

Procurement Notice

Assignment name: Expert in Communications and Public Relations

Reference Number: 17014, 17015, 17016, 17027 and 17043

Section 1. Introductory Information

1.1 Background information on the Regional School of Public Administration (ReSPA)

The Regional School of Public Administration (ReSPA) is the inter-governmental organization for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans. ReSPA Members are Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia, while Kosovo*¹ is a beneficiary. ReSPA's purpose is to help governments in the region develop better public administration, public services and overall governance systems for their citizens and businesses, and prepare them for membership in the European Union (EU). The European Commission (EC) provides directly managed funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process.

The new EC grant supports the main objective of ReSPA work in 2016-2017: Improving regional cooperation in the field of PAR and EU integration and strengthening administrative capacities in the beneficiaries. This objective will be achieved through the following three pillars of ReSPA Programme of Work for 2016- 2017:

- (1) European Integration Pillar: Increased capacity of public administration in the ReSPA Members necessary for successful conducting of the European Integration process;
- (2) Public Administration Reform Pillar: Facilitated and enhanced cooperation and exchange of experience in Public Administration Reform and European Integration activities in ReSPA Members;
- (3) Governance for Growth Pillar: Ensured effective coordination of the implementation of the Governance for Growth pillar of the SEE 2020 Strategy.

ReSPA is implementing its activities through the Secretariat which is consisting of 15 staff members from the Western Balkan region. The Secretariat is located in Danilovgrad, Montenegro.

1.2 ReSPA now seeks to engage one expert to provide support in activities in area of Communications and Public Relations.

1.3 Expected deliverables of the assignment are: as per Terms of Reference.

1.4 Tentative timeframe: the assignment is expected to be performed during period April - October 2017.

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

1.5 NOTE: Any individual employed by a company or institution who would like to submit an offer in response to this Procurement Notice must do so in their individual capacity, even if they expect their employers to sign a contract with ReSPA. In such case the applicant shall notify ReSPA in the application which institution is his/her employer.

Section 2. Preparation of CVs and supporting documentation

2.1 Language of application:

The CVs and supporting documentation shall be prepared in English.

2.2 The CVs should provide information on the qualifications and competencies of the applicant, her/his general track record and previous specific experience in similar assignments, as required by the Terms of Reference. The applicants should particularly state in their CVs:

- Length of professional experience in providing expert's assistance in the area of communication and public relations

2.3 The required qualifications, experience and skills: as per Terms of Reference

Section 3. Submission of CVs and supporting documentation

3.1 The interested candidates are invited to submit a proposal consisting of the following documentation:

- Proposal: explaining their experience related to the analysis subject and how they intend to respond to the assignment;
- Personal CV including past experience in similar activities and particularly issues referred to under point 2.2 of this Procurement Notice;
- At least three contacts for references (name and position of referee, email address and phone number) which may be contacted by ReSPA. (NOTE: There is no need to submit reference letters; ReSPA will directly contact the referees).

3.2 The required documentation should be submitted in electronic format by e-mail to the following address: procurement@respaweb.eu by 14 April 2017 before Midnight. Late submissions will not be considered for evaluation. **The application should contain in the e-mail title the following reference number 17014, 17015, 17016, 17027 and 17043.**

Public servants from ReSPA Members and Kosovo* are not eligible to apply.

Section 4. Evaluation of offers

4.1 The offer will be evaluated against the required qualifications, experience, skills and competencies as defined in the Terms of Reference.

4.2 The applicant securing the highest final ranking will be invited to submit a financial proposal (the financial proposal shall specify a total sum amount in EURO for expert's daily fee) and

negotiate the contract. If negotiations are successful, the selected candidate will be awarded the contract. Should the negotiations fail; the next ranked candidate will be invited to negotiations.

Section 5. Final Considerations

5.1 The payment will be done in one installment, following the submission and approval of the deliverables.

5.2 The following document is attached to this Procurement Notice: Terms of Reference

5.3 ReSPA reserves the right to cancel this procurement procedure at any moment without any compensation to the applicants. The cost of preparing a proposal and of negotiating a contract, including any related travel, cannot be reimbursed by ReSPA under any circumstances nor can ReSPA be held liable for it, regardless the outcome of the procurement procedure.

5.4 Should you need any further clarifications with respect to this procurement notice, please contact: Mr. Goran Pastrovic, Programme Manager via e-mail: g.pastrovic@respaweb.eu. Any request for clarification must be sent by standard electronic communication to the above e-mail address.

