



TERMS OF REFERENCE

FOR THE CONSULTANCY:

DESIGN OF THE SEI CENTER COMMUNICATION PLAN

within the project: **Brčko Inclusive Socioeconomic Initiative**

Deadline for application: **Friday 5th, July, 15h**

CARE International, within its project “Brčko Inclusive Socioeconomic Initiative” (in further text: the Project), is looking to engage external expertise to, in close collaboration with CARE staff and partners, **design the three years Communication Plan for the Socio-Economic Centre (SEI Centre)**, an entity that is being created as the main Project output. The Plan should be based on the wider document: Communication Strategy, which has been developed by the Project and ought to define the practical tools and approaches on how best to communicate the activities of the SEI Centre to the citizens of Brčko District, benefits it offers in the area of socio-economic inclusion especially for marginalised and vulnerable groups and individuals seeking employment.

The Communication Plan will define concrete roles of the SEI Centre staff, determine the most appropriate communication channels and various types of communication messages which will be used in the future SEI Centre work for promoting (Self-) Employment Centre and services the Centre offers to the citizens. Additionally, the Communication Plan will propose outreach and other activities to promote main SEI Centre advocacy messages.

General information

Job title:	Consultant(s) for the design of the SEI Centre Communication Plan
Project title:	<i>Brčko Inclusive Socioeconomic Initiative</i>
Donor:	Czech Development Agency and CARE Czech Republic
Project country:	Bosnia and Herzegovina, Brčko District
Place(s) of work:	Brčko District
Anticipated consultants:	Specialized consultancy team (individual experts, teams of experts, NGOs, agencies) comprised of experts with diverse and complementary skill sets and backgrounds, fitting the consultancy task
Engagement period and duration:	Approximately 30 working days, over the period 15 th July- 31 th October 2024

About CARE in the Balkans

CARE’s mission in the region of Balkans is to contribute to post-war recovery, socio-economic development and building the societies of equality in Bosnia & Herzegovina, Serbia, Montenegro, Kosovo, Albania and Macedonia (FYROM). CARE’s work in the Balkans started in 1993, when it provided humanitarian support to people affected by war. In the late 90-ties, CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development, engaging in interventions directed at conflict prevention and peace-building, sustainable livelihoods, gender equality and the prevention of gender-based violence.

CARE in the Balkans places the quality of its program at the centre of its mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion. The goal of the Social and Economic Inclusion Program is to strengthen capacity and create opportunities for the marginalized, socially excluded and poor to integrate into society and access rights. CARE's Gender Equality Program aims to empower women vulnerable to violence, discrimination and poverty, to reach better life opportunities and social justice and to work on prevention of peer violence and building of tolerance among young men in the Western Balkans. CARE's engagement and contribution lies in strengthening sustainability of key regional, national and/ or local civil society organizations and networks promoting equality and diversity, in the context of social inclusion and non-violence.

Project information

The project "Brčko Inclusive Socioeconomic Initiative" will contribute to socio-economic integration of disadvantaged and vulnerable categories of citizens of Brčko District. The Project concentrates its efforts to Brčko District and invests in increasing the socio-economic inclusion of marginalized groups. This is mirrored in the Project Objective: to increase social inclusion and create sustainable employment opportunities for citizens in Brčko District (BD) with a particular focus on disadvantaged and vulnerable groups, through raising employment capacity, support to entrepreneurial activities and enabling a conducive environment for more inclusive economic development.

The following project results/outputs are expected:

- Output 1:** Disadvantaged and vulnerable populations of the Brčko District have increased their capacity for employment and knowledge of their citizens' rights, through project conducted trainings and awareness raising.
- Output 2:** Increased capacity, skills and job opportunities for the unemployed citizens of BD and creation of new employment for the disadvantaged and vulnerable groups, via project financial and technical support.
- Output 3:** Enhanced environment for a more efficient economic inclusion of vulnerable and disadvantaged groups, by creation of public-private partnerships to address labour market barriers and promotion of sustainable employment models.

Information about the Project partner RGFBD:

The Development-Guarantee Fund of Brčko District Government - RGFDB (<https://rgfbd.com/>) is a public institution established under the Government of Brčko District (BD), responsible for providing financial support or guarantees to small and medium-sized enterprises, individuals or agricultural producers.

