



Terms of Reference for the engagement of Consultant(s) or Agency

for
awareness raising Campaign

through the project:
“Right to a Future”



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Deadline for application: 20 March, 2025

About CARE in the Balkans

CARE’s mission in the region is to contribute to post-war recovery and the socio-economic development of Bosnia & Herzegovina, Croatia, Serbia, Kosovo* and Montenegro. CARE in the Balkans consists of Offices in Sarajevo, Bosnia and Herzegovina (BiH), in Belgrade, Serbia and Pristina, Kosovo*.

CARE’s work in the Balkans started in 1992, 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.

The Project

The action’s overall objective is to protect human rights and fight discrimination in BiH by facilitating gender equality, and Roma¹ and marginalised women and girls’ empowerment. Protecting marginalised girls and boys from early marriage is an essential human right, as is defending fundamental freedoms ensuring their right to make important life choices.

CARE will work with two key partners on implementing this initiative: 1) the Roma Association [Better Future](#) from Tuzla and 2) the [Wings of Hope](#) from Sarajevo and four

¹ In line with the terminology of European institutions the umbrella term ‘Roma’ is used here to refer to a number of different groups, without denying the specificities of these groups.

selected local communities through subgrants for members of Roma Women Network “Success” utilizing CARE’s tested tools Program E and Community Score Card. The project will increase capacities and skills of local Roma women CSOs, youth, Parents, community members, media representatives and school staff/teachers, local and national authorities and other stakeholders to adequately prevent and ensure better access to and use of services to Roma and other marginalised girls and their families in dealing with GBV, trafficking and early, child and forced marriages.

The project commenced on February 1, 2024, with an initial total value of 236,842.00 EUR, **funded by the European Union with 225,000.00 EUR (95%)**. Recognizing the impact of the COVID and post-COVID economic downturn on the aforementioned local communities and grassroots organizations, Aktion Deutschland Hilft provided additional support of 66,678.77 EUR in September 2024.

Roma women, being the most marginalised population group in the country, have been disproportionately affected by the COVID pandemic contributing to their already destitute situation, economic wellbeing and position in society and in their own families. Roma families felt the effects of COVID even more severely, by losing ability to generate income and/or possibility to gain any welfare given that they were mostly working in service sector and very often in an informal economy.

Thus, this project is enabling additional and new activities to link with the running EU project through strengthen the intervention in Roma communities by providing further support to Roma women grassroots organisations and targeted communities by deploying ADH resources to enhance technical assistance to organisation, strengthen overall coordination, and visibility of the actions as well as the issues Roma women are facing.

As a result, the **total value of the 'Right to a Future' project is now 303,520.77 EUR, funded by the European Union with 225,000.00 EUR (74%) and Aktion Deutschland Hilft with 66,678.77 EUR (22%)**.

The project is being implemented until January 31, 2026.

About the Campaign

Trouth Activity 3.8. (A 3.8.) the project envisaged to organise an awareness raising and media **campaign** to support and reinforce activities of Roma Women Network (RWN) members are conducting to prevent Child, Early, and Forced Marriages (CEFM). This activity will be outsourced to a specialised agency to develop materials, messages, support social media activities and organise and facilitate media outreach, and will be assisted by media stakeholders participating in the project.

The **campaign** will also contribute to the project’s visibility. However it will primarily serve to sensitise public and target communities about the harmful practices related to CFEMs.

The project will organize community workshops on [Program E](#) held by trained peer educators and improving young people's knowledge on preventing violence, promoting gender equality, and fostering healthier lifestyles. Teachers and parents will learn how to support young people, while local Roma CSOs will be strengthened to address

inequality and harmful practices. Community members will gain insights into mental health and their roles in preventing harmful behaviors.

Through adaptation of CARE's community driven accountability tool – the [Community Score Card](#) (CSC) to goal is to improve collaboration between Roma communities and local/national government officials – aiming to improve service access, usage and quality, targeting duty bearers and right holders. Partners and sub-grantees will be trained on using the CSC, with facilitation of communities and authorities to jointly plan and implement identified priorities.

The EU project component envisages Financial Support to Third Parties (FSTP) sub-granting scheme through which we will support activities' implementation by awarding grants to RWN members to implement community actions, coordinate field activities and conduct local advocacy and action by deploying the CSC methodology. Partners and sub-grantees will also hold public discussions with key stakeholders, leaders, and policy makers in each target community on early, child and forced marriage causes, consequences and preventive measures. These activities will be supported by the project's awareness raising campaign, providing partners with materials, key messages for social and mainstream media and other campaigning tools. The project will, in collaboration with media participants, allies and stakeholders also explore how to establish an intervention mechanism to directly assist young people who are affected by CFEM (Child, Early, and Forced Marriages).

Local CSOs, media participants and government representatives (as rights holders and duty bearers) will embrace a new CSC technique to help them communicate more effectively and jointly solve issues related to the availability and accessibility of services or the quality of services important for the Roma community when it comes to prevention and direct assistance to survivors of GBV (Gender Based Violence), trafficking, CEFM and similar abuse. The authorities beyond the targeted communities and increasing sections of the media and general public will raise awareness of the issues that the Roma and other marginalised groups are facing with a focus on CEFM and school drop-out and their negative implications for the entire society, particularly for new generations and COVID effects on communities.

