

# Procurement Notice

Assignment name: Social Media Expert

Reference Numbers: 17014, 17015, 17016, 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\*<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 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 Social Media Expert, to provide support in ReSPA activities indicated in Terms of Reference.

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

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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

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

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 digital/social media for moderating all user-generated content in order to boost the engagement and interaction of events participants prior, during and after the events described in Terms of Reference.

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](mailto:procurement@respaweb.eu) by **17 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 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](mailto:g.pastrovic@respaweb.eu), by 12 April 2017 (midnight), the latest. ReSPA will post the response, including an explanation of the query without identifying the source of inquiry, at its website ([www.respaweb.eu](http://www.respaweb.eu)) by 14 April 2017. Any request for clarification must be sent by standard electronic communication to the above e-mail address.

# TERMS OF REFERENCE

## *One Social Media Expert*

### 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>2</sup> is a beneficiary and observer. 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). 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.

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. So far, two EC Grant Contracts (GCs) have been implemented by ReSPA during the period 2010-2015. The new EC grant will support the main objective of ReSPA work in 2016-2017: Improving regional cooperation in the field of Public Administration Reform (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.

For purpose of preparing and realizing the events, ReSPA has identified need for external support from individual experts, speakers and contributors from regional level as well as from EU level.

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<sup>2</sup> \* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

## Description of the Assignment

Based on the recommendations from related ReSPA working groups, several high-level events will be organised in 2017. The assignment will include the following activities:

- 1) The preparation meeting with the ReSPA staff which will contribute to setting up a general plan of action (2-3 pages) ensuring continuity and sequencing of ReSPA activities;
- 2) The conference devoted to Service Delivery which will be organised in Tirana (Albania) on 18-19 May 2017 as a comprehensive component of the Public Administration Reform (PAR).
- 3) The next event will be the Open Data Conference in Brussels (Belgium) which will be held on 14 June 2017 followed by ReSPA Open day in Brussels to be realized on 15 June 2017.

Above mentioned events will have local media coverage and will be shared in the social media of RESPA and partner institutions.

- 4) 10<sup>th</sup> ReSPA Annual Conference *Innovation for improving quality of public services* will be organized on 12-13 October 2017, at which the expert's engagement will be required as well.

By means of these Terms of Reference (ToR), and in accordance with the events detailed agenda and its essential role of a discussion forum, ReSPA requires expert assistance in the area of digital/social media for moderating all user-generated content in order to boost the engagement and interaction of events participants prior, during and after the events. With a focus on user friendly mobile applications, the Digital/Social Media Expert should make a proposal highlighting how the events communication and participants' connectivity and engagement could be increased for the purpose of building a stronger collective outcome.

## Tasks and Responsibilities

The Digital/Social Media 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) Propose a draft plan and guidelines (concrete steps) on how to integrate new delivery channels and related technology to fully engage the event audience
- 2) Prepare an estimation of all technical requirements to fully engage the event audience (e.g. technical equipment for the Conference venue, accompanying online services, tools/apps needed for participants);
- 3) Meeting at ReSPA (or other place agreed with ReSPA representatives) at the beginning of the assignment (date to be confirmed)

*Number of days for 1), 2) and 3): 4 days (1 for the meeting and 3 for the documents preparation)*

## **MAY 2017**

- 4) Support activities (tasks listed in point d) on 18-19 May 2017 in Tirana, Albania during the conference and related follow up and Implement preparatory activities one day prior to each of the three foreseen events at the Conference premises

*Number of days for 4): 4 days (2 for preparation and 2 for implementation)*

## **JUNE 2017**

- 5) Support activities on 14-15 June 2017 in Brussels, Belgium during the conference and related follow up and n implement preparatory activities one day prior to each of the three foreseen events at the Conference premises. The support would be composed of the possible following tasks which should be taken into consideration:

