

“Youth Bank Hub for Western Balkan and Turkey”

Terms of reference

Title: Regional Media Agency selection criteria

Starting day: 1st of September

Deadline: 10th of September

Contracting authority: Ana and Vlade Divac Foundation

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1. BACKGROUND INFORMATION

Partner country

< Serbia, Montenegro, Albania, North Macedonia and Turkey >

Contracting authority

Network of 20 youth organizations from the Western Balkan and Turkey whose objective is to ensure greater involvement of young people in economic, politic and social dimension of this part of Europe. In previous 4 years, the Network have created Youth Participation Index, unique method for measuring the level of opportunity of young people to be involved in decision making process. According to the findings, the Index indicates that one of the biggest challenges in all countries is related to the economic dimension, the issue of employment of young people. On the other hand, the analysis indicates that data on young people from vulnerable groups are being insufficiently and inconsistently collected, which additionally aggravates their position on the labor market, and that most of these countries have high NEET youth rates - young person who is "Not in Education, Employment, or Training". Accordingly, the Network will focus on the issue of employment of young people coming from vulnerable groups in the new project.

“WB&T for EmploYouth” Project is carried out by five youth organizations from these countries, specifically: Ana and Vlade Divac Foundation (Serbia), Prima Association (Montenegro), Mladiinfo International (North Macedonia), Partners Albania - for Change and Development (Albania) and Community Volunteers Foundation (Turkey). The Project is supported by the European Commission, as part of its efforts towards continuous upgrading of relationship of public authorities with the youth.

Associates in this project are: Albania - National Employment Services (soon National Employment and Skills Agency), Montenegro - Ministry of Sports and Youth; Chamber of Economy of Montenegro; North Macedonia - Agency for Youth and Sport, and Municipality of Gazi Baba; Serbia - Ministry of Youth and Sports; and Social Inclusion and Poverty Reduction Unit of the Government of Serbia; Turkey - Women’s Labour and Employment Initiative - KEIG.

Country background

< In the countries undergoing reforms geared at approximation to the European Union (EU), civic participation, through civil society organisations (CSOs) as the main channel, remains vital for success and sustainability of the necessary changes. With adequate capacities and networking, CSOs can engage citizens and among them especially the marginalized groups, and contribute, together with governments, to dealing with problems brought about by the transition. One such problem is the level of youth inclusion – political, economic and social. Namely, while young women and men in Albania, Montenegro, North Macedonia, Serbia and Turkey constitute between one-fifth and one-third of the countries’ populations, the levels of their political, economic and social participation do not correspond to this populace share and remain far from the levels set in the Council of Europe’s Agenda 2020, as indicated in Youth Participation Index.

The problem of youth inclusion has been addressed at the regional level by the applicant (Ana and Vlade Divac Foundation) and the co-applicants (Partners Albania – Centre for Change and Conflict Management – Albania, Prima Association – Montenegro, Mladiinfo International – North Macedonia and Community Volunteers Foundation – Turkey), through an action promoting youth civic participation (Youth Banks Hub for Western Balkans and Turkey). The action has been carried out in the period 2016-2019, with support of the EU. It resulted in establishment of a regional thematic network – YBH4WBT – which today facilitates cooperation and peer-learning of CSOs committed to youth inclusion in Albania, Montenegro, North Macedonia, Serbia and Turkey. YBH4WBT network brings together 20 CSOs engaged in policy monitoring and research-based advocacy of solutions for political, economic and social inclusion of youth, while in the same time encouraging civic participation of young women and men and promoting innovative participation models across the region. The 4-year track record of the YBH4WBT network represents a strong base for new civic actions pushing for youth inclusion: during this period, the network generated an institutional experience in reaching out to local grassroots, in building their capacities and sharing

know-how and the Youth Bank participation model and in advocacy of research-based policy improvements; a unique, regional youth policy monitoring tool – Youth Participation Index – was developed to provide knowledge-based action planning, and firm and productive relations were built with key stakeholders of youth inclusion across the region. As a result, 6 regional, 20 national, and 10 local researches have been conducted; 2 regional, 65 national and 100 local events have been implemented gathering more than 1,000 participants, while 15 memorandums of understandings were signed with local and national authorities. >

