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# BACKGROUND INFORMATION

## Beneficiary geographical area

Municipality of Gostivar, Struga, Tetovo, Kicevo, Kumanovo, Jegunovce, Brvenica, Vrapcishte, and Mavrovo-Rostushe.

## Contracting Authority

Association for Democratic Initiatives (ADI) Gostivar

## Country background

The project “Diversity is trendy – promoting local multiculturalism!” is implemented in the frame of IPA Civil Society Facility and Media Programme 2014 Support to Civil Society Organisations under the Civil Society Facility and Media Freedom Action 2014. The coordinator is Association for Democratic Initiatives (ADI) Gostivar and co-beneficiaries are: *“Economic Chamber of North-West Macedonia”* and Multiethnic association Florence Nightingale (FN).

The respect of cultural and ethnic diversity, recognition of human rights and democratic principles represent the basis for development of multiculturalism. The inter-ethnic and inter-cultural dialogue and collaboration, while with the signing of the Ohrid Framework Agreement (OFA) in 2001, embraced multiculturalism is declarative and requires considerable political and institutional commitment. The primary weakness of the Framework Agreement is the reliance on a political elite compromise, which would secure peace and inter-ethnic tolerance. The confidence building measures of the Agreement were focused exclusively on re-establishing security in the conflict areas, not on enhancing long-term social interaction between the communities. In many past and recent debates by political elites, analysts and policy makers on the provisions and implementation of the Agreement, the concepts of nationalism(s) and multiculturalism are often highlighted as factors around which our country builds its identity. Considering the diverse nature of our society, the two great principles of Ohrid— respect for the cultural identity of everyone and the equal rights of every citizen without regard to ethnic background—remain valid today as crucial to the long-term peace and prosperity and further development of the multiculturalism.

## Current situation in the sector

## The Assessment of Multiculturalism at local level, conducted in October 2016, has been prepared to meet the needs of the project “Diversity is trendy – promoting local multiculturalism!”. Тhe assessment aimed to determine the present situation of inter-ethnic relations in the targeted municipalities and to provide guidelines for future action. Apart from the examination of the present conditions regarding the development of multiculturalism, the assessment builds on earlier reports “Coexistence in Distance”, a research study conducted by FN in 2014, and “Analysis of the Intercultural Policies and Practices in Six (6) Multi-ethnic Municipalities in Macedonia” prepared by ADI in 2013. Furthermore, the assessment had take into account the results of the project implemented by ADI, with the support of the British Embassy in Skopje, focused on the development and adoption of local strategic documents for developing multicultural dialogue in six municipalities of the Northwest region: Brvenica, Vrapchishte, Gostivar, Jegunovce, Kichevo, and Tetovo. Apart from continuing the work in these municipalities, the project “Diversity is trendy – promoting local multiculturalism!” expands the efforts related to the promotion of the concept of multiculturalism to additional three municipalities: Kumanovo, Mavrovo and Rostusha, and Struga.

## The research process consisted of examination of several aspects of the development of multiculturalism at local level – implementation of initiatives and extent of cooperation between relevant local stakeholders (civil society organizations, local government bodies, educational institutions, the local business sector, the media sphere etc.), providing a basis for the structuring of the project activities according to the specific local conditions and needs. The findings of the preliminary report were subsequently presented and discussed at public debates organized in each of the target municipalities. The [final assessment report](http://www.adimacedonia.org/2017/03/13/844/), supplemented by recommendations and conclusions from relevant stakeholders participating at the debates, aims to provide a thorough overview of the situation in the target municipalities, and provision of recommendations for future action.

## Related programmes and other donor activities

This action is based on the accumulated experience of the Association for Democratic Initiatives (ADI) through the process of implementation of the project supported by the British Embassy in Skopje, the development and adoption of local strategic documents for developing multicultural dialogue. These strategic documents were adopted by the municipal councils in three rural and three urban municipalities of the North West region: Brvenica, Vrapcishte, Gostivar, Jegunovce, Kichevo, and Tetovo. Within the project “Diversity is trendy – promoting local multiculturalism” were prepared and adopted another three strategies aimed to improve intercultural dialog among ethnic communities in the municipality of Struga, Kumanovo and Mavrovo and Rostushe.The strategies have the following aims as common: A transparent local government which fosters coexistence and contributing to intercultural cooperation; An integrated educational system that promotes intercultural dialogue; Enhanced awareness of the citizens about the need for tolerance and coexistence.

# OBJECTIVE, PURPOSE & EXPECTED RESULTS

## Overall objective

The **overall objective** of the action is: Improving inter-community relations and increasing local multicultural democracy.

The **specific objectives are**:

* To assess the implementation progress of the strategies and specific politics related to the integration of ethnic communities and inter-community relations;
* To develop and adopt local strategies for multicultural dialogue;
* To support implementation of local actions aiming to improve inter-community relations by local civil society/grass roots organizations.

## Purpose

## The purposes of this contract are as follows:

## Purpose 1: Realization of information campaign to improve inter-ethnic community relations.

## Results to be achieved by the Contractor:

**Result 1:** Preparation and broadcasting of the TV spot in the local TV stations and national TV stations;

**Result 2:** Preparation and printing ofposters, leaflets, bookmarkers, stickers and T-shirts;

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

All project activities have been carefully planned and are based on past experience in implementing similar activities. However, possible risks exist for the project as a whole as well for the individual activities, which are out of control of the implementing partners. On the general level, possible general risks to the project include: political, economic and social destabilization.

## Risks

A sufficient number of stakeholders showing their interest for participation/involvement.

# SCOPE OF THE WORK

## General

### Description of the assignment

The contract will provide expert support in the preparation, conducting and executing three trainings on diversity sensitive planning and one training on advocacy and networking skills.

