



This project is funded by the European union

FSU u BiH

ФСУ у БиХ



ZSU u BiH

SIF in BiH

Fondacija za socijalno uključivanje u Bosni i Hercegovini
Фондација за социјално укључивање у Босни и Херцеговини
Zaklada za socijalno uključivanje u Bosni i Hercegovini
Social Inclusion Foundation in Bosnia and Herzegovina



Call for proposals

PR AGENCY

- A. Position:** PR Agency
- 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:** Duration of the mission throughout the lifetime of the Project

F: BACKGROUND

The Social Inclusion Foundation in Bosnia and Herzegovina (SiF in BiH) with the support of the European Union 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 103 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

TASKS AND DELIVERABLES

The PR Agency will be responsible for all public information activities under this contract. The PR Agency will contribute to the effective implementation of the communication plan under this contract, together with Project Manager and Project Officer of the “BuildUp4SIAPinBiH” Project.

Tasks	Specific Deliverables
✓ Outline of Project communication plan ✓ Create an accessible e-Communication Document for marginalized groups ✓ Prepare and develop Project's promotion materials ✓ Media and PR campaign in place ✓ Organise series of media (TV and radio) appearances ✓ Draft Media Advisories (MAs) and Press Releases (PRs) ✓ Coordinate communication/media activities ✓ Work with journalistic and media community	Project Communication and Media Plan developed Accessible e-Communication document for marginalized groups created and publicly available Promotion materials developed and made accessible Media and PR campaigns developed Series of media (TV and radio) appearances organized Number of MAs and PRs

Project “BuildUp4SIAPinBiH” deliverables:

- 10 TV shows
- 10 radio shows
- 2 winning inclusion stories
- 3 promotional events
- Media and PR campaigns: production of TV clip (duration up to 20 sec) broadcasted in period of 30 days, once per day on the public broadcasters
- Internet campaign: production of a web banner containing generic visibility in all three BiH constituent languages and placement in period of 30 days in most visited web portals
- Promotion campaign of all project's actions social networks
- Design of Facebook page and Twitter account named after the Action
- Placement of content on social networks continuously on all Action activities
- Placement of social media banners and texts
- Boosting of content on social media
- Promotion of media material (including Theatre Play video) through YouTube channel
- 1 project conference

Project “#BuildUp4SIAPinBiH” print campaign deliverables:

- Placement of two winning stories on overcoming-disability-to-succeed in three most read daily newspapers.
- Create an accessible e-Communication Document for marginalized groups
- Prepare and develop Project's promotion materials

PR campaign deliverables:

- Minimum of 10 media advisories
- 10 Press Releases
- 2 Press Conferences
- 10 TV programs arranged
- 10 radio programs arranged
- 20 articles for web and newspapers
- as well as extensive media coverage of the event and consequent editorial portals and newspapers will be produced

Project “#BuildUp4SIAPinBiH” production deliverables:

- 1 TV clip, 20 seconds on generic role of KOMA in changing inclusion policies

- Production of PR articles for Internet (including winning articles on social inclusion and info on project activities as well as policy papers highlights)
- Production of PR articles for newspaper on Action's advocacy results
- Production of internet banners (generic ones)

Project “#BuildUp4SIAPinBiH” media placement deliverables:

- 90 broadcasts of TV clip on public broadcasters
- 9 placements of web banners on 9 portals
- 9 placements of winning stories on overcoming-disability-to-succeed and presenting diverse ways that are living inclusion on 9 portals
- 10 placements of articles in daily newspapers on project activities
- 10 TV and radio appearances and programmes on highlights
- Continues administration of social media
- Continues promotion on social networks of Action's activities
- Promotion of video material and TV spots on You Tube channel
- Continues activities on PR promotion of all Action's activities
- Distribution of MAs and PRs covering conferences, trainings, theatre play, etc.
- Media coverage of project's Final Conference: Press release, media advisory and promotion on TV and social networks.

More specifically, the PR Agency will be engaged in drafting/disseminating advanced media content and ensuring a broad media coverage within the following activities:

- Providing suggestions and advice regarding the quality of the published texts, content sharing via social networks;
- Media coverage of training sessions/workshops for KOMAs members
- Follow up on the execution of the detailed Communication Plan
- Supervision of the creation of scenarios for the events planned on the project such as: Final conference to present the project's achievements and lessons learned;
- Participation in preparing a promotional campaign of the project
- Providing technical and consultative assistance in inviting the media to attend public events of the project
- Informing citizens about EU reforms in BiH through various media in order to promote aspects of EU reforms in the area of social inclusion
- Preparing a proposal of a Communication plan (PR Plan). Revision of the PR plan every half year of the Project “BuildUp4SIAPinBiH” duration and development of a more precise plan for the each subsequent year.

I Value of the call for proposals, reporting and payment

The value of the bid must not exceed 95.800,00 EUR equivalent of 187.368,51 BAM. The Contractor will be in the regular correspondence with the Contracting Authority. The reporting in the form of Project deliverables referred to above (under point H) must be submitted to the Contracting Authority. Also, the Contracting Authority will inform the Contractor on any changes in the Project, or relevant legal base and legal and procedural documents that may affect the work of the Contractor, as soon as the Contracting Authority comes into possession of these information. The correspondence will be done via e-mail in English language. The payments will be done in instalments upon completion of all contracted tasks in line with the PR Plan during the duration of the “#BuildUp4SIAPinBiH” Project and after the confirmation of the Project Manager that all mentioned segments of the service have been delivered successfully. This ToR forms an integral part of the contract.

J. COPYRIGHTS

The content of information received during the employment 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.

K: QUALIFICATIONS OF THE PR AGENCY

General professional experience:

- At least 10 years of experience in public relations;

Specific professional experience:

- Proven experience in development and execution of Communication and PR plans;
- Proven experience in content development for the mainstream and online media;
- Proven experience in organisation of press events and opportunities;
- Proven experience in organisation of media campaigns;
- Proven experience in supervision of media placement, audio and video production;
- Knowledge of the Bosnia and Herzegovina political scene, socio-economic scene, media and civil society organisations;
- Proven experience in work with marginalized groups
- Communication on EU assistance may be an asset

L: Method of submission and deadline

All interested applicants must submit the following documents no later than 7th of January 2019 by 5 p.m.

➤ PR Agency references

- A list of references and experience verifying the qualifications listed under the point "K" of the Call for proposals.

➤ Technical bid

- Methodology (document which contains brief explanation on approach to conduct the work in line with expected deliverables under the point "H").

➤ Financial bid

- PR Agency should offer and include the price for all assignments listed under the point "H" of this Call for proposals. Financial bid must be in line with the point "H" of the Call for proposals noting that all assignments listed under the point "H" of the Call for proposals are taken into account.

M. Evaluation criteria

The award of the contract should be made to those whose offer has been evaluated and determined as having received the highest score specific to the solicitation.

* Technical Criteria weight - 60%

* Financial Criteria weight - 40%

The bid (combined technical and financial) is to be submitted by e-mail to sif@sif.ba no later than 7th of January 2019 by 5 p.m.