

Schedule of Requirements

**Request for Proposal: EU PRO PLUS
Training programme for students and young
journalists**

(UNOPS-PRO-2023-S-043)

e-Sourcing reference: RFP/2023/48358

TERMS OF REFERENCE
EU PRO PLUS
TRAINING PROGRAMME FOR STUDENTS AND YOUNG JOURNALISTS

1. The Background

The European Union for Local Development Programme - EU PRO Plus¹ contributes to a more balanced socio-economic development in Serbia, by enhancing territorial development management, supporting economic growth, and improving social infrastructure and social cohesion of 99 local self-governments in two regions: Šumadija and Western Serbia and Southern and Eastern Serbia². The European Union (EU) provided 40 million Euros through the Instrument for Pre-Accession Assistance (IPA) 2020 to fund the Programme, which has been implemented by the United Nations Office for Project Services (UNOPS) over a period of 42 months. The support is programmed by means of two action documents - the EU for Local Development that includes the 30 million Euro support, and the EU for COVID-19 Economic Recovery which foresaw a 10 million Euro addition. There are three result areas that the Programme aims to achieve in targeted municipalities:

- Result 1: Improved development planning and introduction of the Integrated Territorial Investments (ITI) concept
- Result 2: Enhanced economic growth
- Result 3: Improved social infrastructure and social cohesion

While building on the momentum created by its three predecessors EU PROGRES, European PROGRES and EU PRO, the EU PRO PLUS Programme also focuses on four cross cutting aspects: good governance, digitalisation and innovations, environmental and climate change aspects, and gender equality. In addition, EU PRO Plus has, through its COVID assistance related activity, strengthened the capacities of the public national health system to respond to the COVID-19 pandemic and other national health emergency situations.

The direct beneficiaries of the EU PRO Plus are the Ministry of European Integration, 99 local self-governments, local administration structures, regional development agencies, other business support organisations, local SMEs, and civil society organisations (CSOs). The final beneficiaries are the inhabitants of 99 municipalities.

All programme activities are undertaken in partnership with the Government of Serbia, while respecting the national policies and priorities, in order to ensure national ownership and help develop national capacities. The EU PRO Plus is based on the National Priorities for International Assistance in the Republic of Serbia until 2025 (NAD), crucial for economic and social development and the EU integration processes. In particular, it facilitates preparations for the fulfilment of the accession requirements under Chapter 22 – Regional Policy and Coordination of Structural Instruments.

¹ euproplus.org.rs

² <https://www.euproplus.org.rs/en/mapasrbije#>

2. Introduction to the Intervention

Through its Communication and Visibility efforts EU PRO PLUS is dedicated to promoting EU support to local development. As a part of these activities, the Programme aims to develop capacities of local youth and media to better understand and communicate a larger local development context, joint efforts of the Government of Serbia and the EU, to achieve set developmental goals, as well as specific and general results of these efforts.

The EU PRO Plus Communication strategy identified youth, among others, as an important target group living in the participating local self-governments. Their awareness about the need for change and readiness to engage are crucial for achieving sustainable societal change. Special focus of communication activities is therefore placed on the population under the age of 30, as the principal current and future substantial behavioural change agents.

Another important target group is the media. The Communication strategy assesses the media in the Programme area as less developed in terms of their limited human and financial resources, but also underlines their role as a key channel of communication between the decision makers and the ordinary citizens.

The media landscape in Serbia would benefit from more fact-based journalism, especially in sectors important to citizens' daily lives. Following the EU PRO Plus Communication Strategy, efforts should be made to increase the production and distribution of human-interest stories that address the question of how EU integration can benefit ordinary citizens. It is important to enhance cooperation with local media outlets, as they serve as a vital source of information for the residents of Šumadija and Western Serbia, as well as South and Eastern Serbia.

Media coverage of the European Union (EU) in Serbia is influenced by political perceptions, leading to a limited range of perspectives. Reporting often revolves around events involving government officials and the EU integration process. However, the media landscape at times lacks accurate reporting that incorporates diverse interpretations of EU statements and events. Additionally, the rise of tabloid journalism has contributed to the spread of fake news and disinformation, negatively impacting communication about Serbia's EU integration process.

