

## **TERMS OF REFERENCE**

**For integrated Communication and raising awareness services**

for the period 2024 – 2027 (in total 18 months)

Reference number: EU-IPA-02-24

**Title of the Project:** Regional project: “Stronger Voices for Better Choices – Youth Hub for WB&T” **implemented by** Ana and Vlade Divac Foundation – Serbia (lead implementer), Beyond Barriers Association - Albania, Institute for Youth Development KULT – Bosnia and Herzegovina, NGO Prima – Montenegro, Democracy for Development - Kosovo, Youth Alliance Kruševo – North Macedonia and Community Volunteers Foundation (TOG) - Turkiye)

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# 1. BACKGROUND INFORMATION

## **Context:**

According to Eurostat, the total youth population in the WB6 is over 3,6 million (21.27% of the total population), while the youth population in Türkiye is 12 million (15.2% of the total population). Countries covered by the Project are struggling with the EU approximation process, fragile democratic institutions, human rights violations, media freedom and pluralism, and a huge (particularly youth) emigration to EU and other countries. Although young people constitute such a huge % of population and are crucial for the future of the WB&T region, their participation in the above listed developments, and consequently the influence in the transition societies remains sideways and inadequate. In some areas and countries, youth support system is partially working, but tends to benefit youth that are already active or/and engaged, leaving majority of young people left behind the opportunities, information, knowledge and skills, particularly young women and marginalised youth. These young people face a unique challenges and barriers, including a lack of quality jobs, inadequate education opportunities, a high risk of poverty, and exclusions with the absence of political representatives who would advocate on their behalf. [2022 Youth Participation Index](#) (YPI) published by the Youth Hub for WB&T – YHWBT (Project partners), highlights persistent youth underrepresentation in political life (particularly women), exclusion from employment and education, and a high risk of poverty. Index provided gender data/analyses for several indicators, showing that significant gender gaps in all countries, particular when it comes to labour activity, NEET rates, and in women entrepreneurship. Although all countries have made progress in youth policy framework, adoption of relevant strategies and action plans, main weaknesses remain (from wider political issues to data collection, evaluation and monitoring) in developing of the functional youth-focus systems that would advance well-being of young people in the region. In line with the stated, the Council of Europe 2022 statement on protecting civil society and young people highlighted the “the importance of the genuine and meaningful participation of young people in democratic life, in particular through youth civil society, for building more democratic, peaceful and inclusive societies.”

## **About the Network:**

Youth Hub for Western Balkan and Türkiye, initially founded in 2016, is a network of currently 68 youth and for youth organizations from Western Balkan and Turkey whose objective is to ensure greater involvement of young people in Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia and Türkiye. Network collects data on youth position, monitor and follow the involvement of youth in all countries. It supports youth policy changes to achieve higher participation of young people in political, economic and social life in each country.

## **About Ana and Vlade Divac Foundation:**

The Ana and Vlade Divac Foundation was established in 2008, as an independent and non-profit organization. The foundation was established by Ana and Vlade Divac, as a continuation of their twenty years of humanitarian work, which began in the United States within the Humanitarian Organization Divac (HOD).

Our vision is a society in which citizens take responsibility and understand the power of unity in addressing personal and societal problems. To build such a society, we work every day on securing quality life to vulnerable groups and their integration into a local and wider community by strengthening equality, solidarity and tolerance. All the activities of the Ana and Vlade Divac Foundation promote values for building a philanthropic society: solidarity, respect for diverse, tolerance, responsibility, integrity, lifelong learning and skills development.

Divac Foundation works within four strategic areas:

1. Humanitarian Aid and Emergency Relief
2. Economic Empowerment and Employment
3. Democracy and Support to Local Communities
4. Development of Philanthropy.

Mission Statement of Foundation is securing quality life to vulnerable groups and their integration into a local and wider community by strengthening equality, solidarity and tolerance in society; the Foundation is developing philanthropy as the basis of solidarity and the spirit of unity in society.

