

Terms of Reference

Title: DEVELOPING COMMUNICATION AND VISIBILITY PLAN FOR EU FUNDED PROJECT
PROJECT: LOCAL CALL FOR EU: RULE OF LAW AND CULTURAL DIVERSITY AT THE LOCAL LEVEL FOR CREATING SOCIAL COHESION AND SUSTAINABLE DEVELOPMENT OF LOCAL COMMUNITIES
Reporting: PROJECT MANAGER
Duration: ONE MONTH (JUNE 26-JULY 26, 2020)

Background

a. Purpose

To write Communication and Visibility Plan with accompanying Annexes listed below and propose and implement promotional plan for one of the project's activities (specified below)

b. Objective

To design Communication and Visibility Plan for the EU funded project "**Local Call for EU: rule Of law and Cultural diversity At the LoCAL Level FOR crEating social cohesion and sUstainable development of local communities**" which will be implemented by National Coalition for Decentralization (NCD) and partner's organizations: Group 484 and Jelena Santic Foundation

c. Background Information and Project's description

The project builds the strength of local initiatives to contribute to the EU accession processes creating a decentralised society that nourishes cultural diversity and participatory democracy.

Considering that an empowered civil society is a crucial component of any democratic system, the action will raise the organisational capacities of CSOs and their involvement in EU integration processes. Civic activism will be built through capacity building of the grassroots organisations and regional hubs in the field of rule of law and cultural diversity, promotion and financial support. This project builds local democratic culture and local social capital for reforms to be beneficial both for EU integrations, as well as for addressing the most urgent needs of local communities.

A public opinion survey of the Ministry of European Integration, on the European orientation of citizens in December 2018, shows that a **larger percentage of citizens support membership in the European Union** (55%), compared to those against (25%) or those indifferent (20%). Although this percentage represents a fall compared to 2009 when 73% of citizens were for, and 12% against, it still shows that a larger percentage of citizens are interested in the European perspective of Serbia. Still, it is obvious that there is a **lack of information and understanding of the European integration process**. The greatest concern about joining the EU is the loss of our national identity and culture (33%), including the reduced use of our language (26%).

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Furthermore, pessimism is present regarding the survival of the EU and the accession of Serbia - even 80% of the citizens think that the EU will either not survive or will not expand, or our membership will not matter. This perception of citizens is the result of the **centralisation of the negotiation process** in the context of European integration and the increasingly less openness for the participation of civil society. The Opening Statement of the Republic of Serbia at the Intergovernmental Conference on Accession of the Republic of Serbia to the European Union in January 2014 emphasises that “civil society organisations will have a special role in accession negotiations” and that “in this way, this process will gain full legitimacy and become the property of all citizens of the Republic of Serbia”. This statement is in line with the position of the Union, that “in strengthening public confidence in the enlargement of the Union, decisions must be made as openly as possible to ensure the publicity of the process” (2014). Citizens must be well and thoroughly informed about the changes that have already taken place or are going to take place in the process of European integration, in line with the Constitution and the legally guaranteed rights.

In general, **analysis of the environment that civil society organisations operated in shows that the “space for action is narrowing”** (Popovic, Stojanovic, Selakovic, 2018). The situation of human rights is deteriorating, especially in the areas of freedom of expression and freedom of assembly, organisations and activists are attacked, the pro-government media lead campaigns against civil society, characterising their representatives as “foreign mercenaries”, “traitors” and “enemies of the state”. Government NGOs and NGOs of political parties are established to compete for budgetary funds or discredit the efforts of genuine CSOs.

For this reason, we want to **empower civil society organisations to understand the process of European integration, and to implement their activities in the areas of rule of law and cultural diversity, which contribute to the implementation of the action plans for negotiating chapters 23 and 24**. We want to increase the scope, diversity and liveliness of civic participation in European integration, by supporting creative, new initiatives in small communities, but also to ensure their sustainability and continuous production of new initiatives through the support of regional hubs.

Regional hubs are one of emerging novelties in Serbia, working as decentralised resource centres that help develop local communities and assist to local grassroots. There is no formal data on the number of the hubs, but project partners are sure that it is possible to map at least 12 that can serve as regional resource centres/labs/one top shops.

