

TERMS OF REFERENCE FOR THE CONSULTANCY:

Production of best practice brochure

Within the project:

CONEX Balkan: Covid-19 Nexus response for improving the socio-economic situation of marginalized people in 6 Western Balkan countries

Deadline for application: Friday 6th, May 2022, 15h

About CARE and the project

CARE International is a federation of international non-government organizations implementing its programs for fighting poverty and social injustice in more than 100 countries throughout the world. CARE's aim in the Balkans is to ensure recognition and fulfilment of social, economic and political rights of the vulnerable and marginalized groups, thus contributing to sustainable peace in the region.

CARE's project "**CONEX Balkan: Covid-19 Nexus response for improving the socio-economic situation of marginalized people in 6 Western Balkan countries**", implemented between May 2021 and February 2023, aims to address problems affecting marginalised groups who are disproportionately impacted by the COVID-19 crisis, including older people, vulnerable women, minorities (e.g. Roma), refugees and IDPs as well as people with disabilities

The project's overall objective is to alleviate the humanitarian and socio-economic consequences of the COVID 19 crisis in 6 West-Balkan countries. The crisis has disproportionately affected those groups that already faced social and economic exclusion and vulnerabilities before the crisis, namely older people, unemployed women and people with disabilities. The project aims to contribute to improving not only their immediate socio-economic situation but also their resilience to current and future crises. The consortium will operate in six Western Balkan countries under the lead of Caritas Austria: Caritas in Albania and Kosovo, Mother Teresa Society in Kosovo, Red Cross in Montenegro and North Macedonia, CARE and three local partners in Southern Serbia and BiH and Diakonie with local partner Philanthropy in Central and Western Serbia. The project will provide cash, in kind and community assistance to marginalised people, improve access to health, psychosocial and social services as well as offer training and employment opportunities. It will also raise the awareness of relevant stakeholders on issues of discrimination and impact of the crisis on marginalised groups as well as advocate for measures to reduce these. As a result, the target groups will have improved their psychosocial wellbeing, be better equipped to cope with their economic situation and know where to look for social support both in their neighbourhood and with public services

The target organisations from BiH: "Budućnost" Modriča and Udruženje građana za promociju obrazovanja Roma "Otaharin", run social enterprises Eco Buducnost and AGRO-PLAN ltd with various occupations, employing marginalised target groups and at the same time funding their core activities from the business profit. Target organisation from Serbia Nexus Vranje has extensive experience in connecting the capacities of marginalized groups and very positive experiences in many years of work with women and young Roma and a good base of volunteers in this community.

Purpose of the consultancy

CARE International is looking for a consultant(s)/ organization/ company to develop the content, design and print a brochure for the promotion of the best practice, presenting the business models of the two social enterprises, AGRO-PLAN ltd from Bijeljina and Cooperative Eco Buducnost from Modriča as well as their support to the community through activity related to distribution of produce to the most vulnerable (NEXUS model). It is expected that the engaged Consultant(s) should undertake the following activities:

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- Get acquainted with the work and missions of two social enterprises,
- In cooperation with CARE and the Project Manager, define the structure and content of the brochure.
- Visit two social enterprises and hold interviews with the staff and actors involved in the functioning of enterprises, seasonal workers belonging to vulnerable categories and final beneficiaries- recipients of goods produced by social enterprises.
- Particularly examine the elements of social entrepreneurship within the business models of partners' enterprises, as successful business models aimed to provide possibilities for self-employment of vulnerable and marginalised citizens from the targeted areas.
- Examine the attitudes/estimation of the partner organisations on gender implications of their economic engagement, i.e. how much they contribute to improvement of living conditions and social inclusion of the most vulnerable women in their communities.
- Design the draft promotional brochure - the best practice promotion, presenting the business models of the two social enterprises. The brochure should contain the total of 2 stories and can be printed out as separate story for each of the partners. The text should contain the most important quotes of the members or beneficiaries of the partners' enterprises. The Consultants will provide the content/text, (including proofreading), the photographs and the complete visual design of the brochure.
- Use the collected material to create posts for social media and CARE website.
- Brochure elements:
 - The brochure should be designed in line with the visibility standards of the projects' donor: Austrian Development Agency and containing visual identity elements of CARE, in line with CARE visibility standards.
 - Written in BiH and English languages, in reader friendly language.
 - Approx. 6 pages long (plus covers).
 - The brochure should contain short introduction on CARE and the project, including:
 - Main statistics about the project results (up to 1/2 page);
 - 2 Chapters, one for each of the supported social enterprise, containing:
 - Information about the supported NGOs Otaharin and Buducnost, including their impressions and quotes.
 - Information about the business model of the NGO's social enterprise, including the quotes and their efficiency in economic empowerment and inclusion of marginalised and vulnerable women.
 - Particular conclusion on the social aspects of these enterprises.
 - NEXUS model- delivering aid to most vulnerable by distributing the products of the agro-cooperatives.
- Present the draft brochure to the CARE Project Manager for the approval and work in cooperation with the PM on the final version for printing.
- In the bid, the Consultants will present the printing costs as separate, specifying the suggested paper quality for the covers and the inside pages (50 copies in BiH and 50 English language full and individual brochures per enterprise will be produced, (200 in total per enterprise)).

