

# Terms of Reference

## Request for Services

### ***Senior Expert in Communications and Awareness Raising***

#### ***(Caravan Workshops for digital education, Montenegro)***

### **1. Background**

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\*<sup>1</sup> 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 for the membership of the European Union.

ReSPA establishes close co-operation with ministers, senior public servants and heads of function in Member countries. ReSPA also works in partnership with the European Union, specifically Directorate General for Neighbourhood and Enlargement Negotiations (DG NEAR), other regional players such as OECD/SIGMA and Regional Cooperation Council (RCC), as well as agencies and civil society organizations. Since its inception, ReSPA, as an international organisation and a key regional endeavour in Public Administration Reform, has contributed to capacity-building and networking activities through in-country support mechanisms, peering and the production of regional research material.

The European Commission (EC) provides directly managed funds for the support of the ReSPA activities (research, training and networking programmes) in line with the EU accession process.

ReSPA works primarily through regional networks which operate at three levels: Ministerial, Senior Officials, and networks/working groups of experts and senior practitioners. There is Programme Committee composed of the representatives of institutions in charge of PAR, Public Financial Management (PFM) and government policy planning and the European Integration (EI) coordination process and five Working groups: (1) Centre-of-Government Institutions; 2) Better Regulation; 3) Human Resource Management and Development; 4) E-Governance; and 5) Quality Management.

The "in-country support mechanism" is ReSPA's instrument that enables ReSPA Members to apply and receive external expertise support. In the framework of the latter mentioned type of instrument, ReSPA is looking for a Senior Expert in Communications and Awareness Raising for the conceptualisation and organisation of the first edition of the Caravan Workshops for digital education in Montenegro.

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<sup>1</sup> \* 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

## 2. Description of the Assignment

Digital transformation is a necessary precondition for further development of Montenegro in all areas of public administration and society and the backbone of economic growth. The fundamental commitment of the Government of Montenegro of providing conditions for the digital transformation is reflected in adopted *Strategy of Digital Transformation 2022-2026* and Strategy for Public Administration Reform 2022-2026 (PAR Strategy) in December 2021.

The Montenegro Digital Transformation Strategy is a response of the Government of Montenegro and the Ministry of Public Administration to numerous digital challenges imposed by everyday life. The Digital Transformation Strategy of Montenegro, adopted in December 2021, is a key component of fulfilling digital ambitions, as well as a means to improve public services and user experience, strengthen digital skills of society as a whole, reduce the digital divide, but also enable digital transformation through efficient management. The Strategy applies to all parts of Montenegrin society - state administration, local government and the wider public sector, the economy, academia, the scientific community, NGOs and civil society. Challenges in the digital transformation of Montenegro are addressed through two strategic goals with the seven operational goals covering priority areas or groups of activities defined in order to achieve the desired progress. The first strategic goal focuses on improving the overall capacity for digital transformation, and the *second goal relates to strengthening the digital awareness of Montenegrin society* and the digital competitiveness of the ICT sector.

Ministry of Public Administration is strategically tasked at improving the capacities and capabilities in the public administration for the digital transformation of Montenegro, but also at increasing the digital awareness of Montenegrin society.

Raising public awareness of the importance and benefits that technology and technologically supported solutions represent is an indispensable element in the process of digital transformation. Montenegro identified the need to strengthen this element of the digital society, understanding that without the knowledge and knowledge sharing it is not possible to implement or use the solutions of a digitally transformed society.

As mentioned, the second strategic goal of Digital Transformation Strategy, recognizes the importance of awareness of both citizens and the economy of the digital developments. This goal was transmitted into three operational objectives that were further developed according to main areas of intervention with outlined activities.

Under the area “ Citizens and businesses are informed about the importance and benefits of digital transformation” there are seven activities, out of which the activity 2.1.6 describes planned activity to: “Organise caravans for digital education of citizens and business communities in the regions of Montenegro”

Ministry of Public Administrations intends to prepare the promotional materials and organise “caravan” of three workshops on the importance and benefits of digital transformation, in three regions of Montenegro (central, south and north).

Caravan will be conducted as specific interactive workshops that will promote the usage of services such as Portal of Government ([www.gov.me](http://www.gov.me)) and eGov Portal ([www.euprava.me](http://www.euprava.me)), tools for “ e Participation” and “e Petition”, new digital ID and other most important e services available for use of citizens and businesses. The workshops will be highly interactive and will include practical examples and simulations of events and situations related to use of electronic services. The digital authentication with new ID will be explained and promoted.

