**Support to IPA Programming, Training and Project Preparation – Project Preparation Facility 7 (PPF 7)**

**TERMS OF REFERENCE**

**Title of Activity: Senior Non-Key Expert for Visibility, Communication and Dissemination**

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| Budget Line Contract: | **Senior Non- Key Expert** |
| Indicative Mission Dates | From April 2022 to June 2022 |
| Max. Planned man days: | Up to 25 WD |
| Activity: | Technical assistance to ensure the enforcement of project visibility, communication and dissemination related to implementation of activities and delivery of outputs in the context of the Project: “Support to IPA Programming, Training and Project Preparation - Project Preparation Facility 7” (PPF7) |
| Place of Performance: | Serbia |

# **CONTRACT OBJECTIVES & EXPECTED RESULTS**

**1.1 Background to the Assignment**

PPF’s main goal is to support and reinforce the capacities of the Serbian administration in the planning, programming and implementation of the EU funds. PPF 7’s overall objective is to is to assist the Serbian administration to effectively manage EU integration and pre-accession assistance in order to speed up preparations for EU membership through supporting the planning and preparation of a strategic and policy framework for pre-accession/accession assistance and the development of mature projects with a full set of project documentation in accordance with EU procedures for Programming and Procurement Rules. More precisely PPF7 is providing Technical Assistance to the Ministry of European Integration (MEI) and relevant sector line ministries, agencies and other stakeholders for the programming of IPA funds, building capacity for the administration of the Funds, and supporting the development of two robust and relevant investment projects.

In April 2020, the EC has asked the national authorities to start the programming of IPA III, and more precisely, programming of IPA 2021 and 2022. Negotiations on the new legal framework for IPA III among EU institutions are ongoing. Both the Council and the European Parliament have adopted a negotiating mandate. The preparations in different sectors started by using the EC’s Action Fiche template that were subsequently submitted to the EC for the EC to carry out a ‘policy relevance assessment’ on all Action Fiches submitted. This will result in a list of actions that should be developed in draft Action Documents. The adoption of Commission Financing Decisions is planned in October 2021 following Inter-Service Consultation and Comitology procedure.

**1.2 Purpose**

The specific objective of this assignment is to elaborate and implement an overall communication and visibility plan to ensure communication and information on and visibility of the Project activities and promote the relevance and substance of Project activities and its outputs in accordance with Project activities.

**1.3 Outputs to be delivered by the Consultant**

* + Project web-site and selected social network profile(s) providing most relevant and up-to-date information regarding Project activities and its outputs
  + Update, if required, of an overall communication and visibility plan covering all Project activities
  + Elaborated proposals on various types of project promotion material ensuring visibility of the Project funded by EU
  + Support in raising Project related public awareness and organisation of visibility events
* Drafts and final version of text and/or analytical data and information in the context of visibility, information and communication and serving as input to various Project Reports.

# **SCOPE OF THE WORK**

**2.1 General**

The NKE shall work under the guidance and follow the instructions of the Team Leader. The NKE shall collaborate with the Project team, other experts involved and representatives of beneficiary institutions and national structures, as relevant.

The NKE’s activities and outputs mentioned may be adjusted by the Team Leader at any stage in the implementation of the Project, depending on the evolving needs of the Project, main beneficiary and/or target beneficiaries. Each of the short-term activities, its timing and duration shall be agreed with the Team Leader prior to each activity.

The NKE shall work as an expert of the project and present themselves as such in his or her professional capacity when dealing with matters related to the project. This should also be reflected in any communication, publication, article, interviews or whenever his or her name is mentioned. In all written articles, papers, interviews, publications etc. the usual disclaimer shall appear as follows: “The views expressed are those of the individual expert(s) and do not necessarily present the views of the European Commission“.

The advice provided to the project partners will be non-prescriptive. Against this background, the expert will avoid to give the impression that the provided advice represents the perceptions of the European Union or of the European Commission. The expert shall strictly consider the following confidentiality rules:

- No information/advice requested by a partner organisation or individual is to be communicated to any other body or individual without prior consent of the CFCU and GIZ Headquarter and, no public statement or presentation is to be made without prior agreement with GIZ Headquarter and with the CFCU.

