# **Section II: Schedule of Requirements**

**eSourcing reference: RFQ/2020/15730**

**Provision of media clipping services for UNOPS progammes EU SHAI and FCCS**

**(UNOPS-RSOC-2020-S-046)**

# The requirement is divided as follows:

# LOT 1 - Media clipping services for EU SHAI project

# LOT 2 - Media clipping services for FCCS project

# 1. Terms of reference (TOR)

**I BACKGROUND**

1. **General**

The United Nations Office for Project Services (UNOPS) mission is to help people build better lives and countries achieve sustainable development. UNOPS provides project management, procurement and infrastructure services to governments, donors and UN organisations. Its services can be advisory, implementation or transactional, with the development of the national capacity always in focus.

UNOPS was the first organisation in the world that was awarded the four most prestigious accreditations in project management, including PRINCE2®, and one of five organisations in the world awarded the Gold Level from the Chartered Institute of Procurement and Supply. For its approach to project management and consistent quality UNOPS received ISO 9001 certification in 2011.

UNOPS Serbia Project Office has been a reliable partner primarily of the Government of Serbia since 2000, and later of the Governments of North Macedonia and Montenegro, in providing support for demanding socio-economic reforms and facilitating accession to the European Union.

Currently, the UNOPS Republic of Serbia Project Office (RSPO) is implementing 14 projects focussed on sustainable socio-economic development, creation of a more favourable environment for employability, business and infrastructure growth, increased security, improved education, enhanced social inclusion either via enabling durable housing solutions or providing access to health, education and jobs for the most vulnerable population. All projects have good governance and gender equality as transversal themes. UNOPS projects are contextualised within the broader Sustainable Development Goals framework and objectives.

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# LOT 1 - Media clipping services for the project ‘’EU Support for Social Housing and Active Inclusion’’ - EU SHAI

**B. Programme background**

The European Union Support to Social Housing and Active Inclusion Programme (SHAI) is designed to enhance implementation of the social inclusion policies in Serbia and provide sustainable housing solutions for the most vulnerable population. The European Union (EU) has allocated 27 million Euros through the Instrument for Pre-accession Assistance (IPA) 2018 for the implementation of the Programme for 36 months. The United Nations Office for Project Services (UNOPS) has been selected, after a call for expression of interest, as the implementing partner.

Specifically, the Programme will strengthen capacities at the national and local level for identification, programming, implementation, monitoring, and evaluation of sustainable social housing programmes and projects. It will also provide a range of housing solutions for the vulnerable beneficiaries, from the construction of multi-family residential blocks to procurement of village or prefabricated houses, and reconstruction of self-owned properties. Interventions will also include the conduct of small scale infrastructure works in sub-standard settlements that will improve living conditions for men, women, boys and girls who live there. In order to facilitate sustainability, the Programme will support the implementation of complementary social inclusion measures, which will primarily focus on employment and economic empowerment of beneficiaries.

The Programme will publish a Call for Proposals for social housing and active inclusion measures, for which all the municipalities in Serbia will be eligible. The selected municipalities will not be known before March 2021.

**II OBJECTIVES**

1. To attain an overall picture of the way in which the EU SHAI programme is presented in print, electronic and social media in Serbia.
2. To keep abreast of the social housing and social inclusion related topics and political and socio-economic developments in Serbia and in the municipalities that will be covered by the EU SHAI.

