

Section II

Schedule of Requirements

**Provision of training on EU integration
for journalists in North Macedonia**

e-Sourcing reference: RFQ/2022/42542
UNOPS reference: UNOPS-SIDAPRO-2022-S-004

Terms of reference (TOR)

1. Background

A) The Swedish International Development Cooperation Agency (SIDA) is funding the project “Support to progress in North Macedonia - Government reform agenda in the EU-accession process” implemented by the United Nations Office for Project Services (UNOPS). The objective of the project, funded by the SIDA, is to support the enhancement of the EU integration capacity of the Republic of North Macedonia by providing technical assistance to government institutions during the accession period. SIDA has allocated funding for the implementation of the project in North Macedonia for 48 months, starting from January 2019.

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 the achievement of the priorities of the government reform agenda in the accession process. The Project also supports effective communication of the benefits of the EU accession process to the public and works on increasing awareness of the effects of the EU accession process through involvement of civil society and media throughout the accession phases.

B) The Government of Norway is funding a sub-regional programme “Nordic Support for Progress in North Macedonia” implemented by the United Nations Office for Project Services (UNOPS). The project consists of socio-economic development support to the more undeveloped parts of the country and also envisages support to the national authorities responsible for leading the renewed efforts on the EU accession process. The Government of Norway has allocated funding for the implementation of the Project in North Macedonia for 48 months, starting from September 2018.

The overall objective of the project is to contribute to a more balanced socio-economic development and to contribute to the implementation of the Stabilization and Association Agreement and EU accession negotiations priorities.

Locally, the project aims to increase employment opportunities, support social cohesion, as well as enhance local infrastructure in the less developed areas with a focus on inclusion of youth, women and vulnerable groups in the labour market. Nationally, the project aims at supporting the government to improve its capacity for EU integration and government reform agenda in the accession process.

Both projects are implemented in coordination and with the active participation of institutions at the national and local level. These partnerships enable the achievement of sustainability of project results through shared responsibility, enabling long-term realization of citizens' interests.

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.

More information is available on the website www.nordiskapoddrska.org.mk.

The activity defined by this ToR is fully funded by the Swedish International Development and Cooperation Agency (SIDAa) 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

The impact of media on dissemination of information related to the European integration process is integral to securing broad public awareness and knowledge of the process and should contribute towards capacity building to fight disinformation and fake news. The media has the potential to influence the public opinion in a variety of ways, by devoting resources for covering EU accession processes as well as adopting a more analytical approach to the effects of the EU membership. Therefore, journalists are a key partner in the road to accession of the Republic of North Macedonia, helping to increase public support by producing balanced and informative reports on the EU accession.

As noted in the National Strategy for EU integration of North Macedonia as well as the Strategic Plan of the Secretariat for European Affairs 2018-2020, media is one of the key stakeholder in the strategy for information and communication to the public on the process of EU integration of the country and shaping of the public opinion in this regard. This strategy clearly points out the need for media training on different EU integration issues. Reporting about the EU and the accession path requires special skills and knowledge of the EU, the key institutions and their competencies and procedures, the decision-making process as well as the responsibilities of the local institutions. Therefore, developing the capacities of the journalists to provide balanced and in-depth coverage of the process is one of the key prerequisites to ensure dissemination of relevant and quality information to the public. This training of journalists will support the efforts of the Secretariat for European Affairs for increased cooperation with the media, as stipulated in the Strategic Plan, that will help address the challenges noted in the latest EU Progress Report.

The project will help strengthen the ties between media and institutions, as well as among participating journalists. The network formed during the project can serve as a basis for future cooperation between different outlets and media types.

3. Objective

The overall objective of the intervention is to contribute to awareness raising of the public regarding the EU accession of the country and what are the benefits and obligations from the membership.

Specific objectives include strengthening of the journalists' skills to report and create media content on the process of EU integration of the country, through conducting trainings.

The training plan should be developed in a close consultative process including main media outlets, project partners and media associations. These training sessions are conceived to build and enhance the skills of the media professionals and their outlets. Trainings should empower journalists to understand the basics of EU decision making and encourage them to increase EU related media coverage in their outlets.

Trainings will be based on a practical approach that will help journalists to identify relevant elements and sources of information, data, and video. The topics that will be addressed include, but are not limited to: **Instrument for Pre-accession Assistance (IPA) as a means of financial and technical assistance to candidate countries, the complexities of the EU accession process and the challenge of transparency of the integration process.** Selected journalists should learn from experienced media practitioners, seasoned EU integration experts and government officials and direct participants in the integration process.