The Ministry of European Integration closely analyses news releases related to the EU and Serbia's European integration to understand the prevailing topics and the media discourse. The reports indicate that the EU's political context dominates the Serbian media scene. Namely, EU funding constituted only 11% of the media releases in January 2023, the coverage on this topic increased to 29% in April, with a focus on the renovated Fetislam fortress³.

Local media in Serbia, including those serving national minority communities, face challenges in adapting to the changing landscape of digital production and distribution. Many lack the necessary skills to keep up with the advancement brought about by the digital revolution. At the same time, audience expectations, particularly among the younger generation, are evolving as technology continues to develop.

³ Mei.gov.rs [Analyses of media reporting](#)

Independent Journalists' Association of Vojvodina conducted a report on Digital News in Serbia⁴ using the methodology of the Digital News Report 2022 of the Reuters Institute for the Study of Journalism, University in Oxford. The report findings revealed that social networks (83%) surpass TV news (72%) as the most predominant news source among citizens in Serbia and noted prominent generational differences: for more than 40% of young citizens (aged 18–34) social networks are the main news source, while the oldest category (55+) still relies on TV as the most important source of information (52%). Apart from being the most frequently used news source, social media are very popular among those aged 25–44, where this proportion is over 90% and among the young (18–24), where every other person using social networks sees social networks as the main source of information.

EU PRO Plus conducts an annual survey to capture annual level insights on knowledge, attitudes and preferences of local population in regards to EU integration and communication modality. In 2022 considering the preferable communication channels - social media (79%) and internet portals (69%) were identified as the most popular sources, funds accessible to individuals for personal or business development (52%) as most interesting topic and the testimonials of ordinary citizens (62%) as most engaging format to learn about EU opportunities and EU integration in general.

The 2020-2025 Strategy for the Development of the Public Information System in the Republic of Serbia recognises the lack of digital competences and professional skills among media professionals. To achieve progress in this area, the Strategy's Measure 5.2 anticipates creating and implementing continuous programmes of informal training for media and journalists related to digital media competences and information literacy (e.g.: programming, searching complex databases, creating visualisations, etc.)⁵.

Under the scope of the project "Strengthening Freedom of Expression and Quality Journalism in the Digital Environment in Serbia," the OSCE media department commissioned a research study titled "Digital Competences of Journalists."⁶ This research aimed to address the lack of digital skills among journalists by analysing gender-sensitive data. The findings revealed that a majority of surveyed journalists (64%) believe that improving their digital competences is the most effective way to enhance their professional capabilities.⁷ The research recommendations emphasise the importance of non-academic journalism and media education programmes. These programmes should offer training opportunities to build digital competences in areas such as multimedia production, video and audio production (including live video), data visualisation, podcast production, mobile reporting, live-tweeting and blogging, fact-checking and photo authentication, audience engagement analysis, search engine optimization, web design, digital marketing, cybersecurity, and privacy protection.

3. Objectives of the Intervention

⁴ <https://ndnv.org/wp-content/uploads/2023/05/NDNV-Izvestaj-o-digitalnim-vestima—Srbija.pdf>

⁵ Media.srbija.gov.rs [Medijska strategija](#)

⁶ OSCE.org [Analiza digitalnih kompetencija novinara](#)

⁷ Out of 250 respondents, 14 journalists were under the age of 25, and 53 were between 26 to 35 years old.

- **Overall objective** of the intervention is to contribute to better informing the citizens in the regions of Šumadija and Western Serbia and South and Eastern Serbia about the positive impact of EU-funded initiatives, specifically those implemented through the EU PRO Plus programme, on their daily lives and living standards.
- **Specific objectives** of the intervention are to enhance the journalistic skills of students and young journalists by building their skills in quality reporting and the use of modern journalistic techniques.

4. The Approach to this Intervention

The EU PRO Plus Programme will evaluate, select, and contract an eligible legal entity (details on eligibility provided below) through an open and transparent process. The eligible legal entity must respond to the Request for Proposals (RFP) by submitting a valid project proposal that complies with the requirements outlined in the Terms of Reference (ToR) and other provisions specified in the RFP. The ToR is an integral part of the RFP.

Once the legal entity is contracted, it will be responsible for carrying out activities in accordance with the accepted project proposal, including the approved descriptions of activities and the timeframe as outlined in the submitted and approved proposal.

5. The Scope of the Intervention

The contracted legal entity will design a comprehensive training programme to build the skills of students and young journalists in reporting fact-based media content relevant to the results of the EU PRO Plus Programme, to be presented through various multi-media channels in the local media.