TERMS OF REFERENCE

Expert in Communications and Public Relations

Introduction

The Regional School of Public Administration (ReSPA) is the inter-governmental organization for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans. ReSPA Members are Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia, while Kosovo^{*2} is a beneficiary. ReSPA's purpose is to help governments in the Western Balkan region develop better public administration, public services and overall governance systems for their citizens and businesses, and prepare them for membership in the European Union (EU). Since its inception, ReSPA has contributed to the development of human resources and administrative capacities through training programmes and innovative cooperation mechanisms such as the exchange of good practices, peer reviews and development of know-how.

European Commission (EC) provides directly managed funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process. The current EC grant supports the main objective of ReSPA work in 2016-2017: Improving regional cooperation in the field of PAR and EU integration, and strengthening administrative capacities in the beneficiaries. This objective is being achieved through the following three pillars of ReSPA Programme of Work for 2016-2017:

- (1) European Integration Pillar: Increased capacity of public administration in the ReSPA Members necessary for successful conducting of the European Integration process;
- (2) Public Administration Reform Pillar: Facilitated and enhanced cooperation and exchange of experience in Public Administration Reform and European Integration activities in ReSPA Members;
- (3) Governance for Growth Pillar: Ensured effective coordination of the implementation of the Governance for Growth pillar of the SEE 2020 Strategy.

ReSPA has identified a need for expert support for preparation and organisation of networking events. In particular, this is related to regional high-level conferences. ReSPA is therefore seeking for an expert in communications and public relations from Western Balkans' or from an EU country.

² * This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

Description of the Assignment

Based on the recommendations from relevant ReSPA working groups' meetings, it was decided to organize several high-level events during 2017. In May 2017, the conference on Service Delivery in Public Administration will be organized in Albania. On the 2nd June 2017, Conference devoted to Sector Budget support will be organized also in Albania. After that, the Open Data Conference in Brussels will be held on 14 June 2017, and it will be followed by the ReSPA Open Day to be held on 15 June 2017. (The conclusions from these three events, will feed into the programme of the 10th ReSPA Annual Conference entitled *Innovation for Improving Quality of Public Services* that will be organized on 12-13 October 2017.

By means of these Terms of Reference (ToR), and in accordance with the events' detailed agenda, ReSPA requires expert assistance in the area of communications and public relations, an expert who can support and implement the communications' and media strategy adjusted for all planned activities. High quality information and other materials, and well planned public events that we expect to attain from the incumbent during this assignment, should enhance ReSPA's position as a strong development agent in the Western Balkans Region.

Tasks and Responsibilities

The Expert shall work closely with ReSPA in performing the tasks foreseen with this document and as elaborated above. Moreover, the Expert shall perform the following tasks and responsibilities:

APRIL 2017

- 1) Meeting with ReSPA Secretariat at the beginning of the assignment (exact date in April 2017 and place to be confirmed)
- 2) Propose a plan and guidelines (concrete steps) on how to reach relevant media for each of the envisaged events that would include media plan and related media materials (media advisory, press releases, etc.);
- 3) Prepare an estimate of all technical and administrative requirements for media events (e.g. technical equipment for media conference, etc.); (1 day)

Number of days for 1), 2) and 3): 4 days (1 day for the meeting, 2 ½ days for plan and guidelines design and 0.5 day for the estimation of all technical and administrative requirements)

MAY 2017

- 4) Support activities on 18 - 19 May 2017 in Tirana, Albania devoted to the Conference focusing on service delivery, related follow up. In addition, task will include implementation of preparatory activities one day prior to the events. The support will be composed of:
- ✓ Update and upgrade of communication and media plan for particular event which will include also the list of related target audiences
 - ✓ Design of all press documents
 - ✓ Communication with media (local, regional, international) before, during and after the event
 - ✓ Communicates with the PR of the related ministry in Albania (to be initiated by ReSPA)
 - ✓ Communicates closely with social media experts
 - ✓ Designs reports with the suggestion for the improvement and the follow up

Number of days for 4): 4 (1 ½ days for preparation, 2 days for implementation and 0.5 day for reporting)

JUNE 2017

- 5) Support activities on Budget Support, which will be realized in the cooperation with GIZ and Albanian Ministry of European Integration on 02 June 2017 in Tirana, Albania.
- ✓ Design of all press documents
 - ✓ Communication with media (local, regional, international) before, during and after the event
- Number of days for 5): 4 days (1 ½ days for preparation, 2 days for implementation and 0.5 day for reporting)*
- 6) Support activities on 14-15 June 2017 in Brussels, Belgium i.e. High Level Open Data Conference (14 June) and ReSPA Open day (15 June) and related follow up and Implement preparatory activities one day prior to the events
- ✓ Prepare event communication plan
 - ✓ Design of all press documents
 - ✓ Communication with media (local, regional, international) before, during and after the event
 - ✓ Communicate with related stakeholders in Brussels
 - ✓ Communicates closely with social media experts

Number of days for 6): 5 days (1 days for preparation and 1 days for implementation and 0.5 for reporting per each event).