CARE's Outputs

- Provide all necessary information and documentation on the projects to the Consultant.
- Provide to the Consultant the visibility guidelines of the donor's ADA and CARE.
- Agree on the work plan with the Consultant.
- Coordinate with partner organisations and communicate with the Consultant during the entire preparation and realisation of the brochure.
- Provide logistical support to the Consultant necessary for the realisation of the brochure (the travel costs for the field work envisaged should be included in the Consultants' bid).

Schedule

The Consultant will be engaged for 10 full consultancy days in, over the period 10th May to 10th September 2022, according to the following timetable:

Action	Responsible	Date
Submission of bid (electronically)	Consultant	5 th May, 22
Contract signing, initial agreements	CARE, Consultant	10 th May, 22
Deadline for realisation of the task	Consultant	until 5 th September, 22
Submission of the Consultancy report	Consultant	10 th Sept, 22

Payment schedule

Final payment (100% of contracted amount), not later than 20 th of September	Upon the realisation of the task <u>and</u> approval of the Consultancy report by CARE
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The detailed payment schedule will be outlined in the Consultancy Contract and will be made upon the work completion and the approval of the final consultancy report by CARE. The Payment will be carried out in line with all necessary documentation as per CARE's administrative procedures (time sheets, consultancy report, etc).

Required qualification of the Consultant:

CARE invites individual experts, teams of experts, NGOs and agencies, familiar with the type of work required in the context of a CSOs development project, to submit their bids and present in details their expertise, experience, division of work and responsibility levels/responsible persons (in case of teams or agencies). The general requirements are:

- Excellent capacity and proven previous experience in writing of communication documents, such as information brochures. Excellent capacity and proven previous experience in visual design of the communication materials, in particular information sharing brochures;
- Vast capacity for and experience in the analysis and formulation of best practice cases;
- Good knowledge of the economic position of women in BIH. Rich experience in the work with women NGO's in BIH;
- Rich experience from previous involvements in economic development issues and particular in economic empowerment of women, cooperative and social entrepreneurship in BIH;

- Excellent command over local and English language, oral and written. Excellent writing skills in highest quality English and local language.

The Consultant's bid/application should consist of the following:

1. Consultant's CV (preferably in EU Format) or portfolio, with detailed information relevant to the required qualifications.
2. Draft consultancy plan –implementation plan (schedule) for the consultancy.
3. Bid – financial offer: The Consultant shall suggest a daily fee/rate in BAM per consultancy day. (Transportation, food and accommodation costs should be included). This includes the generation of content and design of the brochure. The printing costs should be added in the financial offer. These costs will be indicative and will be defined after the final design is approved. There is no standard format for the bid.

The received applications will be evaluated against the below stated criteria:

REFERENCE /HISTORY (experience in similar work)	METHODOLOGY / APROACH (appropriateness for the task)	KNOWLEDGE /SKILLS (specific for the task)	FUNDS (value for money)
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We thank to all applicants for their interest. Only those who are to be selected will be contacted. For any additional information concerning the application, please contact:

Branislav Tanasijevic, Project Manager

E-mail: btanasijevic@care.ba , Sarajevo, 6th April 2022.