Final beneficiaries and stakeholders: The intervention envisages that at least 20% of the Roma population in BiH (of the estimated Council of Europe's (CoE's) average, cca 10,600) and at least 100.000 members of the general population (approx. 3% of the total population) will, through **campaign** activities, media promotion and information, experience-sharing through Roma and non-Roma CSOs, and through regular communication channels, websites and both social and mainstream media, become more resilient to the risks connected to the CEFM practiced in Roma communities. *They will become more aware that it is not a part of the Roma 'tradition', but that instead, it clearly violates children's rights to education and to a life free from violence and discrimination. It is also expected that the general public, and in particular government institution representatives, will learn and understand what a positive contribution in eliminating such attitudes and behaviours they can make.*

Social impact: This has the greatest potential, due to the nature of the action, the target locations, and the actors themselves. At least 100,000 people including Roma, non-Roma, youth and adults, parents, teachers, and local and entity/national government officials, are expected to better understand the risks and negative effects of harmful norms and practices, realise their responsibilities and as a result, instigate or support

concrete shifts in implementing policies, strategies and relevant actions plans that will decrease socially harmful incidents. The media content produced will contribute to these discussions and additionally, bring these matters into the general public's focus. Social media that young people use for promotion and bringing important questions into public fora will help keep the issue of minority rights, discrimination, and violence on the radar over a longer period of time. Policy level: through active advocacy within the current policy-making/revision processes on the local, sub-national and/or national levels, but particularly in the action's five communities, through the engagement of service providers and decision-makers in project activities, the project participants will get a chance to directly question and influence any existing or new policy/strategy or action plan concerning youth and ethnic minorities, education and service provision, and the role of CSOs in public and political life. Youth awareness-raising and advocacy campaigns as well as via the CSC application identifying gaps concerning appropriate and functional service provision (FSTP), will affect this policy level with its intended policy reform outcomes. The key here will be the active involvement of mainstream media, and local officials/public servants who will lead on instigating the institutional changes connected to the action's activities and results.

Moreover, community-level youth campaigns supporting the CSC process would advocate for changes in local strategies and action plans, as well as mechanisms on the prevention, identification, and effective response to GBV and CEFM cases. These good examples would be promoted at the national level as well to attract the attention and interest of decision makers and the Roma Committee with the National Minority Council in adopting the same approach in also addressing other types of issues between Roma communities and service providers/policy makers.

Purpose of consultancy

CARE International within the framework of the project would like to engage Consultant(s) or Agency with the following expectations:

- a) Familiarize yourself with the project in detail by reading the provided project documentation.
- b) Propose, organize, and design the campaign, including the production of campaign materials, in cooperation with CARE, project partners, and sub-grantees. The agency will be responsible for these activities, utilizing their own resources and budget. The campaign will be implemented mainly by sub-grantees, with the extensive support of the agency, in the following project locations: Tuzla, Kakanj, Visoko, Prnjavor (Modriča & Vukosavlje), and Doboj.

Through **Outcome 1**: Roma and other marginalised women and girls enjoy their rights to a life free from violence, discrimination and harmful norms including child, early and forced marriage (CEFM) practices, with support from their families, male peers, Roma and non-Roma communities, and local and national governments and its indicator **SO 4**: # of young people (Roma and non-Roma) and general public reached through an awareness raising campaign utilising mainstream and social media and community campaigns on the benefits of life free from any violence and discrimination a **target** of **at least 100.000 people** needs to be reached, monitored and reported on, if necessary, with development of a tool for monitoring including press clipping.

Output 3 directly contributes to the accomplishment of the indicator **SO4**, through **Ind. 3.6**: # of people reached including media representatives, by the project's awareness raising campaign with the set **target** Reach of 100,000 people through the campaign **and Ind. 3.7**: # and type of held media events/presentations (radio/TV/press conferences)

on any of the project subject themes assessed as effective by media assessors and other key informants with the **target** set 10 media presentations.