OCTOBER 2017

7) Support activities on 12-13 October 2017 at RESPA, Montenegro during the conference and related follow up and Implement preparatory activities one day prior to the events

- ✓ Prepare event communication and media plan
- ✓ Design of all press documents
- ✓ Communication with media (local, regional, international) before, during and after the event
- ✓ Communicates closely with social media experts

Number of days for 7): 6 days (3 for preparation and 2 for implementation and 1 day for reporting)

Liaise directly with responsible ReSPA Programme Manager and take into consideration the instructions received beforehand.

Total number of days is 23

Necessary Qualifications

The Expert shall possess the following qualifications:

Educational background:

- University degree in communications/ public relations, social sciences or related field;

General professional experience:

- Minimum 7 years of experience in dealing with communications related to policy, strategy, and advocacy dissemination in a development context within the Western Balkans region;

Specific professional experience:

- Substantial experience in writing, editing and proofreading briefs, media reports, action plans, strategies, analytical pieces, feature stories etc.;

Skills:

- Team work;
- Outstanding communication skills;
- Excellent written and oral communication skills in English and in at least one of the local languages spoken in Western Balkans, while the fluency in Albanian will be considered as advantage;
- Ability to write clear and coherent guidance documents;

Timing and Location

ReSPA will provide overall technical and logistical support for participation of the Expert in the ReSPA activities. ReSPA reserves the right to change the timing and location of the activity and will timely inform the expert.

- 1) The first meeting which will ensure continuity and sequencing of ReSPA activities will be organized at ReSPA or at other place (the exact date in April 2017, and place of the meeting to be defined);
- 2) Service Delivery Conference in Albania on 18-19 May 2017;
- 3) Support activities on Budget Support on 02 June 2017 in Tirana, Albania
- 4) Open Data Conference in Brussels, Belgium that shall be organized on 14 June 2017
- 5) ReSPA Open Day in Brussels to be organized on 15 June 2017,
- 6) 10th ReSPA Annual Conference will be organized in Montenegro on 12-13 October 2017.

| Activity | Location | April | May | June | July | Aug. | Sept. | Oct. |
|---|-----------|-------|-------|------|------|------|-------|-------|
| 1) Setting up draft plan guidelines and technical requirements and meeting with ReSPA | tbc | | tbc | | | | | |
| 2) Service Delivery Conference | Tirana | | 18-19 | | | | | |
| 3) Activities on Budget Support | Tirana | | | 02 | | | | |
| 4) Open Data Conference and | Brussels | | | 14 | | | | |
| 5) ReSPA Open day in Brussels | Brussels | | | 15 | | | | |
| 6) 10 th ReSPA Annual Conference | Podgorica | | | | | | | 12-13 |

Remunerations

The Expert shall submit the methodology and financial offer (expected gross fee per day). The payment will be done in three instalments, following the submission of the reports.

| Type of service | Topic | Maximum number of working days |
|-----------------|---|--------------------------------|
| Activities | Preparatory activities and meeting at ReSPA | 4 |
| | Service Delivery Conference | 4 |
| | Conference on Budget Support | 4 |
| | Open Data Conference in Brussels | 2.5 |
| | ReSPA Open Day in Brussels | 2.5 |
| | 10 th ReSPA Annual Conference | 6 |
| | | 23 |

Payment will be conducted in three instalments³:

1. First installment on conducting the first two activities: (1) submitted plan of actions and meeting with ReSPA and 2) Service Delivery Conference in Tirana and
2. Second installment on conducting of 3) Activities on Budget Support, 4) Open Data Conference in Brussels and 5) ReSPA Open Day in Brussels;
3. Third - final installment on conducting: 6) 10th ReSPA Annual Conference in Podgorica, Montenegro.

In case of organization of the event out of ReSPA Campus, ReSPA will provide per-diem related to the assignment in line with the EC per diem rates for the specific country where the event will take place. ReSPA will also reimburse the international round trip travel for the Expert in relation to the event.

Reporting and Final Documentation

The Expert will be requested to deliver the following documents:

- Three reports, submitted;
- The submission of the following:
 - *Timesheets* (original and signed);
 - *Invoices* (original and signed);
 - *Boarding passes* (original).

Should be in accordance with the above stated deadlines for the reports submission

Ms. Marija Orovic, ReSPA Programme Assistant
Regional School of Public Administration - ReSPA
Branelovica, P.O.Box 31, 81410 Danilovgrad, Montenegro
m.orovic@respaweb.eu

³ Separate reports will be designed for all related events