## About the project:

The overall objective of “Stronger Voices for Better Choices – Youth Hub for WB&T” is to increase civic participation, reconciliation and regional exchange in the Western Balkans and Türkiye (WB&T) while contributing to the EU approximation process. This Project is grounded in the hypothesis that civic participation and active citizenship, particularly those involving youth is essential for sustainable reform processes in any society, and it is particularly relevant for the context of EU integration of the region. Civil society organisations (CSOs) in the region remain as key actors in these processes that ensures citizens participation, policy debate, sustainability of the necessary changes, and overseeing and monitoring of the reform process. With adequate capacities and networking, CSOs can mobilise citizens, and contribute to addressing the burring issues and problems brought by the transition. One such problem is the **youth inclusion** in societal changes and transformation– political, economic and social. The Project is supported by the European Commission, as part of its efforts towards continuous upgrading of relationship of public authorities with the youth. The gender equality as one of the key elements of the Project.

Specific objectives:

*SO1:* To provide evidence-based advocacy for improved policymaking and reform process implementation,

*SO2:* To increase capacities and regional collaboration of CSOs to influence decision-making and societal debate, particularly on young women and men, via Youth Hub for WB&T Network (YHWBT)

*SO3:* To increase engagement, visibility and influence of CSOs in raising public awareness, mobilizing citizens and promoting broadest civic participation.

## 2. OBJECTIVE, PURPOSE AND RESULTS EXPECTED

### 2.1. Overall objective

The aim of the call is to engage Contractor to develop and implement the communication strategy to support the realization of all three specific goals of the Project, with following Project results expected:

- YHWBT network is relevant partner within the youth policy framework
- Policy recommendations are well received by the authorities
- Benefits of CSOs involvement in process of support youth (with focus on those coming from marginalized groups) recognized by the authorities in the targeted countries
- Raised awareness of the youth and general public about the position of young people from vulnerable groups in all targeted countries

## 3. SCOPE OF THE WORK

### 3.1. General

The main Project activities include:

1) **Advocacy:** 3 regional annual research as a policy baseline -annual Youth Participation Index (further YPI) monitoring reports - 7 countries); creation of 21 evidence-based policy recommendations on key country specific issues with gender perspective highlighted, that will be followed by **policy consultative debates to involve at least 300 stakeholders** in all countries over course of the Project.

2) **Financial support to third parties call (FSTP) and Capacity Building (CB):** FSTP Lot 1 provided for current YHWBT members (30 in total) and Lot 2 for new YHWBT members (20 in total); CB online modules (whole network, and issue-focused) and in person (country based); sub-granting and mentoring (provided by project partners) for FSTP.

3) **Awareness raising:** 21 public events (with CSOs, public institutions, national and regional decision makers, media and young people, 50 participants at each event, ones per year per country, with at least 60% of women participants'/decision makers actively involved in the events) to promote and advocate for youth participation on national and regional level; **2 Regional Events (Policy Forum and Final conference) gathering at least 180 CSOs, stakeholders, and media** for improved networking and partnership building including representatives of the participating countries' state institutions, CSOs' (network members), representatives of other regional CSOs' networks, representatives of EU and regional stakeholders, such as RYCO and RCC, UN agencies and others; joint thematic annual online **Youth Participation Week** in form of a wide campaign implemented simultaneously across the region with aim to reach young people across the region and advance their awareness on the power of participation and role in the future of the region; media campaign that will include both **traditional media** (electronic and print media and their online editions) **and social media campaigns** (Facebook, Instagram, X etc. and the [network](#) website) that will reach **2 million WB6&T citizens** ( out of them, **at least 1 million young women and men**) to raise awareness on youth participation and gender equality issues by **at least 150 online and offline media outlets; at least 50% of online and offline public outreach outputs will be designed to reach and promote young women political, economic and social participation in the future of the region.**

### 3.2. Specific Activities of the Contractor

To develop a project Communication Strategy (formulation of goals, messages, target audiences, communication methods and channels, media activities, etc.)

To create annual action plans that will be monitored on a monthly basis by Project manager and PR team of the Ana and Vlade Divac Foundation.