The contracted legal entity will plan and carry out the activities that include the following:

I. Call for Application for Training of Students and Young Journalists

A Call for Application will be conducted to select a minimum of 30 participants. Students of one of the Universities in Serbia, or journalists at the beginning of their career, and/or working in one of the local media in the regions covered by the EU PRO Plus Programme are eligible. Training participants must be between 18 and 30 years of age, from one of the local self-governments covered by the Programme⁸. The contracted legal entity in close cooperation with the Programme and upon the main stakeholders approval, will design a selection criteria for the Call

⁸ Aleksandrovac, Aleksinac, Arandjelovac, Arilje, Babušnica, Bajina Bašta, Batočina, Bela Palanka, Blace, Bojnik, Boljevac, Bor, Bosilegrad, Brus, Bujanovac, Čačak, Čičevac, Despotovac, Dimitrovgrad, Gadžin Han, Golubac, Ivanjica, Jagodina, Knić, Knjaževac, Koceljeva, Kosjerić, Kragujevac, Kraljevo, Kruševac, Kučevo, Kuršumljica, Lajkovac, Lapovo, Lebane, Leskovac, Loznica, Lučani, Ljig, Ljubovija, Majdanpek, Mali Zvornik, Malo Crniče, Merošina, Mionica, Negotin, Niš, Nova Varoš, Novi Pazar, Osečina, Paraćin, Petrovac na Mlavi, Piroć, Požarevac, Požega, Priboj, Prijepolje, Prokuplje, Raška, Ražanj, Rekovac, Smederevo, Smederevska Palanka, Sokobanja, Surdulica, Svilajnac, Svrlijig, Šabac, Topola, Trgovište, Trstenik, Tutin, Ub, Užice, Valjevo, Varvarin, Velika Plana, Veliko Gradište, Vladačin Han, Vlasotince, Vrnjačka Banja, Zaječar, Žabari, Žagubica, Žitorađa, Bogatić, Crna Trava, Čajetina, Čuprija, Doljevac, Gornji Milanovac, Kladovo, Krupanj, Medveđa, Preševo, Rača, Sjenica, Vladimirci and Vranje.

for Application, conduct the Call and make preliminary selection of the participants for the approval of the EU PRO Plus.

II. Training Programmes

Training 1 – Reporting on EU

The objective of the training is to make EU PRO Plus coverage more relevant to the audience, less official, and more interesting. The topics of the training will cover, but not be limited to, the specified topics listed below:

- **Topics and policies**⁹ relevant to the EU PRO Plus programme.
- Analysing **shortcomings in local media content** related to the EU.
- **Identifying stories** that are appropriate and of interest to the local audience.
- Feedback, review, and evaluation of participants' work through **one-to-one mentorship** to improve the stories provided by the training participants.
- **Future coverage**: how to plan the content and style of future EU PRO Plus stories.

Training 2 – Modern journalism techniques

The objective of the training is to increase the skills in the use of modern journalism techniques. Mobile journalism is an emerging form of media storytelling in a media environment and there is a need to build the skills of journalists and students for short formats/interviews for podcasts, portals, social networks Instagram, Facebook, Twitter, and LinkedIn.

The topics of the training will include, but not be limited to, the specified topics listed below:

- **Use of smart phones** for recording audio, filming video and audio, video and photo editing, live streaming.
- **Use of available hardware**, software and applications.
- How to **develop a story** suitable for smartphones.
- Use of the **necessary techniques for short formats/interviews** for podcasts, portals, social networks Instagram, Facebook, Twitter, LinkedIn.
- Data journalism - **use of open databases**.

III. Traineeships

The legal entity will organise **a one-month paid traineeship programme for the most successful training participants** (minimum 5 and maximum 10) in one of the local media operating in the regions covered by the EU PRO Plus Programme. The local media participating in the traineeship programme must be equipped with internal mechanisms in compliance with the

⁹ The main focus of the EU PRO PLUS is to contribute to preparation for the fulfilment of the requirements under Chapter 22 Regional Policy and Coordination of Structural Instruments of the EU acquis. Other relevant policies include Europe 2020 Strategy or "A strategy for smart, sustainable and inclusive growth, EU Urban Agenda, Rural Development Policy (2014), European Green Deal, New EU Cohesion Policy (2021-27), EU Gender Action Plan, IPA III - A policy based instrument.