Accompanying promotional material for the caravan will be designed and produced including roll ups for branding the conference rooms and brochures to be disseminated at the workshops.

Ministry of Public Administration plans to periodically repeat this specific format of Caravan for awareness raising of the citizens on the benefits of using digitized services. For the conceptualisation and organisation of the first edition of the Caravan, Ministry needs the support from experienced expert who will work together with the appointed civil servants. These civil servants will be involved at every stage of experts’ work and will use the opportunity to learn about application of new communication models and techniques, design of the promotional material and organisation and implementation of the interactive workshops, enabling thus that the know-how is expanded and anchored in the Ministry.

As Ministry of Public Administration needs additional expertise and technical assistance to implement the described activity ReSPA is seeking for the **Senior Expert in Communication and Awareness Raising for conducting the Caravan Workshops on digital education in Montenegro.**

### 3.Tasks and responsibilities

In order to perform this task, the expert should organize and conduct the following activities:

1. Get familiar with the Strategy of Digital Transformation 2022-2026 (up to 1 working day),
2. Propose to the Ministry content of the Workshop model on digital education for the first Caravan edition, Agenda of the event(s), and promotional materials to be developed. Incorporate agreed adjustments (up to 3 working days)
3. Design the Roll-ups and Brochure with the relevant content (up to 3 working days)
4. Present the designed materials to Ministry and incorporate the proposed agreed adjustments (up to 1 working day)
5. Deliver three workshops for citizens and business (up to 3 working days)

The expert shall closely cooperate with the responsible officials appointed by the Ministry for this activity. The Ministry will provide the expert with all necessary information of the existing e services and will provide logistic support for travel to three locations. The Ministry will publish the promotional material upon the acceptance of the design and content. The engaged expert shall also liaise ReSPA Programme Manager in charge of the assignment and will take into consideration the instructions received beforehand.

**The assignment foresees up to eleven (11) working days** for preparations and design of the content of promotional material and Workshops, presentations in the Ministry and delivery of three workshops.

## 4. Necessary Qualifications

**Senior Expert in Communication and Awareness Raising** shall possess the following profile:

### Qualifications and skills:

- At least a BA degree in Public Administration, Communications, Law, Political Science or other related fields

### General professional experience:

- At least 7 years of experience in Public Relations, Communication and Awareness Raising Campaigns and events

### Specific professional experience:

- At least 5 years of experience in preparation of promotional materials and awareness raising events and/or in the delivery of interactive workshops
- Knowledge of digital technologies and promotion in the field of digital transformation shall be considered an asset.
- Proficient in English written and spoken
- Knowledge of Montenegrin language shall be considered an asset

### Skills:

- Excellent written and oral communication skills
- Excellent training and moderation skills
- High presentation skills
- Ability to work in team
- Proficient in Microsoft Office package
- Ability to work with people of different nationalities, religions and cultural backgrounds

## 5. Timing and Location

The assignment foresees work from home/office and on the site for meetings in Podgorica, Montenegro. The assignment will be performed, tentatively, from **mid-October to mid-December 2022**.

## 6. Remunerations

The assignment foresees **up to eleven (11) working days**.

The payment will be done in one instalment upon completion of the assignment. The final product will be subject to approval from the Ministry of Public Administration as the beneficiary institution and ReSPA before the execution of the payment.

Note: No other costs will be covered apart from the expert cost per day. The expert cost per day comprises of expert's fee per day and (if needed) a lump sum for covering related costs which include, travel, accommodation, local transport, meals and other incidentals. ReSPA and the expert/s shall agree before the signature of the Service Contract on the rate of the daily fee.

## 7. Reporting and Final Documentation

The expert will be requested to deliver the following documents before the payment is conducted:

### Outputs:

- The final proposal for the workshop model and contents.
- Presence list of attendees in the workshops.
- One final report in English on the implementation of the assignment indicating key challenges, lessons learnt and relevant recommendations for future work of ReSPA and beneficiary institution in this area.

### Documents required for payment:

- Invoice (original and signed);
- Timesheets (original and signed);
- Final report in English (see third bullet-point above), not later than 5 working days after the completion of the Assignment. The report will be subject of approval by ReSPA as contracting authority.