More specifically, the main current RGFDB services include:

- a) Approval of credit funds and their placement,
- b) Allocation of funds to small and medium-sized enterprises and entrepreneurs,
- c) Investing in securities,
- d) Providing guarantees for loans to small and medium-sized enterprises and independent entrepreneurs and farmers with the aim of faster employment,
- e) Providing guarantees for lending in the rural sector,
- f) Other credit and financial intermediation.

Role in the Project: Unit for Implementation of International Projects at RGFDB (further PIU) has been mandated by the Government of BD to act as the main Project partner and beneficiary focal point (for all three project Outputs). PIU will also act as an intermediary between the selected the project applicant/implementer and the Government of BD, in particular on strategic issues such as legislation, long-term financing and sustainability of project outputs, etc. PPIU will, through this Project, establish and develop the (Self) Employment Socio-Economic

and Entrepreneurship Centre, which will aim to provide comprehensive support to BD residents, and especially marginalized persons, on their path to self-employment, entrepreneurship and long-term/permanent employment. The Centre would serve to develop, strengthen and upgrade the skills of BD residents so that they are employable in the labour market. At the same time, it can provide retraining and other training courses, personalised training, coaching, consulting, mentoring, therapeutic and psychosocial services and similar types of help and assistance. It would serve also serve as an incubator for start-ups and early stage entrepreneurs.

Purpose of the consultancy

CARE International is looking for a consultant(s)/ organization/ company to undertake the following activities:

A) In communication with RGFBD staff, review the existing Communication Strategy designed by the Project and other Project documents and design a concrete Communication Plan for the next 3 working years (a detailed plan for 2024 and outline plans for 2025 -2026), with the following elements:

1. Executive Summary, with an overview - purpose and scope of the communication plan and its key objectives.
2. Situational Analysis – short review of the main elements of the current SEI Centre Communication Strategy, with a SWOT and stakeholder Analysis, to list the needs, preferences, and influence of various stakeholders (internal and external).
3. Objectives: Clear, measurable goals that the Communication Plan aims to achieve. These objectives should align with the broader goals of the Communication Strategy, SEI Centre and the Project.
4. Target Audience: Identification of the specific groups or individuals SEI Centre intends to reach, including vulnerable and marginalized populations of the Brcko District.
5. Key Messages core messages that need to be communicated to the target audience, clear, consistent, and aligned with the SEI Centre’s values and goals. Outline overarching themes that will guide communication efforts over the three years.
6. Communication Channels and Tools: The platforms and methods used to deliver the messages, aiming at spreading the information about the SEI CENTRE and its Business Incubator among local citizens, influence the formation of positive public attitude about the SEI Centre and its services through the dissemination of information actively shaping communication relations between the SEI Centre and its target groups. This can include usage of traditional media (print, radio, TV), digital media (social media, email, websites), and face-to-face communication (meetings, conferences, events).
Channel Strategy: Identify and evaluate the channels (e.g., social media, email, press releases, events) that will be used to reach each audience segment.
7. Tactics and Activities: Propose specific actions and initiatives that will be taken to implement the SEI Centre Communication Plan, such as campaigns, public relations activities and events, content creation (outline the types of content to be produced - e.g., blog posts, videos, infographics... and their distribution schedule).
Timeline: A schedule that outlines when different elements of the Plan will be executed, to ensure that activities are well-timed and coordinated. Break down the plan into annual phases with specific initiatives and campaigns, through Activity Calendar a detailed timeline of activities and key milestones for each year.
8. Brand Voice and Style: Guidelines on the tone, style, and voice that should be used in all communications to ensure consistency and alignment with the identity and mission of the SEI Centre. Usage of the logo and sign of the SEI Centre. Rules in building relations with newspapers/journalists, event organization, events participation, materials production etc.
9. Resources: Identification of the resources required to execute the Plan, including budget, personnel (staff of the SEI Centre and eventually external), and needed technology/materials.
10. Roles and Responsibilities of team members involved in executing the communication plan, establish a system for monitoring progress and ensuring accountability.