**III DESCRIPTION OF THE REQUESTED SERVICES**

* A daily review of reports in national, regional and local print and electronic media and on web portals in Serbia about the EU SHAI Programme based on the key words provided below (in Latin and Cyrillic script) which are subject to modifications throughout the service period.
* A daily review of the social media posts and discussions about the Programme, based on the key words provided below, which are subject to modifications throughout the service period.
* A daily review of the **trending news in 20 municipalities** where social housing and active inclusion projects will be implemented. The list of the municipalities will be provided upon the completion of the Programme’s Call for Proposals.
* Submission of clipped media reports and materials, as well as of the gathered/clipped social media contents, by email to at least 15 email addresses – on a daily basis or as they happen.
* Access to a database of clipped materials on the services provider’s website respectively.
* Electronic database of monthly clipping sent to the EU SHAI.
* Monthly qualitative and quantitative analysis of media clipping for the EU SHAI submitted at latest by the fifth of the following month and including:
  + Number of print and electronic media reports
  + Ratio of coverage in the national and regional/local media
  + Media coverage sentiment (positive, negative, neutral)
  + Monitoring of social media (Facebook, Instagram, Twitter, LinkedIn, YouTube) contents according to the key words provided - impressions, interactions, reach, word cloud, register of all posts)

Further details about the monthly analysis will be discussed upon commencing of the services.

Requests regarding the format of clippings:

* Print and web media clippings available in PDF, Word, Excel and Google format.
* Synopsis or transcript of reports in electronic media, including details such as the time and duration of broadcast.
* The clipping services provider must be able to ensure availability of certain electronic clippings in video and audio format if/when requested.

**IV LIST OF ELECTRONIC AND PRINT MEDIA FOR MONITORING**

The list provides the minimum number of print and electronic media which have to be monitored for the EU SHAI according to the key words provided in Section V of this document.

**A. National media**

**News agencies**

1. Beta
2. Fonet
3. Tanjug

**Print / Web media**

1. Alo!
2. Blic
3. Danas
4. Ilustrovana Politika
5. Informer
6. Kurir
7. Naše novine
8. Politika
9. Privredni pregled
10. Srpski telegraf
11. Večernje novosti
12. NIN
13. Vreme
14. Novi magazin
15. Nedeljnik
16. Nova ekonomija
17. Ekonometar

**Websites and blogs**

1. President of Serbia
2. Government of Serbia
3. Ministry of Construction, Transport and Infrastructure
4. Ministry of Labour, Employment, Veterans and Social Affairs
5. Ministra of European Integration
6. EU Delegation to Serbia - europa.rs
7. EU Info Centre - euinfo.rs
8. [European Western Balkans](https://europeanwesternbalkans.rs/)
9. Deutsche Welle in Serbian
10. BBC in Serbian - bbc.rs
11. <https://rs.sputniknews.com/>
12. e-kapija
13. B92.net
14. ekspres.net
15. gradjanske.org
16. kapital.rs
17. Krstarica
18. naslovi.net
19. [Glas javnosti](https://www.glas-javnosti.rs/)
20. Mahlat blog
21. Mondo.rs
22. Telegraf.rs
23. Srbijadanas.com

**TV stations**

1. O2
2. N1
3. Radio Television of Serbia
4. Radio Television of Vojvodina
5. Pink
6. Happy
7. Prva srpska TV
8. Kopernikus
9. Kurir TV
10. Naša TV
11. Al-Jazeera Balkans
12. Studio B
13. Nova S

**Radio stations**

1. Radio Index
2. Radio Laguna
3. Radio S
4. Radio Beograd - Prvi, Drugi, Treći program, Radio Beograd 202
5. Radio slobodna Evropa
6. Radio Studio B
7. Radio Novosti
8. O radio

**B. Regional and local media**

The monitoring of **regional and local media** will **not be needed before March 2021.** The list of **50** regional and local media will be provided upon the finish of the Programme’s Call for Proposals.

**V KEYWORDS FOR MONITORING**

The list below provides the minimum of key words which should be monitored for the EU SHAI. Clipping reports should include all declensions of the keywords provided below:

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| **Keywords for monitoring the EU SHAI** |
| * podrška Evropske unije socijalnom stanovanju i aktivnoj inkluziji * društvena inkluzija * socijalna infrastruktura * socijalna inkluzija * socijalno stanovanje * stanovanje s podrškom * kuća na pola puta * strategija socijalnog stanovanja * strategija za aktivnu inkluziju * Ministarstvo građevinarstva, saobraćaja i infrastrukture * Ministarstvo za rad, zapošljavanje, boračka i socijalna pitanja * Ministarstvo za evropske integracije * poglavlje 19 * poglavlje 23 * Evropska unija, COVID19 (in the same media report) * Evropska unija, koronavirus (in the same media report) |

