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1. BACKGROUND INFORMATION

1.1. Partner country

Bosnia and Herzegovina

1.2. Contracting authority

PCM Savjetovanje Voždovačka 4, 78000 Banja Luka, BiH

1.3. Country background

Bosnia and Herzegovina is a country with a surface area of 51,209 km² and with an estimated population of 3.5 million people. The constitutional set-up stems from the Annex IV to the Dayton/Paris Peace Agreement (DPA) and establishes a complex political structure that provides for governments at State, Entity, Brčko District and cantonal levels.

Since 1995 and according to the Dayton Agreement the state of Bosnia and Herzegovina has been divided into two political entities – the Republika Srpska (RS) and the Federation of Bosnia and Herzegovina (FB&H) – and the Brčko District (condominium). The RS covers 49 % of the territory and forms a semi-circle around the north and east, while the FB&H occupies the other 51%. Each Entity has its own political structure and administration. The B&H State government consists of a Parliamentary Assembly, which is divided into a House of Representatives and a House of Peoples, a rotating tripartite presidency (with one member from each of the constituent peoples – Bosniaks, Croats and Serbs), and a Council of Ministers with nine ministries. The political structure of the FB&H is divided into three levels: the Entity level, the Cantonal level and the Municipal level, with each municipality having its own municipal council and administrative structures. By contrast, the Republika Srpska (RS) has no cantons, only municipalities.

While one entity (Republika Srpska) has strongly centralised system, the other entity is comprised of 10 cantons with wide autonomy. Several crucial sectors are given either to the entities or even cantons such as: education, social policy, culture, environment, etc. Therefore, in such a complex environment non-state actors (NSA) have difficulties in advocating for reforms in the above mentioned areas.

According to the latest data obtained from the BiH Ministry of Justice, for more details please consult <http://zbirniregistri.gov.ba/> only accessible in Bosnia and Herzegovina's official languages, there are more than 27,000 organisations that can be considered as civil society non-profit organisations.

1.4. Current situation in the sector

EU support to Civil Society Organisations (CSOs) aims at building stronger democracies, improving accountability systems and ultimately achieving better policy and economic and social development. It seeks to empower civil society to fulfil the following key roles:

- Creating stronger links to citizens by engaging in public policy processes, reaching out to society as a whole including marginalized groups and grass-root communities and encouraging civic activism and public participation in policy-making across all areas;
- Becoming professional and reliable partners in the policy-making and reform process through evidence-based advocacy across all sectors and close monitoring of reforms;
- Contributing to enhancing responsible and inclusive leadership in the political, economic and social spheres and provides early warning in case of societal change,
- Strengthening economic development and create better links with business by promoting entrepreneurship, social innovation and job creation.

Regarding civil society, Bosnia and Herzegovina has seen some progress in establishing institutional mechanisms for cooperation between governments and CSOs, as well as in public financing of CSOs. A Charter on Cooperation between the Council of Ministers of Bosnia and Herzegovina and CSOs was signed in November 2017. A strategic framework for cooperation with

civil society still needs to be developed at all governance levels. A number of institutions at various levels of government designated contact points in charge of dialogue and cooperation with CSOs. Consultations with CSOs were occasionally held in specific sectors, also thanks to the use of institutional mechanisms such as e-consultation web platforms. Public funding calls and, in some cases, results of selections were publicly available, but some funding mechanisms for distribution of funds remained non-legally binding and were not fully implemented. Transparency remained weak due to lack of monitoring and evaluation mechanisms. The “Alliance for EU Integration” – a platform bringing together civil society actors – published their Alternative Responses to Commission’s Opinion Questionnaire in October 2017.

The strengths and weaknesses of the Civil Society (CS) in Bosnia and Herzegovina as well as the challenges faced by the CS in the specific context of the European integration have been recurrently analysed since 2008 when the European Commission (EC) set up the so called Civil Society Facility (CSF) to financially support the development of civil society. This is reflected also in the EC enlargement strategy underlining the “importance of civil society being able to play its role in a participatory democracy”. Gaps and deficiencies in the legal framework both affect the development of the sector and the prospects for success of interventions. The relationship between government and civil society has yet to be defined and operationalised particularly at higher levels. The engagement of civil society is limited and uneven. The domestic infrastructure to support civil society remains underdeveloped. Public awareness and the image of the sector need to be improved and deepened.

The engagement of citizens in the decision-making processes at the state level in Bosnia and Herzegovina is regulated but not implemented in full. Only recently, long-term EU support to Bosnia and Herzegovina authorities and Civil Society led to establish a publicly accessible registry of the Civil Society Organisations.

The main issues to be addressed with EU Civil Society and Media Facility are as follows:

- The dialogue between the governmental and the non-governmental sector is weak and not institutionalized at all levels.
- Citizens’ participation in policy and decision making processes at local level is sporadic and not institutionalized.
- Capacities of CSOs, particularly at grass-root level, remain low.
- CSOs do not contribute sufficiently to fight corruption and support socio-economic development.
- Media freedoms remain threatened and must be ensured and strengthened.

1.5. Related programmes and other donor activities

The EU has already funded projects which have prepared the ground for the implementation of the current one: the CBGI and CIDI projects as well as project "Support to Social partners in social dialogue".