- ✓ Hosting a dialogue between participants in line with the event programme
- ✓ Using various social media channels to accommodate participants' e.g. Twitter<sup>3</sup> live feed
- ✓ Using various video streams and chat services like e.g. Periscope, YouTube or Hangouts etc.
- ✓ Using co-creating methods and shared online documents for driving joint conclusions
- ✓ Using any other social media or application that would suit the purpose

*Number of days for 5): 5 days (1 ½ for preparation and reporting and 1 for implementation per each event)*

## **OCTOBER 2017**

- 6) 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 each of the three foreseen events at the Conference premises

*Number of days for 6): 6 days (4 for preparation and 2 for implementation)*

*Total number of days: 19 days*

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

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<sup>3</sup> Tweeted or texted, attendees' questions should be displayed real-time on the screen along with speakers' slides. Providing attendees with a means of instant feedback should help presenters know if their message is well understood and it should allow them to make instant adjustments if needed. In this way attendees will be able to share their own best practices and identify peers/colleagues who might have information they can use and/or they wish to connect with afterwards. This can also be helpful in terms of capturing notes from sessions and allowing remote followers of the e.g. Conference Twitter hashtag to participate.

## Necessary Qualifications

The Expert shall possess the following qualifications:

### Educational background:

- University degree in Journalism, Computer Science, Engineering, Social Science, Design, Marketing or in disciplines relevant for the assignment;

### General professional experience:

- Minimum 5 years of experience on preparing, designing IT/digital/social media solutions in the framework of public events

### Specific professional experience:

- Working experience on at least five (five) similar activity and/or event at a national and/or international level;

### Skills:

- Team work;
- Project development skills;
- Training skills and moderation skills;
- Excellent written and oral communication skills in English and in at least one of the local languages spoken in the ReSPA's remit;
- 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 reserve 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 organised at ReSPA or at other place (the exact date and place of the meeting to be defined);
- 2) Service Delivery Conference in Tirana will be organised in Albania on 18-19 May 2017;
- 3) Open Data Conference in Brussels, Belgium will be organized on 14 June 2017 and ReSPA Open Day in Brussels to be realized on 15 June 2017.
- 4) 10<sup>th</sup> ReSPA Annual Conference will be organized in Podgorica, 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) Open Data Conference	Brussels			14				
4) ReSPA Open day in Brussels	Brussels			15				
5) 10 <sup>th</sup> ReSPA Annual Conference	Podgorica							12-13

## Remunerations

The selected expert will submit the financial offer including methodology and unit per day. The payment will be done in three instalments, following the submission of the reports (one after each event).

Activity	Maximum number of working days
1) Setting up draft plan guidelines and technical requirements and meeting with ReSPA	4
2) Service Delivery Conference in Tirana	4
3) Open Data Conference in Brussels	2.5
4) ReSPA Open Day in Brussels	2.5
5) 10 <sup>th</sup> ReSPA Annual Conference	6
TOTAL	19

Payment will be conducted in three instalments<sup>4</sup>:

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) Open Data Conference in Brussels and 4) ReSPA Open Day in Brussels;
3. Third - final installment on conducting: 5) 10<sup>th</sup> ReSPA Annual Conference in Podgorica, Montenegro.

<sup>4</sup> Separate reports will be designed for all related events



Note: in case the event is being organised at ReSPA campus, no per-diems are to be covered during the assignment. However, ReSPA will reimburse the international round trip travel for the Expert to and from Podgorica; ReSPA will organise and cover the transfers of the Expert from Podgorica Airport to Danilovgrad and back; and arrange and cover full accommodation including all meals and refreshments.

In case of organisation of the event out of ReSPA Campus, ReSPA will provide per-diems 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 Experts to the event site and back.

## Reporting and Final Documentation

The expert will be requested to deliver the following documents:

- Four<sup>5</sup> reports, submitted two weeks upon completion of each event;
- 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

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<sup>5</sup> Five reports: Guidelines and technical requirements and reports for each of the activity 2, 3, 4 and 5.