# LOT 2 - media clipping services for the project “Modernization of Serbia’s Four Tertiary Care Hospitals in Belgrade, Novi Sad, Nis and Kragujevac” (Four Clinical Centres in Serbia Project) - FCCS

1. **Project background**

The Government of the Republic of Serbia and European Investment Bank (EIB) signed three financial agreements for the Project “Modernization of Serbia’s Four Tertiary Care Hospitals in Belgrade, Novi Sad, Nis and Kragujevac” (Four Clinical Centres in Serbia Project - FCCS). The modernization of tertiary healthcare system comprises infrastructure interventions on four Serbia’s tertiary care hospitals: the national Clinical Centre of Serbia in Belgrade, the Clinical Centre Vojvodina in Novi Sad, the Clinical Centre Nis, and the Clinical Centre Kragujevac. The project is funded by the Government of the Republic of Serbia and the European Investment Bank (EIB) in an estimated total amount of 430 million euros.

The Government of Republic of Serbia has requested UNOPS to provide technical assistance in project management and infrastructure project management to the Ministry of Health (MoH) and its Project Implementation Unit (PIU) to fulfil the project goal and deliver project results.

1. **Objectives**

* To attain an overall picture of the way in which the FCCS project and other Ministry of Health initiatives are presented in print and electronic media in Serbia.
* To keep abreast of the health related topic and political and socio-economic developments in the municipalities covered by Project.

1. **Description of the requested services**

* A daily review of reports in print and electronic media and on web portals in Serbia about the FCCS project on the basis of the key words provided below *(in Latin and Cyrillic script) which are subject to modifications throughout the service period*.
* Submission of clipped media reports and materials by email to at least 25 email addresses – on a daily base or as incoming.
* Access to a database of clipped materials on the services provider’s website respectively.
* Print or electronic database of monthly clipping sent to FCCS.
* Monthly qualitative and quantitative analysis of media clipping for FCCS submitted at latest by the fifth of the following month and including:
* Number of print and electronic media reports
* Ratio of coverage in the national and local media
* Number of media articles that clearly mention **Project, Ministry of Health, European Investment Bank and UNOPS**
* Number of articles that quote **Minister of Health (MoH) and other Government of Serbia high officials, Clinical Centres representatives, EIB representatives, the MoH Project Implementation Unit (PIU) Director and other PIU representatives, Public Investment Management Office representatives, and UNOPS representatives**
* Monitoring of full social networks content according to the key words provided - Facebook, Twitter, LinkedIn, YouTube

Further details about the monthly analysis will be discussed upon commencing of the services.

**Requests regarding the format of clippings**

* Print and web media clippings available in PDF, Word and Excel and Google format.
* Synopsis or transcript of reports in electronic media, including details such as the time and duration of broadcast.
* The clipping services provider must be able to ensure availability of certain electronic clippings in video format if/when requested.

1. **The lists of national electronic and print media for monitoring**

The Table 1 provides the **minimum list** of the national print and electronic media, which have to be monitored for FCCS according to key words respectively.