Serbian Journalists Code of ethics, the Media Strategy of Serbia and internationally recognised professional and ethical standards.

IV. Study tours

Study tours for students and young journalists will be organised following the training. The most successful training participants (minimum 5 and maximum 10) will have the opportunity **to participate in the EU-funded project Media Trips Programme** and join group trips to one of the EU Member States. The legal entity will coordinate the activities with the Media Trips Programme team, which will provide the relevant logistical support. The legal entity will be responsible for the costs of the trips.

Following the training, study tours for students and young journalists will be arranged in coordination with the EU-funded Media Trips Programme. The top performers from the training, ranging from a minimum of 5 to a maximum of 10 participants, will be eligible to join the EU-funded Media Trips Programme, which involves group visits to an EU Member State. Coordination for these activities will be managed by the selected vendor in collaboration with the Media Trips Programme team, who will handle the logistical aspects while the bidder is expected to bear all trip-related costs for the chosen participants. For calculation purposes, the costs should not exceed the amount of per diems as calculated by the UN or EU (per diem includes costs for accommodation, meals and pocket money).

V. Final workshop

The objective of the final workshop is to provide **one-to-one mentorship to minimum 5 and maximum 10 of the most successful training participants**.¹⁰ It will be an opportunity to discuss the portfolio of the EU PRO Plus stories created by students and young journalists, to identify possible shortcomings, and deliver feedback on the EU PRO Plus media coverage.

The final workshop will be organised in Belgrade, and will include visits to print, electronic and digital media, the EU Info Centre, the Delegation of the European Union to the Republic of Serbia and the Ministry of European Integration.

6. Outputs

The contracted implementing partner is expected to produce the following outputs as a minimum:

In the Inception Phase:

- A detailed work plan for implementing the activities
- An outline of possible obstacles/risks in project implementation
- Mapping of the local media operating in the regions of Šumadija and Western Serbia and South and Eastern Serbia

¹⁰ Selection of the most successful participants should take in consideration discrepancies in experience and knowledge of young journalists and students. Criteria should be formed to ensure positive discrimination if need be.

- Prepare and submit the Inception narrative report to the EU PRO Plus Programme within 20 days following the signature of the Contract

Task	Indicators	Timeframe
A detailed work plan for implementing the activities	Work plan with detailed implementation per activity submitted	5 days
Call for Application for Training of Students and Young Journalists	Eligibility criteria for applicants defined and evaluation grid developed Call announcement drafted	3 days
Mapping of the local media operating in the regions of Šumadija and Western Serbia and South and Eastern Serbia	Database of the local media with relevant contacts submitted	10 days

In the First Implementation Phase - Call for Application for Training of Students and Young Journalists:

- Design a selection criteria for the Call for Application
- Publish a Call for Application on social media
- Conduct selection among students and young journalists for anticipated trainings
- Prepare and submit the milestone narrative report to the EU PRO Plus Programme following the execution of the first implementation phase

Task	Indicators	Timeframe
Design a selection criteria for the Call for Application	Selection criteria designed and submitted to the EU PRO Plus for the approval	2 days
Publish a Call for Application on social media	Call for Application launched	15 days
Conduct selection of training participants	Selection committee appointed Selection of minimum 30 training participants conducted Overview of the evaluation recommendations submitted for approval to the EU PRO Plus Programme	5 days

In the Second Implementation Phase - Training Programme :

- Plan, organise and execute Training 1 - Reporting on the EU with minimum 5 and maximum 8 participants¹¹, in two regions: two (2) in Šumadija and Western Serbia and two (2) in South and Eastern Serbia.

¹¹ The number of participants is limited so to allow one - to - one mentorship and adaptation of training to individual level of skill.