- c) The campaign has to be coordinated with the sub-grantees campaign and their project activities. Provide support to committed youth and sub-grantees in those five project localities with their advocacy campaign (A 1.6. & A 1.9.). Its implementation as a part of the sub-granting scheme with its timeframe March 15 – December 15, 2025.
- d) Utilization of different channels to promote the action and its achievements, with particular consideration given to the main target groups, including Roma minority, youth, women and girls, local level service providers etc. Regular information-sharing via mainstream and social media (photos, short video clips, announcements), radio, TV, news portals) as part of regular implementation in an appropriate form and manner.
- e) In that process provide support to partners and sub-grantee organizations to recognize, monitor and record good practice examples and success stories and to report on them and publish via associates' websites and the media (A 1.9.).
Organize regular exchanges (online or face to face as part of other project activities) on the advocacy campaign development process, the tools, methods and material produced, the stakeholders engaged, as well as lessons learned and the sharing of good practice examples.
- f) To track their campaign progress, steer them, assist them, and monitor the achievements of their advocacy efforts.
- g) Provide assistance to sub-grantees and partner organizations in completing CARE's campaign reporting table, ensuring accuracy and thoroughness.
- h) Organize, follow up, monitor, and report on the implementation of the project's **Visibility and Communication Plan (+ Ind.3.4.)** ensuring compliance with the plan by all parties involved, including the agency engaged through this ToR. This includes providing extensive support to CARE, project partners and sub-grantees in executing the plan. Among other this can involve creating reports, drafting communication materials, and ensuring all necessary documentation is in place to support the visibility and communication efforts.
- i) Organization and two press conference events: Press-conference will be held to mark the launching of sub-granting activities, CSC method utilization, peer to peer education, etc. A follow-up event will also be held towards the end of the project, with partners presenting the key projects' achievements and their policy implications.
- j) Promote the project and enhance its visibility by leveraging their media contacts to invite and organize media coverage for all activities.
- k) For each campaign activity, it is essential to develop an individual scenario, which must be submitted to CARE Balkans for approval by the European Union. Additionally, campaign materials require pre-approval. Both scenarios and materials should be sent to CARE at least 25 days prior to the event.
- l) In case of advocacy win for certain campaign/project activities to support sub-grantees or project partners on filling out CARE's AIR tool registering the process and the advocacy success.
Document available on request, please contact Mr. Halkić.
- m) The documents produced must possess aesthetic appeal. They should not be plain text akin to a book but should exhibit aesthetic value, including organization, neatness, and emphasis on key sections. This can be achieved through the use of:

- **Bolding** for important points
- **Italicizing** for emphasis
- **Underlining** for highlighting
- **Text indentation** for clarity
- **Alphabetical or numerical numbering** for lists
- **Bullet points** for concise information
- **Color coding** to highlight different sections or themes

n) All produced materials, its content and images, have to ensure respect for diverse groups and their individuals as well as to the project’s democratic values, and the donor and implementing parties’ cross-cutting themes, including gender equality, diversity, participation, anti-discrimination, and non-violence. Those produced by sub-grantees will be carefully checked and ensure aforementioned values.

o) Keep and maintain CARE’s database of participants, ensuring that the list of participants is transferred to an electronic format.

CARE’s Outputs

- Provide the general information on sub-grants and sub-granting organizations;
- Provide the logframe of the Project and the Project together with Visibility and Communication plan and its Annexes (projects’ visuals);
- Provide contact information to the Consultant(s) or Agency and agree on the work plan;
- Provide reporting template;
- Provide limited level of coordination with partner organisations and the Consultant during the entire preparation and realization of the activity.

Schedule

The Consultant(s) or Agency will be engaged in the period **25 March 2025 – 31 December 2025** for **30 days**.

The payment will be carried out in two instalments upon fulfilment of the following conditions:

1 st Instalment (30% of the contracted amount)		Upon delivery of the Press Conference and Campaign design and receipt of all necessary documentation as per CARE’s administrative procedures which could be: invoice, report, time sheet.
2 nd Instalment (30% of the contracted amount)		Upon completion of interim campaign milestones and submission of required documentation as per CARE’s administrative procedures which could be: invoice, report, time sheet.
3 rd Instalment (30% of the contracted amount)		Upon further progress in campaign implementation and submission of required documentation as per CARE’s administrative procedures which could be: invoice, report, time sheet.

Final payment (10% of the contracted amount)	As per contract	Upon accomplishing the Purpose of consultancy and receipt of all necessary documentation as per CARE's administrative procedures which could be: invoice, report, time sheet.
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Required qualification of the Consultant(s) or Agency

1. Proven extensive experience (more than 5 years) in campaign management, including planning, organizing, and executing campaigns.
2. Experience working with non-profit organizations or similar entities.
3. Comprehensive understanding and knowledge on community engagement and advocacy efforts.
4. Ability to develop and implement effective campaign strategies.
5. Ability to work effectively with various stakeholders, including project partners and sub-grantees.
6. Ability to think creatively and develop innovative campaign ideas and materials.

Application process

Consultant(s) / Agency is required to submit following documents to **shalkic@care.ba** by **20 March 2025**.

- **CV**, indicating all experience from providing trainings, as well as the contact details (email and telephone number) of the candidate and professional references.
- **Financial offer**, indicating local currency and **total price** in **BAM** and provide breakdown of the costs

Note 1: Please provide a breakdown of all costs, with the exception of travel and accommodation, which should be included in the daily fee.

Note 2: If you are sending the offer as a physical person the amount should be net. Related benefits and taxes for physical person will be calculated and paid by CARE.

Note 3: Financial offer needs to be provided in **your own form** as well as Filled in a **Request for Quotation Form** (Annex A5).

Please contact CARE Procurement Office at shalkic@care.ba to obtain the required Request for Quotation (Annex A5).

- **Overview** of the campaign and concepts

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

REFERENCE/ HISTORY (experience in similar work)	METHODOLOGY/ APPROACH (appropriateness for the task)	KNOWLEDGE/ SKILLS (specific for the task)	FUNDS (value for money)
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