Current situation in the sector

< One particular aspect of youth inclusion in Albania, Montenegro, North Macedonia, Serbia and Turkey calls for urgent action: the level of youth unemployment, and within it, the rate of young women and men that are neither in employment, nor in education or training (NEET). The average youth unemployment rate in the targeted countries is 31,4%, almost double EU-28 average – 17,1%. The high rate of NEET is of particular concern, because the lack of professional activity of these young women and men has a negative spiral effect – it leads to missing out on opportunities for acquiring experience and for skills development, thus further decreasing their chances of finding a job and increasing the risk of lower salaries, owing to the lack of marketable skills. According to data from the ILOSTAT database, the average NEET rate in the targeted countries is 23,1%, more than double EU-28 average – 10,8%. The negative effects of the NEET status affect women more strongly than men, as the NEET rates are higher for them, according to ILOSTAT, and as 50,6% of young men actively approach job search, in comparison to 28,4% of women. Aside from women, especially affected by the NEET status are marginalized/vulnerable groups such as youth from rural areas and socio-economically disadvantaged youth, Roma youth and young women and men with disabilities – because of their encumbered access to education and training and the reduced number of opportunities associated with their living environments (geographic distance, lack of funds, discouraging physical and social environment etc.). >

Related programmes and other donor activities

< . The Action is complementary with ongoing initiatives such as the WeB4Yes and Regional Youth Compact for Europe project supported by Civil Society Facility and Media Programme. It will, with YPI, researches, awareness raising and policy proposals contribute to the other programs in pushing for reform processes regarding youth employment in the region. Moreover, the Action will add to this, as it will target specific youth groups (NEET and sub-groups) and apply in-depth approach in youth employment.

Regular cooperation with the main stakeholders, such as Regional Youth Cooperation Office (RYCO), has already been established (MoU pending), and will be continued through meetings and consultations. Delegations to the EU, Regional Cooperation Council and national agencies of Erasmus+ program will be involved in proposed activities. As a result of established cooperation and consultation held, the following institutions will be Associates in this Action: Serbia: Ministry of Youth and Sports; Social Inclusion and Poverty Reduction Unit of the Government of Serbia; Montenegro: Ministry of Sports and Youth; Ministry of Education; Ministry of Labour and Social Care; National Employment Office; Ministry of Economics; Centre for Vocational Education; Albania: Ministry of Education, Youth and Sports; Ministry of Finances and Economy; National Employment Service, Macedonia: Agency for Youth and Sport, Turkey: Women's Solidarity Foundation, "Esas holding".>

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

Objectives of the project

The aim of the project is to contribute to strengthened regional collaboration, participatory democracies and the EU approximation process in the Western Balkans and Turkey (WB&T) in the area of youth employment with focus on:

- To create informed and constituency-based solutions for improved youth employment policies in the WB&T
- To increase capacity of CSOs to pilot and promote innovative solutions for improved employment of NEET youth in the WB&T
- To increase engagement and influence of CSOs in raising public awareness on youth employment in the WB&T

Purpose

The purpose[s] of this contract [is] [are] as follows:

- YBH network as relevant partner within the youth and employment policy framework
- Policy recommendations are well received by the authorities
- Benefits of CSOs involvement in process of support NEET youth recognized by the authorities in the targeted countries
- Raised awareness of the general public about the position of young people from vulnerable groups in all targeted countries

Results to be achieved by the contractor:

<u>Purposes</u>	<u>Results</u>	<u>Verification</u>
YBH network as relevant partner within the youth and employment policy framework	YBH network's policy documents taken into consideration within the policy dialogue; The Network's members officially invited to participate in youth and employment policy development	Correspondence and feedback from relevant stakeholders Press clipping Official invitations to Network members to participate in youth policy development and other high level discussions. Speakers lists, Agendas Reports, Analysis and other documents developed within the project and YBH network Other relevant resources about the youth participation

Raised awareness of the general public about the position of young people from vulnerable groups in all targeted countries	Targeted groups are aware of the importance of the position of young people from vulnerable groups in all targeted countries	Contact list Press clipping Reports, Analysis and other documents developed within the project and YBH network Other relevant resources about the youth participation Website and social media analytics Feedback, Comments
Benefits of CSOs involvement in process of support NEET youth recognized by the authorities in the targeted countries	Number of stakeholder strongly support YBH WBT network CSOs involve in support program to the NEET youth Public information are provided in format that is suitable for youth.	Project's digital tool for coordination of the consultation and advocacy process. Correspondence with stakeholders Reports, Analysis and other documents developed within the project and YBH network Other relevant resources about the youth participation
Policy recommendations are well received by the authorities	The Network's members officially invited to participate in youth policy development	Correspondence with stakeholders Press clipping Official invitations to Network members to participate in youth policy development and other high level discussions.

3. ASSUMPTIONS & RISKS

Assumptions underlying the project

The action is grounded in two ASSUMPTIONS verified in consultations with the stakeholders: (1) that CSOs, NEET youth, businesses' associations, public institutions and media will be willing to take part, and (2) that the governments will not make major changes in policies regarding youth employment.

