

Procurement Notice

Assignment name:

PR and Communication Expert- ReSPA Newsletter and aligned events

Reference Numbers: TA

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 the area of PR and Communications.

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

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

1.4 Tentative timeframe: the assignment is expected to be performed during period June – December 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 PR and Communication.

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 **24 May 2017** before Midnight. Late submissions will not be considered for evaluation. **The application should contain in the e-mail title the following reference number TA.**

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 four installments, 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, by **17 May 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) by **19 May 2017**. Any request for clarification must be sent by standard electronic communication to the above e-mail address.

TERMS OF REFERENCE

One PR and communication Expert -ReSPA Newsletter and aligned events

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*² 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 related activities, ReSPA has identified need for external support from individual experts, speakers and contributors from regional level as well as from EU level.

² * 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, it was decided to organize several activities:

- ReSPA Newsletter
- ReSPA Open Days in the region
- NIC Secretariats Cooperation meeting

By means of these Terms of Reference (ToR), and in accordance with the planned activities, ReSPA requires expert assistance in the area of communications who will help to support and implement the communication and media strategy adjusted for all planned activities and also to produce envisaged documents such as Newsletter. 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.

Tasks and Responsibilities

The PR 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:

JUNE 2017

- 1) Meeting at ReSPA at the beginning of the assignment (date to be confirmed)
- 2) Propose a draft plan and guidelines (concrete steps) on how to reach related media for each of the envisaged events (two ReSPA Open Days and NIC Secretariats Cooperation meeting) which would include media plan and related media materials (Press release, etc.);
- 3) Prepare an estimation of all technical requirements for media events (e.g. technical equipment for the Media event venue, ReSPA social media, etc.);

Number of days for 1), 2) and 3): 3 days (1 day for the meeting and 2 for the preparation)

JUNE - DECEMBER 2017

4) Prepare at least three ReSPA newsletter in close communication with ReSPA staff

- ✓ Gathering of information
- ✓ Formulation of the related articles
- ✓ Design and text layout

Number of days for 4): 15 days (5 days per each newsletter)

5) Support realization of at least two RESPA open days in the Western Balkan region

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

Number of days for 5): 4 days (0.5 day for preparation, 1 day for implementation and 0.5 day for reporting per each ReSPA Open day)

OCTOBER 2017

6) NIC Secretariats Cooperation, Sarajevo, October 2017

- ✓ Design of all press documents
- ✓ Communication with media (local, regional, international) before, during and after the event

Number of days for 10): 4 days (1 ½ days for preparation, 2 days for implementation and 0.5 day for reporting)

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

Total number of days is 26

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;

Specific professional experience:

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

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 will be organised at ReSPA or at other place (the exact date and place of the meeting to be defined);
- 2) Prepare at least three ReSPA newsletter in close communication with ReSPA staff;
- 3) Support realization of at least two RESPA open days in the Western Balkan region;
- 4) NIC Secretariats Cooperation, Sarajevo, BiH in October 2017 (exact date to be defined)

Activity	Location	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1) Setting up draft plan guidelines and technical requirements and meeting with ReSPA	tbc							
2) Design of three ReSPA newsletter								
3) Two RESPA open days in the Western Balkan region	tbc							
4) NIC Secretariats Cooperation	Sarajevo					tbc		

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).

Type of service	Topic	Maximum number of working days
Activities	1) Preparatory activities and meeting at ReSPA	3
	2) Design of three ReSPA newsletter	15
	3) Two RESPA open days in the Western Balkan region	4
	4) NIC Secretariats Cooperation	4
TOTAL		26

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.

Payment will be conducted in four instalments³:

1. First installment on conducting the first activity: (1) submitted plan of actions and meeting with ReSPA;
2. Second installment on conducting of (2) Design of three ReSPA newsletter;
3. Third – after the activity (3) two RESPA open days in the Western Balkan region and
4. Forth – after the activity (4) NIC Secretariats Cooperation meeting.

Reporting and Final Documentation

The expert will be requested to deliver the following documents:

- Three newsletters and four⁴ reports, submitted two weeks upon completion of each task;
- 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

³ Separate reports will be designed for all related events

⁴ Report on preparatory activities, independent report for each ReSPA Open day and one report for NIC meeting;