- Plan, organise and execute Training 2 - Modern journalism techniques with minimum 5 and maximum 8 participants, in two regions: two (2) in Šumadija and Western Serbia and two (2) in South and Eastern Serbia.
- Prepare and submit the milestone narrative report to the EU PRO Plus Programme following the finalisation of the training programme

Task	Indicators	Timeframe
Training 1 - Reporting on the EU	4 Trainings delivered: 2 in Šumadija and Western Serbia and 2 in South and Eastern Serbia.	Minimum 3 days duration per training In total 12 days
Training 2 - Modern journalism techniques	4 Trainings delivered: 2 in Šumadija and Western Serbia and 2 in South and Eastern Serbia.	Minimum 5 days duration per training In total 20 days

In the Third Implementation Phase - Traineeship and Study Tours:

- Plan, organise and execute one month traineeship programme in one of the local media operating in the regions covered by the EU PRO Plus Programme
- Plan, organise and execute Study Tour(s)¹² in coordination with the Media Trips¹³ Programme Team. The contracting legal entity will cover the costs of travel and per diems for the selected participants. The Media Trips Programme team will select the country of the Study tour(s) and prepare a plan of the visits to the media and relevant institutions.
- Prepare and submit the milestone narrative report to the EU PRO Plus Programme following the implementation of traineeship programme and study tours

Task	Indicators	Timeframe
Traineeship programme	Local media selected for traineeship programme Minimum 5 and maximum 10 successful training participants selected One month paid traineeship executed	30 days
Study Tours	Minimum 5 and maximum 10 successful training participants selected 2 study tour(s) organised and executed in coordination with the Media Trips Programme team	7 days per Study Tour Total 14 days

In the Final Phase:

- Plan, organise and execute a single three day workshop in Belgrade for minimum 5 and maximum 10 of the most successful training participants.
- Organise visits to print, electronic and digital media, the EU Info Centre and the Delegation of the European Union to the Republic of Serbia.
- Execute procurement of equipment awards for students and young journalists.

¹² Media Trips Programme team standard is five participants per study tours thus applicant should anticipate two study tours in case of over five participants

¹³ <https://www.euinmyregion-mediatrips.eu/>

- Prepare and submit the final narrative report after execution of a single three-day workshop and equipment award, i.e. at least seven days before the end of proposed implementation period.

Task	Indicators	Timeframe
Final Workshop	One-to-one mentorship implemented to discuss the portfolio of the EU PRO Plus stories created by minimum 5 and maximum 10 students and young journalists, to identify possible shortcomings, and deliver feedback on the EU PRO Plus media coverage Visits to print, electronic and digital media operating in Belgrade, the EU INFO CENTER, the Delegation of the European Union to the Republic of Serbia, and the Ministry of European Integration organised.	3 days
Equipment award	Criteria for the equipment award for students and young journalists developed; Depending on the specific needs of the awarded students and journalists, propose and purchase softwares for editing of the content to be delivered with the equipment that is equivalent to or better than: Apple iPad 256Gb (10th Generation, 2022) (3 pcs) iPhone SE 256Gb (2022) (3 pcs) iMacBook Pro 16-inch (M1 Pro, M1 Max, 2021) (3 pcs)	7 days

The selected service provider shall be responsible for the provision of:

- Translating/interpreting services needed during the implementation of the Contract
- Organisational costs (administration, logistics and transportation) of the above trainings/workshops/ study tours
- Assistance in the implementation of the Contract (secretarial, driving, logistics)
- Any equipment necessary to provide proper and unremitting working conditions for the project team engaged under this Contract, as well as for the implementation of the training and final workshop.

REQUIREMENTS AND EVALUATION METHOD

The proposals will be evaluated in accordance with the instructions provided in Section I: Instructions to Bidders, and the evaluation criteria specified in the Evaluation Criteria section of this tender. Each requirement must be verifiable during the evaluation process. UNOPS reserves the right to perform additional background checks or request translation of submitted documents into English.

If the Bidder is a consortium, all consortium members and subcontractors must meet the eligibility requirements described in the tender documents. All formal and qualification requirements are mandatory and eliminatory (pass/fail), and refer to all consortium members combined.

The overall evaluation will follow a cumulative analysis methodology, where technical and financial aspects are weighted at 70% and 30% of the overall score, respectively. The evaluation will be conducted in a two-stage procedure, with the technical proposal being evaluated first, before any financial proposal is opened and compared.

In the First Stage, technical proposals will be evaluated based on their responsiveness to the Terms of Reference (ToR) and the Evaluation Criteria. Proposals that include financial information in the technical proposal envelope will be rejected.

All formal and qualification requirements are mandatory and eliminatory (pass/fail). For joint ventures (consortiums), all members must meet the formal and eligibility requirements, including subcontractors. Qualification criteria refer to all joint venture (consortium) partners combined.