Risks

< Political risks, associated predominantly with the awareness raising component of the action: namely, election cycles in the five countries, as well and other politics-related extra-ordinary events in the region or worldwide, may interfere with the communication messages promoted through media campaigns, as the attention of the public will focused on these events.

Social, economic and environmental risks include events that may occur at the levels of the region, the countries or at the level of the 50 local communities where the CSOs are from – that could completely overwhelm the attention of the public, and direct it to something imminent, like social turbulence (i.e. massive social protests, or social unrest related to disturbing events), natural or environmental disaster (i.e. floods, earthquake, pollution incidents), or an economic crises (i.e. massive lay-offs of employees at the local level, crises related to social and pension funds); the strong impressions and emotional involvement that may arise will impact the society at large, and take up the attention of the public that the action requires for its awareness-raising component. >

4. SCOPE OF THE WORK

General

4.1.1. Project description

Main activities

1. Advocacy efforts will start from extensive researches which will provide for an evidence-based approach in proposing more favourable youth employment policies in the region, with special focus on country-specific youth issue, such as young women (Montenegro, Turkey), socio economically disadvantaged youth (North Macedonia, Albania) and youth from rural areas (Serbia), considering that these subgroups constitute the largest percentage of the NEET youth.

2. Capacity building and sub-granting will be applied with the purpose of strengthening CSOs ability to pilot youth employment models for NEET youth at the local level, and shape economic environment for youth. Around 100 CSOs will have opportunity to participate to the capacity building program, while up to 50 CSOs will be selected for financial support and implementation of proposed of youth employment model.

3. Awareness raising aim at involving as many stakeholders in the improvement of NEET youth employment, particularly the influence of CSOs in this area, through meetings, different type of events and media campaign.

4.1.2. Geographical area to be covered

< Serbia, Montenegro, North Macedonia, Albania and Turkey >

4.1.3. Target groups

< At least 3,000 NEET youth (young women, and youth from rural areas and socio-economically disadvantaged municipalities); over 200 CSOs, particularly local CSOs and networks; at least 500 local and national stakeholders (300 businesses/business associations, 200 decision makers; 2 million citizens out of whom 500,000 youth; 100 online and offline media)>

Specific work:

- to promote results of the project in the media (electronic, broadcast media and social media)
- To develop the Communication Strategy at the beginning of the project and to advise the promotional strategy for results of the project in line with Communication Strategy
- to organize public events (rent the space and catering, prepare materials, communication with stakeholders) and promote in the media (preparation of the announcement of events and press

release, informing of the medias, promotion on social media on the spot) including preparation of the post-event news and social media graphics (round tables)

- to manage and update project website, including the Newsletter
- to create promo materials/posts and boosting for social media
- to design promotional materials and dissemination: print production (promotional materials, infographics, social media graphics etc.)
- to prepare media report in English (template will be provided by Ana and Vlade Divac Foundation)

Project management

4.1.4. Responsible body

PR agency will directly be respond to the coordinator of the project, while coordination and communication will conduct with PR team of the project.

4.1.5. Management structure

The EmplYouth project is coordinated and managed by the project manager in front of the Ana and Vlade Divac Foundation, while in each country there is a project coordinator (NVO Prima in Montenegro, Partners Albania in Albania, Mladiinfo in North Macedonia and TOG in Turkey). Coordination and coordinated PR activities by country are the responsibility of the PR experts as a part of the PR team.

5. LOGISTICS AND TIMING

Location

Serbia, Montenegro, Albania, North Macedonia and Turkey

Start date & period of implementation

The intended start date is 15th September 2020 and the period of implementation of the contract will be 18 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.

6. REQUIREMENTS

Facilities to be provided by the contractor

The contractor must 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.

The PR agency needs to provide services for creating promotional materials, contacting the media, logistical support in organizing events and conducting online media campaigns.

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 that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

Lump sums

The price of the monthly fee for the mentioned service is _____ euros without VAT and the average monthly engagement of the Agency team is 40 working hours per month.

7. REPORTS

Reporting requirements

PR Agency is in charge for the collecting all data from each participating country and preparing the yearly media report in English (template will be provided by Ana and Vlade Divac Foundation)

Name of report	Content	Time of submission
Yearly media report	Short description of achievements regarding PR activities	No later than 30 th of March each year

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Submission & approval of reports

One online copies of the reports referred to above must be submitted to the project manager identified in the contract. The reports must be written in English. The project manager is responsible for approving the reports.

8. MONITORING AND EVALUATION

After the submission of the yearly media report, an evaluation meeting will be held with the project manager, and the PR team will be in charge of regular monitoring on monthly basis.

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