The offers can be submitted, both, by individuals and legal entities. In case if the Contractor/Consultant is a legal entity, it must offer experts experienced in providing/implementation of similar activities. The proposed experts must satisfy the criteria described in section 6.

### Geographical area to be covered

The activities will be realized in the municipalities of Gostivar, Struga, Tetovo, Kicevo, Kumanovo, Jegunovce, Brvenica, Vrapcishte, and Mavrovo-Rostushe.

### Target groups

Grass roots/local civil society organizations, local councillors, members of the Committees for inter-community relations, representatives of the educational institutions, business sector, local media and religious groups

## Specific work

The contractor should undertake the following activities in order to achieve the contract results/job description:

**Activity 1:** **Preparation and broadcasting of the TV spot in the local TV stations and national TV stations;**

The TV spot will be 30-40 sec of length. It should have graphic elements, materials representing the diversity of the population in the country. At the end of the spot, there will be visual information for the donor. The motto of the TV spot will be Diversity is trendy! and should also contain short message for the promotion of the diversities in the country. The TV spot should have a Macedonian and Albanian version.

The TV spot is to be broadcast in the 2 (two) national TVs (on Macedonian and Albanian languages) and 10 (ten) local TVs (5 that are broadcasting on Macedonian and 5 that are broadcasting on the Albanian language).

The contractor will be responsible to: Prepare the TV spot, develop media plan and broadcast the TV spot. The final approval of the TV spot and media plan will be made by the Contracting authority.

**Activity 2: Preparation and printing of posters, leaflets, bookmarkers, stickers and T-shirts;**

The posters, leaflets, bookmarkers and T-shirts should follow the content and design of the TV spot. The key message will be the Diversity is trendy! and will also contain information from the project activities.

The contractor will be responsible to design and print the promotional materials as follows: leaflets – 900 copies; bookmarks – 900 copies; stickers – 900 copies; T-shirts size M and L – 300 pieces. The promotional materials will be on Macedonian, Albanian and Turk languages.

The Contractor must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgment of EU financing of the project. (See <http://ec.europa.eu/europeaid/funding/communication-and-visibility-manual-eu-external-actions_en> .

## Project management

### Responsible body

The Contracting Authority- *Association for Democratic Initiatives (ADI)* Gostivar is responsible to launch the service tender procedure, sign the service contract, authorize payments to the contractor and handle the financial management and control during project implementation. The day-to-day operational project implementation will be also performed by *Association for Democratic Initiatives (ADI)* as coordinatorand co-beneficiaries are: Multiethnic association “Florence Nightingale” and “*Economic Chamber of North-West Macedonia (ECNWM)*”. The project is implemented in the frame of IPA Civil Society Facility and Media Programme 2014 Support to Civil Society Organisations under the Civil Society Facility and Media Freedom Action 2014. The project is funded by the European Union, represented by the Delegation of the European Union to the former Yugoslav Republic of Macedonia.

### Management structure

The overall responsible for the implementation of the whole action is the Executive Director as a legal representative of the Contracting Authority. In this sense, all financial arrangements must be confirmed by the Executive Director.

The project management will be performed jointly by the following team: Project Manager (ADI) will be: responsible for the overall coordination, planning, monitoring and evaluation of the project activities and communication among partners, with stakeholders, media and general public. Project Officer (ADI) will be responsible for providing administrative and technical support to the project manager and other members of the project team. Project Assistant (FN) will responsible for the support and assistance of all project activities and providing input and an ongoing assistance in all aspects of the program that require specific expertise.

### Facilities to be provided by the Contracting Authority and/or other parties

The Contracting Authority will provide all necessary facilities, including printing of the materials.

# LOGISTICS AND TIMING

## Location

The operational base for the project is ADI office in Gostivar. The activities carried out by the Consultant will be in the municipalities of Gostivar, Struga, Tetovo, Kicevo, Kumanovo, Jegunovce, Brvenica, Vrapcishte, and Mavrovo-Rostushe.

## Start date & Period of implementation of tasks

The intended start date is 29 June 2018 and the period of implementation of the contract will be four (3) months from this date. Please see Articles 19.1 and 19.2 of the Special Conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organizations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are defined and they must submit CVs and signed Statements of Exclusivity and Availability.

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts for this contract are as follows:

**Key expert 1**

*Qualifications and skills*

* At least high school degree;
* Good interpersonal skills, clear communication and ability to establish working relationships;
* IT skills;

*General professional experience*

* Minimum 3 (three) years of professional experience in developing and managing media projects, marketing campaigns, and products.

*Specific professional experience*

* Assignments/experiences in delivering media projects, videos, work on printed material to supplement digital products.

### Other experts, support staff & backstopping

N/A

## Facilities to be provided by the Contractor

The Contractor shall ensure that expert is adequately supported and equipped. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the Contracting Authority/ partner country as part of this service contract or transferred to the Contracting Authority/partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The Contractor will submit the following reports in English in one original.

* **Final report** of maximum 8 pages (main text, excluding annexes). This report shall be submitted after completion of the required activities but no later than one month after the contractual date.

**Submission and approval of reports**

The report referred to above must be submitted to the Project Manager identified in the contract. The Project Manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

* Prepared TV spot under the motto Diversity is trendy!
* Develop media plan for the broadcasting of the TV spot;
* Broadcasting TV spot on two national TV stations – one on Macedonian and one on the Albanian language;
* Broadcasting TV spot on 10 local TV stations for 20 days;
* Design and print of promotional materials - posters, leaflets, bookmarkers, stickers and T-shirts

## Special requirements

N/A