Only proposals that meet or exceed the eligibility, formal, and qualification criteria will be considered substantially compliant and evaluated against the technical criteria outlined in the tender (section Technical criteria). Proposals will be rated using numeric points, and only the proposals meeting the minimum technical threshold of 49 points will be deemed substantially compliant.

In the Second Stage, financial proposals will be opened only for submissions that have passed the minimum technical threshold of 49 points and are deemed substantially compliant. The financial proposal with the lowest cost (out of technically compliant proposals) will be selected as a baseline and allocated the maximum number of points obtainable for the financial part (i.e. 30). All other financial proposals will receive points inversely proportional to their quoted price, calculated as 30 points multiplied by the lowest price divided by the quoted price.

The winning proposal will be determined based on the highest number of points obtained in the cumulative analysis (points obtained in both technical and financial evaluations). The contract will be awarded to the Bidder with the winning proposal and the highest score based on the cumulative analysis.

7. The Eligibility, formal and qualification criteria

Eligible to apply to this RFP are Bidders as defined in the document Section I: Instructions to Bidders, Article 4. Consortiums are eligible to apply. All proposals substantially compliant with the formal and eligibility criteria set out in the tender (**Section Formal and Eligibility criteria**) will go through subsequent evaluation.

The proposals will be evaluated against the qualification criteria set out in the tender (**section Qualification criteria**).

Legal entities and consortia with relevant and specific experiences, substantial and provable business/operational experience and human and technical capacities relevant to this ToR are qualified to participate.

The Bidder should demonstrate sufficient **economic and financial capacities** to implement the activities as described in this ToR, by providing the below required documents with sufficient annual turnover of 10 million RSD minimum (or equivalent in other currency) in any of the years 2020, 2021 or 2022 (in case of consortium any of the members should fulfil this requirement).

Eligible to apply to this RfP are legal entities with relevant and specific experiences in dealing with **the following areas**: media and delivery of trainings for journalists, **registered and active at least five years**, with substantial and provable business/operational experience, and human and technical capacities relevant to this ToR (each member in case of consortium) that have implemented at least three similar contracts successfully in the past five years.

Required documents:

- The financial reports for the years 2020, 2021 and 2022, or any other document accepted by the relevant authorities, demonstrating the required qualifications.
- Certificate of incorporation/business registration issued by the relevant government body is required (for each member, in case of consortia).

The Bidder should demonstrate sufficient **technical and professional capacities** for the implementation of this ToR by providing the below required documents which show that the company (single company, loose/strong consortium of two or more companies etc.) has the following:

- General capability and reputation to implement the activities requested in this ToR (management and personnel structure, types of activities undertaken, project management controls, extent to which any work would be subcontracted) with at least five (5) years of experience in similar activities since registration date. More years of experience would be an asset. Experience in projects with the UN system would be an asset.

- Proven track of record in at least the past five (5) years in the areas relevant to this ToR, namely within the media and training of journalists, with at least three contracts successfully implemented in the past five years.
- Proven experience in working with the local media in Serbia, and in particular in the regions/municipalities where the EU PRO Plus Programme operates.

Required documents:

- Description of the company / consortium and background material to be provided.
- Copies of a minimum of three relevant contracts for similar activities to this ToR, each supported by a reference letter issued by the purchasers of the services, are required. Contracts in the area of media, as well as contracts in the area of capacity building and training of journalists would be an asset.

The Bidder should also demonstrate its **organisational capacities** for the provision of services:

Team Leader:

- With the minimum bachelor degree in a discipline relevant to this ToR such as media, humanities, social and political sciences and at least eight years of relevant professional experience (following the termination of the secondary education) in TA, consultancy services, including overseeing project delivery, quality control of the delivered service in a project of a similar size, nature and technical expertise as relevant to the respective assignment. Additional years of relevant professional experience would be an asset. He or she would be directly responsible for the delivery of the expected outcomes and activities defined by this ToR and must be engaged on the project for at least 50% of his or her total working hours.
- Participation in projects related to media, as Team Leader or Team member would be an asset.
- Participation in projects related to training of journalists, as Team Leader or Team member would be an asset.

Required documents:

- CV (Form F) of the Team Leader is obligatory, demonstrating the required qualifications (as described above) including the description of his or her engagement on different projects relevant to this ToR.
- Reference letters OR a list indicating the names, titles and contact details of the persons which might be contacted as a reference for at least two different engagements relevant to this ToR.
- Statement of Exclusivity and Availability (Form H) is also required.

