Technical & logistic support and organization of Youth Round Tables/Panel Discussions Organization Round Table/Panel Discussions 3 events (1 day event)** |
| **Task 1: Design and delivery of invitations and agendas:** | Prepared and distributed 90 pcs of agendas and invitations; | List of sent agendas and invitations;Post office listingDelivery acceptance sheet |
| **Task 2:**–**The organization and logistic support**  | Organized and provided services related to rent of hall, rent of sound and multimedia equipment, organization of coffee breaks/catering for round table participants 3 (three) one-day events.Number of participants: 30 per each round table; | Invitation, Agenda and handouts that were given to the participants; Copies of materials provided to the participants;Photos taken during the event; Participant’s lists;Feedback forms of participants. |
| Rent of hall - Room for the execution of the public events  | Organized and provided services related to rent of hall, rent of sound and multimedia equipment for round table participants 3 (three) one-day events.Number of participants: 30 per each round table – 90 in total; | Invitation, Agenda and handouts that were given to the participants; Copies of materials provided to the participants;Photos taken during the event; Participant’s lists;Feedback forms of participants. |
| Refreshment (coffee breaks) for event participants (round tables/panel discussions)  | Organized and provided services related to coffee breaks/catering for round table participants 3 (three) one-day events. 6 (six) coffee breaks (2 per event).Number of participants: 30 per each round table – 90 in total; | Delivery acceptance sheet. |
| **Reporting** | Prepared 1 (one) inception, 1 interim and 1 (one) final narrative report. | Availability of the report in electronic and hard copy (signed and stamped) version. |

## Special requirements

NA