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| **Table 1: National Media monitoring for TA to MoH** | | |
| **Print/Web Media** | **TV Stations** | **Radio Stations** |
| **Dailies** |  |  |
| Alo | O2.TV | Radio Index |
| Beta | N1 | Radio S |
| Blic | RTS | Radio Beograd |
| Danas | RTV | SlobodnaEvropa.org |
| Dnevnik | Pink |  |
| E-kapija | Happy |  |
| B92.net | Prva |  |
| Ekspres | Kopernikus |  |
| Fonet | Naša TV |  |
| Građanske.org | Al-Jazeera Balkans |  |
| Ilustrovana Politika | Studio B |  |
| Informer |  |  |
| Kapital.rs |  |  |
| Krstarica |  |  |
| Kurir |  |  |
| Naše novine |  |  |
| Naslovi.net |  |  |
| Politika |  |  |
| Privredni pregled |  |  |
| Srpski Telegraf |  |  |
| Tanjug |  |  |
| Večerenje Novosti |  |  |
| glas-javnosti.rs |  |  |
| Nedeljnik.rs |  |  |
| **Weeklies and other periodicals** |  |  |
| NIN |  |  |
| Vreme |  |  |
| Novi magazin |  |  |
| Nedeljnik |  |  |
| Ekonometar |  |  |
| **Websites** |  |  |
| City of Belgrade, Novi Sad, Kragujevac and Niš official municipal websites |  |  |
| Serbian Government, Ministry of Health, Institute of Public Health of Serbia Dr Milan Jovanovic Batut and UNOPS official websites |  |  |
| Clinical Centres of Serbia, Vojvodina, Kragujevac and Niš websites |  |  |
| Public Investment Management Office website |  |  |

In case when some print media have several editions for different parts of the country, monitoring must include editions that are most relevant for four participating municipalities.

The table 2 provides the minimum of key words which should be monitored for FCCS:

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| **Table 2: Keywords for monitoring the FCCS** |
| Mi Ministarstvo zdravlja |
| EU Klinički centar Srbije |
| Ev Klinički centar Vojvodine |
| Do Klinički centar Niš |
| P Klinički centar Kragujevac |
| M Evropska investiciona banka |
| Ko Zdravstvena zaštita |
| So Tercijarni nivo zdravstvene zaštite |
| Rekonstrukcija četiri klinička centra |
| /s Infrastruktura u zdravstvu/zdravstvena infrastruktura |
| Institut za javno zdravlje Srbije “Dr Milan Jovanovic Batut” |
| Kancelarija za upravljanje javnim ulaganjima |
| Kancelarija Ujedinjenih nacija za upravljanje projektima UNOPS |
| ***Trending news in the Project municipalities:*** Beograd, Novi Sad, Niš, Kragujevac |

**The list of REGIONAL and LOCAL media for monitoring**

The list should include majority media outlets in FCCS municipalities - Belgrade, Novi Sad, Niš and Kragujevac, districts to which these cities belong, and larger areas covered by four Clinical Centres, including the whole territory of Serbia. The list should contain **a minimum of 30 local and regional radio stations, a minimum of 60 local and regional TV stations and a minimum of 85 local and regional print media and web portals.**

The **selected clipping agency will propose the list** according to the above description, upon commencement of services. The final list of local and regional media will be determined in agreement between UNOPS and the selected clipping agency, and upon the written approval from UNOPS. The clipping agency shall revise the list at the written request by UNOPS.

# 2. Other considerations

* The provision of services should start in September 2020 and will last 16 months for the FCCS project and 27 months for the EU SHAI project with the possibility of extension (subject to satisfactory performance). The monitoring of 50 regional and local media for the EU EU SHAI project will not be needed before March 2021.
* In general UNOPS projects in the Republic of Serbia are VAT exempted. In this respect all necessary documents for VAT exemption will be provided to the contractor by following the procedures and laws in the Republic of Serbia.
* The currency of the bids is USD (United States Dollars), but the currency of payment may vary and will be determined in the phase of contracting.

The payment amounts to be made in the currency other than USD will be calculated by applying the UN operational rate (UNORE) valid at the time of receipt of services.

* Financial proposal should include all other costs which may pertain to provision of services as per this ToR, such as, staff contributions, taxes, transportation etc.
* The services shall be paid after completion, upon written approval and acceptance by UNOPS, in full consideration for the complete and satisfactory completion of the services in accordance with the ToR.
* All knowledge and information which Supplier acquires during the term of the Agreement regarding the business and products of UNOPS shall be maintained in confidentiality by the Supplier and shall not be divulged or published by the Supplier and shall not be authorized by the Supplier to be divulged or published by others.