**2.2 Specific Activities**

**The expert will perform the following activities:**

1. Meet with beneficiary to identify needs and discuss the realistic modalities for implementing communication and visibility activities in relation to the Project;
2. Prepare Project related visibility materials and contribute to the Project Reports by providing relevant input concerning communication and visibility;
3. In accordance with communication and visibility plan, prepare and execute all necessary actions needed for smooth implementation of the plan, such as (non-exhaustive list):
   * Updating of the EU PPF Communication Plan with Action plan from October 2021 and coordinating on updating with EU PPF6, EU PPF8, EU PPF9 and EU PPF10 Project Units
   * Coordination with Graphic designer on preparation of the digital graphic materials for the social media and public events planned until end of June 2022
   * Coordination with Social Media Manager on preparation of the EU PPF Social media strategy 2022 and monitoring/evaluating EU PPF Social media strategy 2022
   * Coordination and monitoring update of the EU PPF website [www.ppf.rs](http://www.ppf.rs) with Webmaster, and preparation of the outputs for update od the materials gathered from EU PPF6, EU PPF7, EU PPF8, EU PPF9 and EU PPF10
   * Collecting the data from the Social Media Report April – end of June 2022 from Social Media Manager and Webmaster, and preparation of the EU PPF7 Visibility Report from the beginning of EU PPF7 till June 2022
   * Organization of at least two EU PPF Visibility Coordination meeting in the period from April till end of June 2022
   * Preparation of the outputs defined in EU PPF Communication Plan with Action Plan in accordance with the EU PPF7 ToR
   * Preparation of at least one video trailer on EU PPF7, and web and social media content in the form s of blogs and interviews.
   * Handover of all deliverables and files received from EU PPF6 and EU PPF8 Project Units in September 2021 with updated documentation in the period from April 20022 till end of June 2022 to EU PPF9 Project Unit
   * The organisation support, coordination and management of Project’s visibility events, such as (indicatively): opening/closing events, conferences, information sessions (e.g. organised for wider audience of main beneficiary representatives after each Project Steering Committee), trainings, retreats, workshops, expert interviews, publication of articles, etc.
4. In case of an ad-hoc situation, co-operate with the TL and the Project staff and execute, to the possible and agreed extent, necessary visibility actions for addressing the urgent needs of the main beneficiary.

**2.3 Target group**

The direct beneficiaries of the project are the Ministry of European Integration Serbia, Department for planning and programming/NIPAC TS which will be the key stakeholder in the implementation of project tasks. The assistance aims to reinforce the capacities of the Serbian administration in the IPA planning and programming.

# **LOGISTICS AND TIMING**

**3.1 Location**

The operational base for the project is Belgrade, however there may be a requirement to travel to selected municipalities throughout Serbia.

**3.2 Commencement date & period of execution**

The consultant will perform the tasks in period between April 2022 – June 2022. At this stage up to 25 Senior Non Key Expert days are allocated to this set of activities. Should they not be required in full for the tasks listed at this stage tasks can be added or indeed days can be re-allocated per administrative order. A current input plan is shown in table 1, below, although this may be subject of variation depending on the development of the workload over time:

Table 1: Expected input plan

|  |  |
| --- | --- |
| Month | Days |
| April 2022 | 10 |
| May 2022 | 12 |
| June 2022 | 3 |

# **REQUIREMENTS**

**4.1 Personnel**

The **Senior NK Expert** will be expected to meet the following requirements:

**Qualifications and skills**

* A University degree, preferably in humanities, fields related to public relations, communication policies and practices
* Excellent analytical, interpersonal and communication skills
* Proficiency in English language
* Computer literacy (MS Office applications)

**General professional experience**

* Minimum 7 years of relevant professional experience
* Minimum 3 years of experience in the required area of expertise (i.e. in the area of communication and visibility)

**Specific professional experience**

* Minimum 3 years of experience in development and implementation of communication strategies and PR plans
* Minimum of 3 years of experience in designing and management of PR campaigns, corporate relations and event management

# **REPORTS**

**5.1 Reporting requirements**

A Draft version of the Final Mission Report prepared in the relevant quality shall be submitted to the Team Leader for review, comments and final approval at the end of the mission. The Final Mission Report shall be signed by the NKE and the Team Leader responsible for endorsing the Report. The **Senior NK expert** shall provide the Final Mission Report, no later than one week after completion of tasks under this assignment. The Report will include description of all activities and outputs provided by the NKE in the context of this assignment. The Final Mission Report and all prepared documents shall be submitted in hard copy and in electronic version to the Team Leader.

Furthermore, the Senior NKE will submit monthly activity reports to the team leader and contribute to the Progress Reports as requested by the team leader.

If required for planning and implementation of the project activities, the SNKE may be requested by the Team Leader to undertake additional tasks, as jointly agreed.

Please submit your applications in the form of a CV and short cover letter at the latest by April 14th, 2022 at 23:59, to [cweltzien@ppf.rs](mailto:cweltzien@ppf.rs) and cc to: [mdijan@ppf.rs](mailto:mdijan@ppf.rs). Only short listed candidates will be contacted.