

Section II

Schedule of Requirements

Request for Proposal

Provision of media service to assist SEA in communicating the EU accession

(UNOPS-SIDAPRO-2021-S-001)

e-Sourcing reference: RFP/2021/18798

TERMS OF REFERENCE

for

Provision of Technical Assistance for communication of the EU Accession process support provided through the Nordic support for Progress of North Macedonia project

1. Background

The Swedish International Development and Cooperation Agency (Sida) and the Royal Norwegian Embassy (RNE) decided to fund a sub-regional project “Nordic Support for Progress of North Macedonia” to be implemented by the United Nations Office for Project Services (UNOPS). The main objective of the project is to support the government of North Macedonia in preparing for accession negotiations by enhancing its administrative capacities and human resources for EU integration and supporting effective communication of the benefits of the EU accession process. The Project also supports the priorities of the government reform agenda in the accession process and works on increasing awareness of the effects of the EU accession process to the general public.

The United Nations Office for Project Services (UNOPS) was awarded the implementation of the Nordic Support for Progress of North Macedonia Project over three years. The Nordic Support for Progress of North Macedonia Project is a synergy between a Kingdom of Norway funded 4.5 million Euro and Sweden funded 2 million Euro components that are complementary in their activities and outcomes.

The project has four results:

Result 1: Improved Access to Employment

Result 2: Enhanced Social Inclusion, Improved Living Conditions and Local Infrastructure

Result 3: Support the government reform agenda in the accession process;

Result 4: Awareness of and the effects of EU accession process communicated to the public.

The Secretariat for European Affairs (SEA) is the project key partner, responsible for the sustainability of the project results. Direct beneficiaries of the Nordic Support for Progress of North Macedonia Project are selected Ministries of the Government of North Macedonia, civil society organisations (CSOs) and media. The final beneficiaries are the citizens of North Macedonia.

All Project activities are undertaken in partnership and cooperation with national institutions, with the aim of allowing them to adopt/adapt the legal requirements and, where relevant, EU accession criteria. This ensures national ownership and supports the development of national capacities.

This activity that is defined by this ToR is fully funded by the Swedish International Development and Cooperation Agency (Sida) as part of the Activity 2.1 Communicate Government and donor support to the EU Accession process. The aim is to promote North Macedonia’s overall EU accession objectives, goals and progress in line with the activities and achievements of the Nordic Support for Progress of North Macedonia Project.

2. Justification of the Intervention

A transparent and well communicated process of EU integration is one of the key priorities of the project. This is also a priority for the government as it is noted in the National Strategy for EU integration of North Macedonia¹ as well as the Strategic Plan of the Secretariat for European Affairs 2020-2022². Media is recognized as one of the key stakeholders in the strategy for information and communication to the public about the process of EU integration of the country. Reporting about the EU and the accession path requires special skills and knowledge of the EU, its key institutions, their competencies and procedures, the decision-making process as well as the responsibilities of national and sub-national institutions. The activities described in this ToR build upon the activities already implemented by the rdic Support for Progress of North Macedonia Project and the communication department of the Secretariat for European Affairs related to the EU integration process of the country.

3. Objective

The overall objective of the intervention is to contribute to raising public awareness on the EU accession of the country, the process of EU integration, EU institutions, competencies and decision-making, as well as the overarching societal benefits of integration and Europeanization.

The specific objective includes strengthening the capacity of the Secretariat for European Affairs to actively communicate its jurisdiction, the EU integration process, future accession negotiations, EU and other donor assistance geared towards meeting North Macedonia's strategic goal for membership in the EU.

4. The Scope of Intervention

The selected contractor will plan and develop the most effective approach and methodology and carry out the subsequent activities for the successful completion of the Technical Assistance, including, but are not necessarily limited to the following:

1. Understand the Project objectives and activities and in particular those related to this intervention. Get acquainted with Project documentation that is relevant for this assignment. Conduct Initial Analysis of the existing practices of media coverage of EU integration process.
2. Develop and elaborate an action plan for communication of EU integration support including communication of the major EU integration activities of SEA for the period of implementation of activities. The key objective of the action plan is to attract wider interests and deepen public awareness related to the importance of the EU integration process and boost the visibility and impact of major concepts and milestones in the EU integration process.
3. Organize at least four (4) mid-scale events of 30 to 50 participants, online or with physical presence in line with Government's recommendations and protocols related to the COVID-19 pandemics for

¹ https://www.sobranie.mk/WBStorage/Files/Nacionalna_strategija%2006.09.04.PDF

² <https://www.sep.gov.mk/data/file/Sloboden%20pristap%20na%20informacii/%D0%A4%D0%98%D0%9D%D0%90%D0%9B%D0%95%D0%9D%20%D0%A1%D0%9F%202020-2022.pdf>

promotion of the project support for EU accession and key project outputs. This should include development of concept for the event, logistical arrangements (renting a hall, branding, translation services, catering needs, etc) and media and stakeholder relations in terms of development of list of invitees, invitation distribution, ensuring presence of media and stakeholders during the event.

