



PROCUREMENT NOTICE FOR COMMUNICATION EXPERT

Assignment:

ReSPA seeks a communications expert who will help:

- To organize at least two ReSPA Open Days events;
- To draft an effective leaflet and a newsletter to ensure successful transmitting of ReSPA's messages to targeted audiences;
- To set up an action plan for implementation of a communications and advocacy strategy to adequately present ReSPA in relevant countries of the region;
- To create guidelines for future similar activities.

Section 1 Introductory Information

1.1 Assignment:

ReSPA envisages the need to expand visibility and broaden its spectrum/audience in the Western Balkans region. This is to be achieved, among other things, through the efficient organization of "ReSPA Open Days". The Open Days will present the past and current ReSPA's work and its plans for the future; prove ReSPA's importance in all European integration, public administration reform and good governance efforts in the Western Balkans, as well as to get feedback from the regional audiences in terms of further improvements. Audiences to be targeted: public administration (focus on stakeholders related to ReSPA's business activities); CSOs and academia representatives who actively follow/support/monitor public administration reform processes; donors (international organizations) who actively support/finance PAR activities in all WB countries; as well as media outlets, given that media (print, electronic and online) coverage represents an absolute added value in ReSPA's efforts to reverberate and multiply its messages.

High quality information and other materials, and well planned public events/visits 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.

A detailed description of the Assignment is provided in the Terms of Reference attached to this Procurement Notice. Interested qualified individuals are invited to apply for this Assignment in order to be considered through a competitive procedure.

1.2 Purpose of the Assignment:

The expected results of the desired events, promotional materials, communications action plan and guidelines should positively impact the reputation and standing of ReSPA in the region that it covers, as well as among partners, with special emphasis on the EU as the key partner.

1.2 Expected deliverable of the whole Assignment is the achievement of following results:

- Hold ReSPA Open Day 1&2 and Report on the results of ReSPA Open Days communications and advocacy-wise;
- Draft an effective leaflet and a newsletter pertaining to ReSPA's audiences;
- Draft Action plan for implementation of ReSPA Communications strategy;
- Submit collected communications and advocacy materials, photo documentation and media reports on the events;
- Submit the final version of the Guidelines for ReSPA staff for future similar activities.

1.4 Tentative timeframe: The Assignment shall be completed by 15 December 2015.

1.5 Estimated number of days: The Communication Expert is estimated to allocate 25 days to complete the tasks outlined in the attached Terms of Reference.

1.6 Budget and payment conditions: The budget for the contract will be based on a daily rate to be agreed upon with ReSPA, with a total ceiling amount of the contract.

If needed, ReSPA will organize or cover costs of the international (economy class) / in country travel, and will provide per diem accordingly to travel arrangements.

1.7 Note: Any individual employed by a company, organization or institution who would like to submit an offer in response to this Procurement Notice must do so in his/her individual capacity, even if they expect their employers to sign a contract with ReSPA. In such a case the expert shall notify ReSPA in the Application which company, organization or institution is his/her employer. **Please note that public servants from ReSPA Members and Kosovo*¹ are not eligible under this Procurement Notice.**

1.8 Request for clarification: Any request for clarification of this Procurement Notice must be sent in writing by e-mail, to the e-mail address indicated at the end of this Notice, by **14 September 2016** 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) by **16 September 2016**.

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

Section 2 Preparation of CV and supporting documentation

2.1 Language: The CV and supporting documentation shall be written in English language.

2.2 The CV should provide information on qualifications and competencies of the expert, her/his general track record and previous specific experience in similar assignments as stated in the Terms of Reference.

Section 3 Submission of CV and supporting documentation

3.1 Interested individuals are invited to submit the following documentation:

- Proposal:
 - Explaining why they consider themselves the most suitable for the Assignment
 - Providing a brief methodology, on how they will approach and conduct the Assignment
- Personal CV including past experience in similar assignments
- At least two references (contact information for referees should be provided)

3.2 The CVs and supporting documentation should be submitted in electronic format by e-mail.

3.3 The e-mail address for submission is: procurement@respaweb.eu.

3.4 Deadline: The CVs and supporting documentation must be **submitted before 24.00h (CET) on 16 September 2015**. Late submissions will not be considered for evaluation.

Section 4 Evaluation of CVs

4.1 The CVs will be evaluated against required qualifications and competencies.

4.2 The applicant with the highest final ranking will be **invited to submit a financial proposal** and negotiate the contract. If negotiations are successful the selected candidate will be awarded the contract. Should the negotiations fail; the second ranked candidate will be invited to negotiations.

4.3 The financial proposal shall specify a daily fee amount in EURO for consultancy fees. Please note that the cost of preparing a proposal and negotiating a contract, including any related travel, is not reimbursable as a direct cost of the Assignment.

Section 5 Final Considerations

5.1 The payment will be done in three instalments, following the submission and ReSPA approval of the deliverables.

5.2 The following document is attached to this Procurement Notice:

- Terms of Reference

5.3 Should you need any further clarifications with respect to this invitation, please contact, by **14 September 2016** the latest:

E-mail: procurement@respaweb.eu

Terms of Reference

Request for Services

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*¹ 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.