4. The Scope of Intervention

The selected contractor/training provider will plan and carry out the subsequent activities that include, but are not necessarily limited to the following:

Media Training

- Study the project documents and relevant strategies of the Secretariat and acquire adequate understanding of the context and the project objectives;
- Assess and analyse current media content development capacities of the journalists covering EU affairs issues and existing practises of the local and national media when reporting on issues related to the EU integration of the country;
- Based on the results and findings of this Initial Analysis, propose a list of required training modules, from the initial list of topics provided, that will be agreed in consultations with the project office and SEA during the Inception period;
- Develop two sets of detailed training programmes, namely one one-day for a more basic level knowledge trainees and a second one for a more advanced trainees based on the findings from the analysis of the current situation and the need of different profiles of journalists and different types of media;
- The first training programme should be designed as a more general training for regional and local journalists, whereas the second training programme should be designed for more seasoned journalists who have the experience in covering of EU accession topics;
- The two training programmes should contain a list of at least 3 trainers and lecturers that will conduct the training by modules with prior experience in delivering media training on reporting on EU integration processes. The training should also include suggestions for visiting trainers/lecturers coming from relevant government institutions;
- As per the developed training plans and programmes to conduct the more general training(s) in 4 different regions of the country for local and regional journalists, as well as one advanced training for journalists for the national media in Skopje. The modality of the trainings, and the locations will be agreed in consultation with SEA and the project office;
- Through an open call for participation, invite journalists to participate in these trainings. Ensure engagement of at least 45 journalists, from both national and regional media. During the selection process, adequate representation of media types, gender and ethnic representation should be taken into account. The final list of participants should be agreed with the Project office and SEA. The training provider should ensure follow through of training from enlisted journalists;
- Undertake all necessary logistical arrangements for the training delivery. The trainings should be organized in North Macedonia in an adequate training facility or a suitable accommodation (hotels of at least 3 stars, or similar facility). Travel arrangements for participants living outside of the training location should be envisaged in the proposal and organized by the training provider. The technical equipment needed for the training should be provided by the contractor/training provider who should also develop and distribute the training materials needed to conduct the training and provide translation to Macedonian and Albanian during training sessions if needed.

5. Implementation of activities

Inception period – first 15 days from signing of contract

- Conduct Initial Analysis of the existing practices of media coverage of the EU integration process. Consult with the Secretariat for European Affairs (SEA), relevant media organizations/associations and media outlets.
- In coordination with SEA, develop detailed training plans with a proposed timeframe, topics covered, training methodology, trainers and lecturers in close coordination with the Project office.
- Prepare and agree on a list of journalists/trainees with the project office.
- Make logistical arrangements for the implementation of the training.
- Prepare and submit an inception period report with deliverables.

Implementation period – 75 days upon acceptance of inception report

- Execute the training in accordance with the approved training plan.
- Collect published media content and support the evaluation of the content together with SEA.

Final report

- Conduct the final assessment on the increase of quality of reporting on EU integration process of trainees.
- Prepare and submit the final report.
- Propose a follow up plan for future monitoring of the quality of reporting for SEA.

6. Outputs

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

- Initial Analysis of the existing practices of media coverage of EU integration process;
- A detailed implementation plan that will include criteria and justification for selection of the experts/consultants and their CVs that will conduct the activities and journalists that will be part of the programme;
- Baseline study of the level of knowledge of the EU integration process of trainees. Final evaluation of the increased knowledge of the trainees.
- Detailed training programme and trainings conducted;
- Final report on the training.

7. Important Considerations

The entire process should be closely coordinated with the project office. The project office will support the contractor/training provider in providing possible lecturers from the relevant government institutions.

8. Monitoring and Reporting

The contracted entity will remain in close contact with designated 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:

- Plan for implementation;
- Training programme;
- List of participants;
- Inception and final report.

9. Timeframe

The contract with the selected entity will last until December 2022. The project final report must be submitted no later than 15 days of conducting of all planned activities. The payment of all cost will be done in four tranches, as specified below:

I tranche 30% – submitted detailed plan for implementation of the activities and inception period submitted and accepted by UNOPS

II tranche 30% – training plan submitted and accepted

III tranche 25% – conducted four of the five planned trainings

IV tranche 15 % – conducted fifth training and final report for the activities submitted and accepted by UNOPS

10. Other Considerations

Working language when contacting UNOPS is English and all official correspondence should be in English. Reports on progress of activities will be submitted in English language. The training activities will be conducted in Macedonian with provided translation into Albanian as per the needs of the trainees.