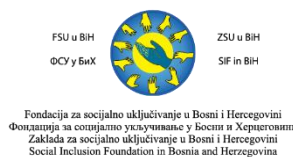




This project is funded by
the European Union



Terms of Reference

CREATION AND IMPLEMENTATION OF ADVOCACY AND PUBLIC AWARENESS CAMPAIGN AND PUBLIC RELATIONS TRAINER

- A. Position:** Communication Expert/Trainer
- B. Work place:** Bosnia and Herzegovina
- C. Reference on project:** “Build up for Social Inclusion Advocacy Platform in Bosnia and Herzegovina #BuildUp4SIAPinBiH”
- D. Duration of project:** 01 November 2018 – 30 June 2021
- E. Duration of mission and reporting:** July 2019
- F: BACKGROUND**

The Social Inclusion Foundation in Bosnia and Herzegovina (SIF in BiH) with the support of the European Union and UNICEF implements the project entitled “Build up for Social Inclusion Advocacy Platform in BiH”#BuildUp4SIAPinBiH. The Overall Objective of the “Build up for Social Inclusion Advocacy Platform in BiH”#BuildUp4SIAPinBiH Project is to develop and strengthen the role, capacities and visibility of the CSOs network “Coalition of Marginalized Groups in BiH – KOMA”. KOMA is a cross-sector network gathering 107 member organisations and private entities promoting and advocating for rights and social inclusion of the marginalized group in the society.

Strengthening CSOs networking for human rights advocacy is an important step in the process of capacity-building of CSOs and, ultimately, in changing relevant social public policies through advocacy. Due to deficiencies in the existing legal and regulatory framework in social welfare, which is status-based and gives preferences to certain groups of population as an address to dealing with the consequences of war in 1992-1995, many vulnerable groups have limited access to resources and services within the social protection system in BiH.

Therefore, the SIF in BiH which also acts as the Secretariat of the KOMA, through the Action will endeavour to strengthen the role, capacity and visibility of the KOMA through the four main Project’s components:

- 1) Research and analyses of current needs and core documents development
- 2) Capacity building and deepening the networking of the cross-sector network Coalition of Marginalized Groups in BiH (KOMA)
- 3) Social inclusion advocacy activities

4) Communication and visibility activities

a) The Project component 1 will deliver two social policy papers and one exhaustive study. The first social paper will analyse the current situation as to the social inclusion in BiH and will serve as a situation analysis of the current needs and previous achievements in the sector of social inclusion in BiH as well as provide an overview of related adopted legislation and ratified international standards as a ground for the preparation of the Social Inclusion Strategies at the Entities and Brčko District levels. Whereas the second social policy paper will serve as a practical guidebook on what is required to be done in order for an inclusive society to be created in BiH that would provide for further support in preparing the Social Inclusion Strategies at the Entities and Brčko District level. The third output will be preparation, development and publishing of the study “The Foundation and Guidelines for Developing Social Inclusion Strategies at the Entities and Brčko District levels” with the aim of providing an expert opinion and basis for development of sensitive Social Inclusion Strategies.

b) The Project component 2 will work on capacity-building and deepening the networking of the cross-sector network of Coalition of Marginalized Groups in BiH – KOMA through a series of 5 consecutive specialized training sessions/workshops for KOMA CSOs members.

c) The Project component 3 is designed to deliver lobbying/advocacy meetings, roundtables and SWOT-PEST workshops with the aim of building broad patterns of high quality collaboration between different stakeholders dealing with social welfare reforms in BiH.

d) The Project component 4 concerns the communication (plan) and visibility of the Project’s activities with the strong accent on the outreach component of the project providing information to wider audience, stakeholders and specific targets on EU assistance in the sector of social inclusion as well as production and placement of communication material, promotion and event management and media placement.

G: OBJECTIVE OF THE “BUILDUP4SIAPinBiH” PROJECT

The Overall Objective of the “BuildUp4SIAPinBiH” Project is to develop and strengthen the role, capacities and visibility of the CSOs network “Coalition of Marginalized Groups in BiH – KOMA” which will be achieved through a) research and analyses of current needs in the sector of social inclusion, b) capacity-building activities of the KOMA members, c) social inclusion advocacy activities with all relevant stakeholders and d) visibility and communication activities providing information to wider audience, stakeholders and specific targets on EU assistance in the sector of social inclusion.

H. SCOPE OF WORK

The training session/workshop on creation and implementation of advocacy and public awareness campaign and public relations is envisaged to provide the participants (members of KOMA) with a practical set of interactive and customizable learning techniques and modules that may serve as a source and roadmap for directing the right framework and positioning of their respective CSOs. KOMA is a cross-sector network gathering 107 member organisations and private entities promoting and advocating for rights and social inclusion of the marginalized group in the society.