Core team members (at least three members):

- Must have a minimum bachelor degree in a discipline relevant to this ToR such as media, humanities, social and political sciences with at least five years of relevant professional experience (following the termination of the secondary education) in the provision of

training for journalists. He or she would also be directly responsible for implementation of activities defined by this ToR.

Required documents:

- A list of proposed Team members and CVs (Form F) of the Team members is required, demonstrating his or her experience and expertise relevant to this ToR (as described above)
- Reference letters OR a list indicating the names, titles and contact details of the persons which might be contacted as a reference for at least two different engagements relevant to this ToR.
- Statement of Exclusivity and Availability (Form H) is also required.

8. Evaluation against technical criteria

Only proposals meeting or exceeding the eligibility, formal and qualification criteria shall be considered substantially compliant and will be evaluated against the technical criteria set out in the tender (section **Technical criteria**).

The proposals will be rated by assigning numeric points, whereas only proposals that meet the **minimum technical compliance threshold of 49 points** shall be deemed substantially compliant and shall proceed to the evaluation of financial proposals. The maximum number of points allotted to the Technical Proposal is 70.

The maximum number of technical points is detailed in the below Technical Proposal Evaluation sections.

Technical Proposal Evaluation sections:

Section number/description		Maximum Points Obtainable
1.	Bidder's qualification, capacity and expertise <ul style="list-style-type: none">- Experience of the organisation, general organisational capability and reputation- Specialised knowledge, proven expertise and experience of the company	20
2.	Proposed Methodology, Approach and Implementation Plan <ul style="list-style-type: none">- Expected outcomes- Methodology- Resources- Oral presentation	30
3.	Key Personnel proposed <ul style="list-style-type: none">- Team Leader qualifications and experience- Proposed team members qualifications and experience	20

Total Technical Proposal maximal points**70****Section 1: Bidder's qualification, capacity, specialised knowledge, expertise and accreditation****Maximum
Points
Obtainable**

1	<p>1.1. General capability and reputation of the Bidder to implement the activities requested in this ToR (management and personnel structure, types of activities undertaken, project management controls, extent to which any activity would be subcontracted):</p> <ul style="list-style-type: none">• Company/Consortium with 5 years of experience in similar activities since registration date - 3 points• For each additional two years of experience in similar activities since registration date with condition that any discontinuity in similar activities should not be longer than one year – additional 1 point per two years up to maximum 3 points• Experience in projects funded by the UN system and/or other international organisations – 1 point <p>(maximum 7 points)</p>	7
	<p>1.2 Specialised knowledge, proven expertise and experience in media and training of journalists over the past five years:</p> <ul style="list-style-type: none">• Company with 3 contracts in media - 4 points• Contracts in the area of training of journalists – additional 2 points per contract (up to 6 points) <p>(maximum 10 points)</p>	10
	<p>1.3. Proven experience in working with local media in Serbia and particular in the regions/municipalities where EUPROPlus Programme operates in:</p> <ul style="list-style-type: none">• Mandatory experience in working with local media in Serbia – 1 point• Experience in working with media in Šumadija and Western Serbia Region – additional 1 point• Experience in working with media in Southern and Eastern Serbia Region – additional 1 point <p>(maximum 3 points)</p>	3
Total points for section		20

Section 2: Proposed Methodology, Approach and Implementation Plan		Maximum Points Obtainable
2	<p>2.1 Expected outputs are well described within the proposal and they are furthermore realistic, achievable and contribute to desired objectives.</p> <p>(maximum 7 points)</p>	7
	<p>2.2 Proposed methodology/approach is appropriate, realistic, feasible, effective and promises efficient implementation of the activities.</p> <p>(maximum 14 points)</p>	14
	<p>2.3 Resources estimates are realistic, appropriate and presented in a clear and understandable manner and sequence of suggested activities within the Work Plan is logical and realistic and contributes to efficient implementation of the project.</p> <p>(maximum 6 points)</p>	6
	<p>2.4 Oral presentation of the technical proposal</p> <p>(maximum 3 points)</p>	3
Total points for section		30