To design project materials (template for PPT, letterhead, project banner, project visuals, etc.)

To design and prepare for printing promotional material for the 2 regional and 3 annual national events (including, but not limited to registration lists, visuals, social media graphics).

To provide PR support in the organisation of 3 annual national public events (in Serbia), in cooperation with PR team of Ana and Vlade Divac Foundation - identify the space/venue, prepare branding, contact the media, prepare the press release, distribute the press release, create a media report, and other related activities.

To ensure production of high quality photographs from 3 national public events (in Serbia), help make a selection and prepare captions.

To design three online editions of annual regional Youth Participation Index (YPI) including printed summaries of the key findings in English and in Serbian (translation provided by project partners).

Proofreading of the texts of YPI is required for both languages (Serbian and English). Contractor is expected to engage professional proof readers.

To design and assist in preparation of concepts of up to 30 visuals and infographics in total, based on selected YPI findings which will be delivered to the partners in Serbian and English.

To prepare localized versions of all visuals and infographics based on YPI findings for project partners from Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia and Turkiye (translation in local languages will be provided by project partners). Project partners will post content on their social networks independently, while the Contractor should provide guidelines for higher social media reach.

To design 21 policy papers (briefs) received from project partners in English and in local languages of project partners from Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia and Turkiye.

To ensure proof reading of 21 policy papers (briefs) in English only (translation will be provided by project partners).

To design and assist in creation of the concept for joint regional thematic annual online Youth Participation Week campaigns (3 in total). The campaigns will be based on the main conclusions of the Youth Participation Index (YPI).

To provide PR support in the wide promotion of the main results of YPI in the printed media and their online editions, electronic media and social media).

To monitor social media analytics and prepare reports.

To prepare annual media reports on project reach in English, based on media clipping and social media analytics. (media clipping and the format of the report may be provided by Ana and Vlade Divac Foundation)

To regularly manage and update project website <https://youthwbt.eu/> based on information received from project partners and in coordination with Ana and Vlade Divac Foundation.

**Important note: For all outputs agreed, the agency ensures that all donor branding rules are respected, which will be delivered to the agency from the Ana and Vlade Divac Foundation in a timely manner.**

### **3.3. Geographical area to be covered**

Geographical area covered by the Project

### **3.4. Targeted audience covered by the Project**

- Young women and men in the region, particularly those from vulnerable groups of young people, such as NEET<sup>1</sup>, youth with disabilities, Roma, rural women, and other marginalised youth (key target group);
- Youth and for youth CSOs from the region (with special emphases on small and grass root);
- EU youth networks;
- Local and national stakeholders, including central government ministries, statistical offices local governments, youth departments, public policy secretariats, ministries in charge of youth, EU integration and human rights, national ombudsmen, gender policy bodies and other relevant stakeholders
- Local, national and regional media
- Companies, entrepreneurs, microbusinesses
- International organizations
- General population to get informed and support positive attitude towards civic engagements of youth

### **3.5. Responsible body**

Contractor will directly report to Project manager and PR team of Ana and Vlade Divac Foundation

### **3.6. Management structure**

The 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, Beyond Barriers in Albania, Youth Alliance Krusevo in North Macedonia, KULT in Bosnia and Herzegovina, Democracy for Development from Kosovo and TOG in Turkiye).

## **4. LOGISTICS AND TIMING**

### **4.1. Location**

Republic of Serbia. The Contractor will work on the territory of Serbia and provide remote PR support to the project partners according to requirements from Section 3.2. (Specific activities of the Contractor)

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<sup>1</sup> Not in Education, Employment, or Training

## **4.2. Start date and period of implementation**

The period of implementation of the contract will be 18 months in total, within the intended start date of 24 January 2025 till 14 November 2027. The detailed and precise deliverable deadlines will be identified within the mutual contract and activity plan.