11. Measurement, evaluation, adaptation and continuous improvement: define methods, tools and schedule for measuring the effectiveness of the Communication Plan, and for refining of the Plan over time, by regularly analyzing and evaluating its effects and results. This should involve developing and tracking of Key Performance Indicators such as number of participants in the event, feedback from beneficiaries/clients and stakeholders (define feedback channels to be developed), media coverage, etc. that can be used as the basis for optimization of the Plan. Define a plan for periodic reviews and updates to the Communication Plan to ensure it remains relevant and effective.
12. Risk Management: Identify potential risks and challenges that could impact the Communication Plan and develop strategies to mitigate identified risks. Outline a plan for managing communication during unexpected events or crises, to ensure that the SEI Centre can respond quickly and effectively to protect its reputation and maintain trust.
13. Conclusion with a summary of the Communication Plan.

B) In cooperation with CARE, organize a two-day workshop with representative staff from partner RGFBD (5persons), aiming to:

- Present all elements of the drafted Communication Plan, discuss plans for its realization, roles of the SEI Centre personnel. Collect inputs from the participants for the finetuning of the Strategy. Note: the final Communication Strategy has to be approved by the RGFBD within the consultation period.
- Brainstorm the ideas for the visual identity-branding of the SEI Centre (to provide elements for the designer).
- Outline a plan for the SEI Centre kick-off ceremony/event.

C) Support CARE and RGFBD in detailed planning and realization of the SEI Centre official kick-off ceremony/event, mid-October (preparation of entire event documentation: protocols, Agenda, invitation letters for participants and media, press releases, engaging a photographer/video producer, supporting event moderation, attending the event, collecting press clipping related to the event, etc.).

D) Provision of the Consultancy Report to CARE, up to 5 pages, in English and BHS languages by 15th November with produced/approved annexes, on local language for partner further use. The designed detailed Communication Plan will represent a mandatory Annex to the Consultancy Report.

CARE's Outputs

- Provide necessary information and project documentation to the Consultant and agree on the work plan with the Consultant.
- Coordinate with partner organisation RGFBD and the Consultant during the entire preparation and realisation of the task,
- Provide logistical support to the Consultant necessary for the realisation of the task. Travel and accommodation costs for the anticipated fieldwork should be included in the Consultants' bid.

Schedule

The Consultant will be engaged for 30 full consultancy days in, over the period 15th July to 31th October 2024, according to the following timetable:

Action	Responsible	Date
Submission of bid (electronically)	Consultant	5 th July, 24
Contract signing, initial agreements	CARE, Consultant	15 th July, 24
Deadline for realisation of the task	Consultant	until 31 th Oct, 24
Submission of the Consultancy report	Consultant	31 th Oct, 24

Payment schedule

Final payment (100% of contracted amount), not later than 10 th November	Upon the 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:

- Master's degree in communications, marketing, public relations, or a related field.
- Vast knowledge of socioeconomic issues, economic inclusion and development, labor markets, employment trends, and policies related to economic inclusion. Experience in engaging diverse communities, particularly marginalized or economically disadvantaged groups.
- Minimum 5 years of proven experience in developing and implementing strategic communication plans, particularly for non-profit organizations, government agencies, or socioeconomic centers.
- Experience in handling public relations, media outreach, and managing relationships with various media outlets.
- Skills in identifying, analyzing, and engaging with a wide range of stakeholders, including government bodies, community organizations, employers, and job seekers.
- Proficiency in using digital platforms and social media for outreach and engagement.
- Strong skills in creating various types of content (written, visual, multimedia) that resonate with different audiences.
- Strong analytical and research skills to stay updated on trends, best practices, and emerging issues in socioeconomic development and communication.
- Expertise in designing and implementing methods for evaluating the impact of communication efforts.
- Minimum 5 years workshop and coaching techniques, incorporating participatory approach.
- Ability to develop innovative approaches and creative solutions to communication challenges.
- Sensitivity to cultural differences and the ability to work effectively in multicultural environments.
- Clear demonstration that the consultancy team is able to meet the needs of CSO in limited timeframe of the consultancy task.
- Excellent command over local and English language, oral and written. Excellent writing skills.

Content of the bid:

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). There is no standard format for the bid. THE APPLICATION- BID SHOULD BE IN ENGLISH!

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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Interested candidates are invited to apply to the address:

CARE International, Balkans, Derviša Numića number 6 , 71000 Sarajevo,

or to the e-mail: shalkic@care.ba

Closing date for applications is July 5th, 2024, 15h

We thank to all applicants for their interest. Only selected applicants will be contacted. For any additional information concerning the application, please contact:

Branislav Tanasijevic, Project Manager

E-mail: btanasijevic@care.ba

Sarajevo, 29th May 2024