4. Provide monthly digital PR support, as well as video and graphic design services for the implementation. This should include development of at least 15 short videos in full HD resolution of at least 1 minute each for social media (including pre and post production services, development of scenarios, recording and video and sound editing and graphic design), development of at least 30 designs for the social media channels pitches, 6 infographics, and content for the web portal and other external communication channels.
5. Develop a crisis communication plan for the work of the project and the Secretariat that will include possible scenarios and adjustments of communication activities for the period of implementation of activities.
6. Provide content and writing support (press releases, speech writing, social media pitches) as well as review for communicating the EU integration process for the period February 2021 - September 2021. This should include at least 30 press releases, 90 social media pitches, 10 speeches (in Macedonian, English or Albanian as required) including proofreading and language editing, and review and suggestions of other content developed by the project and by SEA, but no more than additional standard size 2,000 pages of content.
7. Provide media and stakeholder relations for promotion and transparency of the EU integration process of North Macedonia with suggested media appearances in national, regional and international media, topics to be discussed and suggested timings for implementation.
8. Provide on-the-job training for written and digital communication to selected key personnel (at least 10 people) of the Secretariat.

Expected timing for implementation of the activities

Development and finalisation of an action plan – first 20 days from signing of contract

- Conduct Initial Analysis of the existing practices of media coverage of EU integration process. Consult with the project and the Secretariat for European Integration for the plan of activities for the implementation period.
- Develop a detailed action plan with proposed time frame, topics covered, tools used and implementation methodology in coordination with the project and SEA.
- Provide the concept for the events, including the suggested topics, formats and dates for organization.
- Develop and submit a detailed list of deliverables.

Implementation period – 5 months from the acceptance of the action plan but not later than 1 September 2021

- Execute the action plan as agreed with the project and SEA.
- Conduct a mid term review of the validity of the action plan and the effectiveness of the activities. Adjust the implementation plan accordingly.
- Conduct monthly meetings for analysis of work done in the previous, as well as present the plan for the month to come.
- Prepare and submit the final report by 10 September 2021.

5. Outputs

Following outputs must be delivered during the project implementation and elaborated within the proposed plan for realisation of this intervention:

- A detailed implementation plan that will include list of events and activities to be implemented and timeframe of execution;
- Analysis of existing practices of promotion of EU integration;
- Crisis communication plan;
- Training curricula for written and digital communication;
- Final report of the training.

6. Important Considerations

The entire process should be closely coordinated with the project office and SEA nominated persons. The project office will support the contractor in coordination and guidance in implementation of activities. Please note that the services defined in this ToR should pay particular attention to the Government recommendations and protocols related to COVID-19. Some activities might be altered/adapted depending on the epidemiological situation in the country.

7. Monitoring and Reporting

The contracted entity will remain in close contact with appropriate UNOPS personnel and will discuss and agree upon all relevant matters during the implementation of the activities. As specified above, SEA will be closely coordinated for the implementation.

The electronic copies of all reports or any other materials pertained to the services will be made available to UNOPS in English. In particular, but not limited to:

- Detailed action plan that will include list of events and activities to be implemented and timeframe of execution;

- Analysis of existing practices of promotion of EU integration;
- Crisis communication plan;
- Training curricula for digital communication;
- Inception and final report.

8. Other Considerations

Working language when contacting UNOPS is English and all official correspondence should be in English. Reports on progress of activities as well as the final report will be submitted in English language. The activities will be conducted in Macedonian as the main language for the delivery of outputs, with provided translation into Albanian and English as per the needs of the project and SEA.

CRITERIA**Eligibility and formal criteria**

Completeness of the Proposal - All required Questionnaires (including the attached DRiVE Supplier Sustainability Questionnaire), Returnable Bidding Forms and other documentation requested under the Document Checklist section have been provided and are complete

Proposal is correctly completed - in English Language and in line with instructions.

Offeror is eligible as defined in the document Section I: Instructions to Offerors, Article 4

Offeror accepts UNOPS General Conditions of Contract as specified in Section IV: Contract Forms

The bid validity is 120 days

There should not be any adverse report regarding the provided services for at least three years preceding the date of bid opening. No Adverse Action Confirmation Form is required.

The Bidder has completed and submitted the DRiVE Supplier Sustainability Questionnaire

Offeror should be a legal entity in continuous business of providing similar services as specified in the Schedule of requirements over the last five years prior to bid submission.

Consortia can apply. Certificate of incorporation issued by the relevant government body is required (in case of consortia, for each member).

Qualification criteria

Financial capability - Offeror should have an annual turnover of minimum USD 50,000 (or equivalent in other currency) in any of the years 2018, 2019 and 2020. The last three financial reports, or any other document accepted by the relevant authorities, demonstrating the required qualifications, must be submitted.

Operational capability- The submitted Brief description of the organisation (including the year and country of incorporation, management and personnel structure, types of activities undertaken and overall experience, project management controls, extent to which any work would be subcontracted etc), should demonstrate substantial operational capability of the consortium/company.