## **5. REQUIREMENTS**

### **5.1. Contractor must fulfil the following requirements:**

#### **Work experience:**

- Minimum 5 years of relevant professional experience of key experts engaged on this task, preferably in developing and implementation of communication strategies and campaigns for CSOs.
- Previous experience in developing and implementing communication campaign for youth inclusion would be considered as an asset.
- Beside PR services, Contractor should provide professional services of design, proof reading and photography.

#### **Knowledge, Skills and Competencies:**

- Understanding the key target audience and the specific needs, interests and challenges faced by young people, including aspects such as education, employment, mental health, and social inclusion.
- Knowledge of current social and cultural trends among youth that will help shape a relevant message.
- Experience and proven skills in creative writing and storytelling.
- Multimedia skills: in addition to traditional text formats, the ability to create visual and video content adapted to platforms such as Instagram, TikTok, YouTube and other digital networks.
- Knowledge of digital channels and platforms.
- Analytics and Impact Tracking - track campaign and other online activities' success using data analytics tools (e.g. Google Analytics, Facebook Insights) to track reach and engagement.
- Strategy development and goal setting - the Contractor should be able to develop a clear communication strategy that includes goals, messages, target groups, methods and channels, media mix, etc.



- Creating messages that initiate change - effectively crafting messages that encourage action and behavior change, whether it's supporting social justice, breaking down prejudice or promoting equal opportunities.
- Understanding social and cultural differences - the campaign and promotional activities should be inclusive for all young people, regardless of their socio-economic status, ethnicity, sexual orientation, or disability. The Contractor should have expertise in understanding and creating messages that are not based on stereotypes and that promote understanding and respect.
- Planning and time management - effective management of resources, budget, deadlines and teams so that the campaign and other agreed activities are realized in accordance with the planned goals and within the resources.
- Evaluation and adjustments - the ability to continuously evaluate and adjust the campaign and other promotional activities depending on reactions and feedback, in order to be even more effective.
- Demonstrates integrity by modelling ethical standards.
- Ability to deliver when working under pressure and within changing circumstances.

**Language:**

- Fluency in English and Serbian language of all key experts engaged

## 5.2. Application Procedure:

Qualified and interested candidates are asked to submit their applications by post or in person to the following address:

**Fondacija “Ana i Vlade Divac”**

**Ilije Garašanina 53a/7**

**11000 Beograd**

Beside Annexes B, C, D and E (can be found on Foundation website), Application needs to contain:

A brief methodology on the approach to the work and how it will be conducted ( max. 500 words)

Updated Curriculum Vitae of Contractor and key experts (PDF format)

Application form with e-mail contacts of three referees

A Portfolio (proven record) of similar activities successfully undertaken by Contractor and key experts in the past three years with main achievements elaborated

The subject of the email should be: YHWBT PR services \_candidate's name.

The applicant must include a financial offer together with all other requested documents, taking into consideration the objectives of the assignment, the tasks to be performed and deliverables requested. Please note that the financial offer must include all costs with the maximum limit of:

Up to EUR 32.400 (total sum exempted from VAT) – 10.800 EUR per year (sum exempted from VAT). Dynamic of the payment will be agreed within mutual contract.

The bidder can be a single legal entity or a group of entities, one of which is the holder of the offer, registered in Republic of Serbia.

The contract will be awarded to the tender offering best price / quality ratio in accordance with the principles of transparency and fair competition and taking care to avoid any conflict of interest. using the best value for money principle. The best value for money is established by weighing technical quality against price on an 80/20 basis.

## 6. REPORT

### 6.1. Reporting requirements

Name of report	Content	Time of submission
Monthly report	Short description of achievements regarding PR	Until the 15 <sup>th</sup> of the following

	activities	month for the previous month
Yearly report (including annual media report)	Short description of achievements regarding PR activities	No later than 30 <sup>th</sup> of November each year

## 6.2. Submission & approval of reports

Electronic version 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.

## 7. MONITORING AND EVALUATION

After the submission of the yearly report, an evaluation meeting will be held with the Project manager, and PR team of Ana and Vlade Divac Foundation. PR team of Ana and Vlade Divac Foundation will be in charge of regular monitoring on monthly basis.