Section 3: Key personnel proposed		Points Obtainable
3	<p>3.1 Team Leader</p> <p>The Team Leader would be directly responsible for the delivery of the expected outcomes and activities defined by this ToR and must be engaged on the project for at least 50% of his or her total working hours.</p> <ul style="list-style-type: none"> • The team leader has a (minimum) bachelor degree in an expertise discipline relevant to this ToR such as media, humanities, social and political sciences – 2 points • A minimum eight years of professional experience - 2 points • More than eight years of relevant professional experience - additional 1 point • Participation in projects related to media as Team Leader or Team member - additional 1 point per project (up to 3 points) • Participation in projects related to training of journalists, as Team Leader or Team member - additional 1 point per project (up to 3 points) <p>(maximum 11 points)</p>	11

	<p>3.2. Team Members</p> <p>The team must consist of at least three team members - experts. Each team member must have proven expertise and experience in required discipline relevant to this ToR. He or she would also be directly responsible for implementation of activities defined by this ToR</p> <ul style="list-style-type: none"> • Each team member has a (minimum) bachelor degree in a discipline relevant to this ToR such as media, humanities, social and political sciences - 2 points • Each team member has at least five years of relevant professional experience in provision of training of journalists - 3 points • More than five years of relevant professional experience in provision of training of journalists – additional 1 point per expert (up to 3 points) <p>(maximum 8 points)</p>	8
	3.3. Gender balanced team of Team Members - additional 1 point	1
Total points for section		20

9. Timeframe

The contract with the implementing partner is expected to be signed in November 2023 and will have a duration of **at least 6 months** (depending on the methodology and the activities proposed), **but no longer than 8 months** (preparation of the final report included).

10. Monitoring and Reporting

The contracted implementing partner will remain in close contact with appropriate EU PRO Plus Programme personnel during the entire process, and will discuss and agree all relevant points/steps, both during the planning and implementation stages.

Electronic copies of all reports or any other materials related to the intervention will be made available in English.

The contracted implementing partner will submit to EU PRO Plus:

- Inception report within the first month of the implementation
- Monthly follow up meeting minutes every 5th of each month for the previous month
- Reports, and other outputs defined in milestones upon completion of each phase of required services in line with the ToR, and
- Final narrative report to be prepared and submitted after execution of a single three-day workshop and equipment award, i.e. at least seven days before the end of proposed implementation period.

The methodology, data collected, analyses, reports, recommendations and other products of this intervention, will remain the intellectual property of UNOPS.

11. Deliverables

- 1) **Inception Report** – A detailed work plan for implementation of assignment, including outline of the possible risks and a mitigation plan, eligibility criteria and evaluation grid for the selection of training applicants, as well as a database of local media. The Inception narrative report submitted to and approved by EU PRO Plus Programme.
- 2) **1st progress report** – Prepared after conducting a Call for Applications and selection of young journalists and students for the anticipated trainings. The report should include a detailed report on the selection process, as well as evaluation recommendations. The first progress report submitted to and approved by EU PRO Plus Programme.
- 3) **2nd progress report** - prepared after the trainings that include:
 - 4 Trainings in Reporting on EU delivered: 2 in Šumadija and Western Serbia and 2 in South and Eastern Serbia.
 - 4 Trainings in Modern journalism techniques delivered: 2 in Šumadija and Western Serbia and 2 in South and Eastern Serbia.The second progress report submitted to and approved by the EU PRO Plus Programme.
- 4) **3rd progress report** - prepared after the Traineeship and Study Tours that include:
 - Selection of Local media and young journalists and students for traineeship programme
 - One month paid traineeship
 - Selection of young journalists and students for the Study tours
 - Organisation of 2 Study toursThe third progress report submitted to and approved by the EU PRO Plus Programme.
- 5) **Final Report** – Prepared after execution of a single three-day workshop and equipment awards i.e. at least seven days before the end of proposed implementation period. The narrative final report must also have a strong section on the results of the trainings, traineeship and study tours programmes, conclusions drawn and recommendations for the future EU PRO Plus Programme cooperation with students, young journalists and local media from Šumadija and Western Serbia, and in South and Eastern Serbia, submitted to and approved by the EU PRO Plus Programme.

12. Visibility

All activities performed in public must fully comply with the Communication and Visibility guidelines of the EU PRO Plus Programme which will be provided to the Implementing Party by the Programme.

13. Final Considerations

The working languages when contacting the EU PRO Plus Programme are both English and Serbian. However, all official correspondence should be in English only. The working language of the contracted implementing partner while in the field shall be Serbian.