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 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.

By means of these Terms of Reference (ToR), ReSPA requires expert assistance in the area of communications and advocacy, due to lack of in-house relevant expertise.

Description of the Assignment

At the beginning of the realization of the new EC grant, ReSPA envisages the need to expand visibility and broaden its spectrum/audience in the Western Balkans region. This is to be achieved, among other things, through the efficient organization of "ReSPA Open Days" which

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will take place in some of the capital cities in the region covered by ReSPA. The purpose of Open Days is to present the past and current ReSPA's work and its plans for the future; to prove ReSPA's importance in all European integration, public administration reform and good governance efforts in the Western Balkans, as well as to get feedback from the regional audiences in terms of further improvements. Audiences to be targeted: public administration (focus on stakeholders related to ReSPA's business activities); CSOs and academia representatives who actively follow/support/monitor public administration reform processes; donors (international organizations) who actively support/finance PAR activities in all WB countries; as well as media outlets, given that media (print, electronic and online) coverage represents an absolute added value in ReSPA's efforts to reverberate and multiply its messages.

Due to the above, ReSPA seeks a communications expert who will help to: i) organize at least two ReSPA Open Days events; ii) draft an effective leaflet and a newsletter to ensure successful transmitting of ReSPA's messages to targeted audiences; iii) set up an action plan for implementation of a communications and advocacy strategy to adequately present ReSPA in relevant countries of the region; and iv) create guidelines for future similar activities. High quality information and other materials, and well planned public events/visits 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.

The expected results of the desired events, promotional materials, communications action plan and guidelines should positively impact the reputation and standing of ReSPA in the region that it covers, as well as among partners, with special emphasis on the EU as the key partner.

Tasks and responsibilities

The assignment will include support in communications and advocacy for at least two ReSPA Open Days events in the mentioned region, drafting of a leaflet and a newsletter, and production of the Action plan for ReSPA Communications strategy and Guidelines for ReSPA's future activities of the kind.

The incumbent should liaise directly with the ReSPA Secretariat and take into consideration the instructions received beforehand, as well as revise the inputs if needed, after receiving feedback from the ReSPA Secretariat.

Necessary Qualifications

The Communications Expert shall possess the following qualifications:

- University degree in communications/public relations, social sciences or related field;
- Minimum 8 years of experience in dealing with communications related to policy, strategy, and advocacy dissemination in a development context;

- Substantial experience in writing, editing and proofreading briefs, reports, action plans, strategies, analytical pieces, feature stories etc;
- Excellent written and oral communication skills in English and in at least one of the local languages spoken in the ReSPA's remit;
- Computer literacy;
- Ability to work in multicultural environment.

Timing and Location

The assignment should be executed from September to December 2016 and foresees work from home and travel to at least two countries within the South East Europe region. The final Guidelines will be subject of approval from the ReSPA before the payment is executed.

Note: ReSPA will reimburse the international transport costs (air ticket, economy class) and Per Diems related to this assignment. The applicable rates to the per diems must not exceed the EC current per diem rate scale.

Deliverables and Timeline

Deliverables	Timeframe
Liaise directly with the ReSPA Secretariat and receive instructions before the start of the assignment; define key advocacy messages based on ReSPA's programme areas and ongoing initiatives	20-26 September 2016
Hold ReSPA Open Day 1; to be followed by a „lessons learned“ session with involved ReSPA Team members	September/October 2016
Hold ReSPA Open Day 2; to be followed by a „lessons learned“ session with involved ReSPA Team members	October 2016
Draft an effective leaflet and a newsletter pertaining to ReSPA's audiences	End of October 2016
Draft Action plan for implementation of ReSPA Communications strategy	November 2016
Report on the results of ReSPA Open Days communications and advocacy-wise; discuss the results with involved ReSPA Team members	November 2016
Submit collected communications and advocacy materials, photo documentation and media reports on the events	Successively after each event
Submit the final version of the Guidelines for ReSPA staff for future similar activities (in English)	15 December 2016

Remunerations

The assignment foresees engagement of 25 (twenty) man days (*per five days for the preparation and execution of ReSPA Open Days in two particular countries, 6 days for development of the Action plan for Communications strategy, 4 days for preparation of leaflet and newsletter, and 5 days for development of concrete Guidelines for ReSPA staff for future similar activities*). The exact expert fee rate will be evaluated based on assessed and evaluated expert's capacities, in line with ReSPA expert selection procedure adopted by the ReSPA Governing Board.

The payment will be made in three instalments (40% upon successful realization of ReSPA Open days, 40% upon successful completion of the Action plan for Communications strategy, and 20% upon submission of the Guidelines).

Final Documentation

At the end of his/her assignment, the Communications Expert will be requested to deliver the following documents:

- Timesheets (signed originals),
- Original hand signed invoice.

The abovementioned documentation shall be delivered to the following contact person and address:

Ms. Marija Orovic
ReSPA Programme Assistant
Regional School of Public Administration - ReSPA
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Montenegro
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