Through this project we expect to map around 180 initiatives, provide capacity building to 90 of them and financial support around 60 groups. Out of 12 hubs, we will capacitate 6 to be fully able to support any local initiative in the scope of rule of law and cultural diversity. Cooperation of regional hubs and project partners in support to local grassroots is vital as a support network for all those that enter the activism, that grassroots have immediate support in their regions. They will be supported by mapping their needs and capacities, training and mentoring, re-granting their projects, increasing visibility through regional campaigns, empowering and linking through regional hubs and participating in EU accession negotiations.

Through strengthening grassroots, we are reaching our **beneficiaries: citizens, marginalised groups, local and national authorities, cultural and educational institutions, media. Target groups and final beneficiaries will be active project participants:** organisations and hubs will design their project activities through citizen participation, including marginalised groups; government representatives will give their greatest contribution to advocacy activities; cultural and educational institutions to the creation of educational and cultural programmes promoting European values; and the media to the promotional activities.

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Some of the project's activities are the following:¹

- capacity building trainings and individual mentoring for organizations and hubs
- call for participation of the organizations in granting process
- re-granting activities and call for proposals (different type of grants will be implemented)
- implementation of the grassroots projects
- six regional raising awareness campaigns – My Local Community and the EU
- regional actions and networking and advocating for EU integration process through the regional hubs

Description of Responsibilities

a. Scope of work

Project team seeks to contract competent marketing agency to design and create Communication and Visibility Strategy for the abovementioned project funded by EU.

Specific tasks include the following:

- Design the proposal of the visual identity of the project (proposal of the design of the publications, materials, posts for the social media) in accordance to the EU Visibility Guidelines <http://europa.rs/euzatebe-logo-i-vizuali/>
- Create handbook/guidelines for the external project's partners about visual identity and how to apply visuals on their products
- Create project fact/info sheet
- Design Communication and Visibility Strategy for the project which will include:
 - situation analysis and background
 - objectives and purpose (related to communication aspects)
 - means of achieving objectives (activities)
 - tools and channels
 - proposed messages
 - set up dynamics and content of communication through social media
 - set up dynamics and content of communication through traditional media
 - reporting
- Design detailed promotional activities for the Call for Proposals for the civil society organizations which will be published through website <https://promeni.rs/>

All tasks should be done in cooperation with Project team which will provide project's information to the selected bidder.

¹ The selected bidder will receive all necessary details about activities.

b. Deliverables and timelines:

All deliverables shall be quality reviewed and accepted and approved by the Project Manager. None of the deliverables produced under this Terms of Reference will be used, released, and/or disseminated without prior written approval by Project Manager.

Requirements:

The Selected Bidder shall be a legal entity (marketing agency, consulting agency, association, foundation, professional services firm, organization, consortia) with the following characteristics:

- creative team with the experience in designing Communication and Visibility Strategies (the great asset is experience of work under EU funded projects)
- experience in activism and work with CSOs
- experience in creation and implementation of different media campaigns
- team of the designers with innovative ideas for visual identity
- familiarity with media scene in Serbia
- familiarity with social media platforms

The offer should be consisting of:

- General information about the bidder (name, title, address, contact, identification number, VAT), excerpt from Serbian Business Registers Agency
- Short Curriculum Vitae for each member of the team (2-3 paragraphs)
- Review of the relevant previous experience and designers' portfolios
- Short description of the idea, main purpose and communication channels which will be used within Communication and Visibility Strategy (one page)
- Bid validity period should be minimum 30 days

Conditions and payment:

- Selected bidder should announce all delays on time.
- Rates given in the proposal should be in EUR
- Payments shall be made in RSD, according to the exchange rate set by DEU
- Payments will be made in two instalments: 1) after signing of the contract (40%) and 2) after finalization and approval of the Communication and Visibility Strategy (60%)

Financial frame:

Maximum budget for the advertised work is not to exceed 3.000 EUR gross price

Selection process:

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- The selection will be proceeded in accordance with the criteria: 70% creative part, 30% financial proposal)
- The selected bidder will be informed about contract until 25th of June 2020

Deadline for submission:

19th of June 2020

Offers should be delivered by e-mail: office@grupa484.org.rs titled "Local Call for EU"

Language of the Contract

Offer should be in English, as well as Communication and Visibility Strategy.

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