The Offeror has proven track of records in at least the past five (5) years in the area relevant to this ToR namely, development and implementation of public awareness campaigns and work with national and local public institutions, the Media and/or UN or other international organisations. Copies of the contracts and portfolios for at least 3 successfully completed different engagements in the period of the past 5 years, in the total value of at least 50,000 USD (or equivalent in other currency), relevant for this ToR in the area of campaign design and implementation of the public campaigns, social media marketing and management, organisation of public events, outdoor promotions and/or competitions OR Reference letters issued by the purchasers of the services OR the list indicating names, titles and contact details of the persons which might be contacted as a reference, to qualify for further evaluation.

Team Leader must have a minimum of a bachelor degree in a discipline relevant to the required expertise (such as Comm. and Media or relevant discipline) and min 7 years of profess. experience in design and implementation of awareness campaigns, including overseeing campaign delivery, quality control of the delivered service, client orientation and reporting in English language. A proven track record of delivering similar assignments in a project of a similar size and complexity is mandatory. CV of the Team Leader, demonstrating his or her engagement on at least 3 different projects relevant for this ToR, not necessarily the same as the Bidder's, is required. In addition, at least 3 reference letters OR the list indicating the names, titles and contact details of the persons which

might be contacted as a reference for at least 3 different engagements relevant for this ToR (such as relevant campaigns, organisation of competition, communication training and social media management, event management).

Technical criteria

Experience of the organisation, general organisational capability and reputation of the firm and/or consortium which is likely to affect implementation of the campaign (description of the firm and background material to be provided): General capability of Offeror (single company, loose/strong consortium of 2 or more companies) to implement the campaign (management and personnel structure, types of activities undertaken, project management controls, extent to which any work would be subcontracted) - from 1 to 3 points; Minimum 5 years of experience in communications, public relations and/or advocacy since registration date - 1 point More than 5 years of experience in communications, public relations and/or advocacy since the registration date will carry additional 1 point for each 5 years, up to a maximum of 2 points. Maximum attainable: 6 points.

Numeric 6

Specialised knowledge, proven expertise and experience of the company in the following areas: Specialization and experience in implementation of public awareness campaigns in North Macedonia- 2 points Experience in working with ministries and/or other government institutions -additional 1 point Experience in working with media and/or CSOs on implementation of public information or education campaigns in North Macedonia additional 2 points Experience in implementing communication campaigns in the area of European Union Integration additional 2 points Experience in working with international organisations - additional 1 point. **Maximum attainable: 8 points.**

Numeric 8

Previous experience on similar projects: Minimum 3 awareness raising campaigns with integrated social media management and marketing - 2 points More than 3 awareness raising campaigns with integrated social media management and marketing - additional 1 point Experience in organisation of public events and outdoor promotions - additional 2 points Experience in conducting communication training - additional 1 point. Maximum attainable: 6 points.

Numeric 6

Demonstrate solid understanding of the background and the need for increasing awareness about the European Union accession process. (from 1 to 5 points)

Numeric 5

Quality (creativity, effectiveness and appropriateness) of the visual identity and key messages of the communication campaign/support. (from 1 to 5 points)

Numeric 5

Expected outcomes are well described in the proposal. They are specific, measurable, attainable, relevant and time bound. (from 1 to 5 points)

Numeric 5

Proposed methodology for the (including the development of the communication plan, the crisis communication plan and the training plan) is appropriate, realistic, feasible, effective and promises efficient implementation of the campaign. (from 1 to 10 points)

Numeric 10

Time schedule and team resources estimates are well prepared and presented in a clear and understandable manner. (from 1 to 5 points)

Numeric 5

Qualifications of the combined expertise of the proposed team consisted of Team Leader,

three Team Members/Experts and all other supporting personnel. Proven experience of working as a team on at least one project carried out by the proposed team - 2 points
Proven experience of working as a team on more than one project carried out by the proposed team - additional 1 point
Gender balanced team (equal representation of male and female team members, including team leader - this will be evaluated based on the list of the proposed personnel) - additional 1 point. **Maximum attainable: 4 points.**

Numeric 4

The team leader: a minimum of a bachelor degree in a Communication, Marketing, Public Relations or other relevant discipline to the required expertise - 1 point. A minimum of 7 years of relevant professional experience in the area relevant to this ToR such as Communication, Media, Public Relations or relevant field - 2 points. Proven experience in managing projects of a similar size and complexity, related to tasks set in ToR - 1 point. An advanced diploma in a discipline relevant to required expertise - additional 1 point. More than 7 years of relevant professional experience - additional 1 point. Proven experience in managing projects related to the EU integration process and/or institutional reforms - additional 2 points. **Maximum attainable: 8 points.**

Numeric 8

The team must consist of at least three team members – experts. Each team member has a minimum five years of professional experience relevant for the ToR - 2 points. Each team member has more than five years of professional experience relevant for the ToR - additional 1 point. Each team member has proven expertise in realisation of campaigns in the Programme AoR - additional 1 point. At least one team member has proven expertise in realisation of campaigns in the Programme AoR - 1 point. At least one team member has proven expertise in realisation of campaigns engaging government institutions - 1 point. At least one team member has proven expertise in realisation of communication training - 1 point. At least one team member has proven expertise in realisation of campaigns pertaining to the EU accession process - 1 point. **Maximum attainable: 8 points.**

Numeric 8