The training session/workshop will help the participants to understand the importance of advocacy work and confidence to carry it forward. The participants will learn about tools available for advocacy planning and implementation as well as understanding of how advocacy work can be done at different levels. The participants will be equipped with the range of skills needed to do advocacy work and learn how to create media content intended for awareness raising campaigns.

The training session/workshop will last two days and take place in Sarajevo.

TASKS AND DELIVERABLES

- Expert outputs will be related to the Project component 2 “Capacity building and deepening the networking of the cross-sector network Coalition of Marginalized Groups in BiH (KOMA) and will contribute to the objectives of the project”
- The Expert will be responsible for performance of all activities under this contract
- The Expert will be in charge of developing the training materials and delivery of two days training session/workshop for approximately 20 KOMA CSO’s members. The training materials will be prepared in both BCS and English language.
- The Expert will also be responsible for the provision of draft content of Media Advisory (MA) and Press Releases (PR) towards the PR Agency which is responsible for the dissemination and promotion of the training results and Project’s activities and results as such
- The Expert will be responsible to provide a special PR and article as a result of the workshop
- The Expert will also use the training to promote the EU assistance in the area of social inclusion in BiH in line with the EU visibility requirements.

SPECIFIC TASKS AND DELIVERABLES:

- Research, gathering, analysis and selection the most relevant and quality content for the implementation of the training (3 days)
- Development of learning methodology, material and exercises for the training in BCS and English language (3 days)
- Communication with the Contracting Authority (CA) on the proposal of the content of the training material and accepting the comments of the CA
- Delivery of two-day training in the area of creation and implementation of advocacy and public awareness campaign and public relations for approximately 20 participants (2 days)
- Provision of inputs and advice regarding the content of Media Advisory (MA) and Press Releases (PR) regarding the training's objective and results towards the PR Agency
- Keeping the record of the list of attendees
- Delivery of short trainings report (2 days)
- Local transportation and accommodation and any other expenditures incurred by the expert of the expert will not be paid separately but must be covered from the overall expert remuneration.

I. COPYRIGHTS

The content of information received only after the contract signature and during the assignment as well as all the material produced during the assignment is subject to protection and is owned by the SIF in BiH and EU Delegation in BiH. It may not be used either in its entirety or in part by third parties without consent of the Owner. The use of information is possible and justified only if it is a part of the activities of the implementing project.

J. Value of the bid

The value of the bid must not exceed the gross amount of 2.500,00 EUR equivalent of 4.889,58 BAM. Prices must be indicated in euros including all the costs necessary for the fulfilment of the Contract. Possible costs incurred during the preparation and submissions of the offer are born by the Applicant.

K. QUALIFICATIONS OF THE EXPERT

General professional experience:

- At least 10 years of general professional experience
- University degree in management, marketing, journalism, social science
- MA degree in above fields will be considered as an asset

- Fluency in BCS and English language

Specific professional experience:

- At least 7 years of experience in implementation of public advocacy campaign
- At least 7 years of experience in public relations
- At least 5 years in experience in developing and carrying out trainings and workshops, including the subject of creation and implementation of advocacy and public awareness campaign and public relations
- At least 5 years of experience in defining learning and training methods
- Demonstrated ability to create content that is persuasive, clear, concise and able to convey and present technical ideas/knowledge in an engaging manner for varied audience,
- Proven strong analytical and organizational skills throughout provision of at least 15 trainings
- Knowledge of the Bosnia and Herzegovina political scene, socio-economic scene, media and civil society organizations would be an asset
- Experience in work with marginalized groups would be an asset.

L. REPORTING

The Expert will be in the regular correspondence with the Contracting Authority.

After the expert delivers the material for the activities under the contract, the Contracting Authority may provide suggestions and comments within maximum 5 working days after the deliverable has been provided. After the receipt of the comments, if any, the Expert will incorporate the comments and suggestions into the document within the maximum of 5 working days and resend them to the Contracting Authority. The Contracting Authority will confirm the acceptance of the material by e-mail.

Also, the Contracting Authority will inform the Expert on any changes in the project or relevant legal base and legal and procedural documents that may affect the work of the Expert, as soon as the Contracting Authority comes into possession of this information. The correspondence will be done via e-mail in English language.

M. Submission and approval of reports

The reporting in the form of delivered documents referred to above must be submitted to the Contracting Authority. The Contracting Authority will confirm the acceptance of the material by e-mail.

N. Method of submission and deadline

All interested applicants must submit the following documents no later than the **17th of June 2019 by 5 p.m.**

- Most recent CV with focus on relevant experience
- Financial offer for the overall implementation of tasks and deliverables
- A list of references and experience verifying the qualifications listed under the point “K” of the Terms of Reference

Note that SIF in BiH may, at any point before or after the contracting, request the proof documents of the references, experience and qualifications.

The most recent CV and a list of references are to be submitted by e-mail to sif@sif.ba no later than the **17th of June 2019 by 5 p.m.**