Capacity Building of Governments Institutions to engage in a policy dialogue with civil society (CBGI) project focused on capacity building of governments at the state, entities, and Brčko District level to establish institutional mechanisms for cooperation with civil society and training of designated governments’ officials on engagement in a dialogue with civil society. Despite the efforts made by the EU, the progress has been achieved in limited areas/levels (i.e. revision of the “Rules of the Council of Ministers of BiH for Consultations in Drafting of Legal Regulations”, online Registry Books for Associations and Foundations, IT platform for online consultations at BiH level) while entity level in this regards present a huge challenge.

Civil Dialogue (CiDi) project primarily impacted both entities and Brcko district with establishing institutional mechanisms - in Republika Srpska (within the Ministry of Governance and Self-Governance), in the focal points in Federation of BiH and in Brčko District (as a specialised sub-department within the department for religious, sports and other organisations) while the state level didn’t passed the foreseen office for cooperation with civil society within the prime minister's

cabinet. As an alternative, each line ministry at the state level has at least one (in some cases three) coordinators for public consultations with civil society.

Support to Social Partners in Social Dialogue resulted in continuous support to the improvement of social dialogue in BiH with the aim to assist governments at state and entities' level to amend the legal framework for social dialogue, to enhance involvement of social partners in policy and decision making process, to increase social cohesion and improve community relations in BiH and to draft strategic framework for development of more enabling environment for job creation in BiH.

The Center for Civil Society Promotion (CPCD), together with the Open Network, is implementing a five-year project named the "Independent Media Empowerment Program (IMEP)" through which, through various types of grants and educational content, it will increase media capacity to produce better content, increase the financial sustainability of the media, to provide legal protection for journalists but also to increase the capacity of editors and journalists in legal self-representation. The project is funded by the US Development Agency-USAID.

The Regional Programme on Local Democracy in the Western Balkans (ReLOaD) is financed by the European Union (EU) and implemented by the United Nations Development Programme (UNDP). ReLOaD builds on the good practices of the Reinforcement of Local Democracy (LOD) project, another initiative financed by EU, which also represents the replication model in Western Balkans. In all Western Balkans (including BiH) the project will work on strengthening collaboration between local governments and civil society organisations (CSO). Lack of transparency in financing of CSOs is perceived as one of the main obstacles for development and functioning of civil society. Models in use are often insufficient and discriminatory, do not contribute to positioning and stronger influence of civil society and slow down development of participative democracy.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

- To improve cooperation between RS Ministry of Finance and CSOs and citizens in public budgeting process (in line with ToR activity 'build capacities of the target governments to implement their own approach on collaboration with civil society on all levels - technical assistance in ensuring participations of CSOs in the public consultations process on different institutional levels).

2.2. Purpose

The purpose of this contract is as follows:

- To inform civil society organizations and citizens about the process of creation and adoption of Budget of the Republika Srpska, and to improve their participation in budgeting, in order to make the process clearer and more transparent,

2.3. Results to be achieved by the contractor

The results that will be achieved within aforementioned purpose are:

- RS CSOs and citizens are informed about the process of public budgeting in RS and about ways to participate in it.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- Key project assumption:
 - Assumption 1: Project material interesting for citizens
 - Assumption 2: Contractor is implementing Covid 19 epidemiological measures.

3.2. Risks

- Risk 1: Project PR materials approved by beneficiaries on time

4. SCOPE OF THE WORK

4.1. General

4.1.1. Project description

Ministry of Finance of the Republic of Srpska (hereinafter: Ministry), within its efforts to improve participation of civic society organizations and citizens in annual budgeting process, has created a Civic Guide through the Budget of the Republika Srpska for 2021, in order to strengthen understanding the budget process and provide better insight into the distribution of budget funds in the Republika Srpska. The Citizen's Guide to the Republika Srpska Budget should improve transparency of the budgeting process (in line with the policies of the Government of the Republika Srpska), management of public finances and harmonization of the budgeting process with the best international practice.

Selected contractor will conduct target informative campaign in order to widely promote above mentioned Civic Guide through the Budget of the Republika Srpska and inform CSOs and citizens about the process of public budgeting in RS and ways to participate in it.

4.1.2. Geographical area to be covered

The area covered by this intervention is Republic of Srpska.

4.1.3. Target groups

- Citizens in Republic of Srpska
- CSOs

4.2. Specific work

Contractor need to realised following tasks:

- Task 1: to implement media campaign through following communication channels according to a wider audience:

Traditional media for a wider coverage of the population:

- television (making a promo video up to 20 seconds, with 7 days of promotion, 10 broadcasts per day) on one of TV stations in RS which covers entire RS,
- newspaper (created/printed and inserted 20.000 leaflets in one of the RS daily newspapers),

Social networks and new media:

- Government and Ministry of Finance websites,
- Banner posted for 10 days on one of top 3 most visited commercial web portals in RS,
- Social networks and Youtube channel of the Government of the Republic of Srpska, promotion of the created video

Printing material:

- Brochures 1000 units (A5 format, folded, full colour, paper 115g)
- Distribution of the brochures to APIF, Tax Administration, Post Office, Chamber of Commerce, Government and Ministries
- Task 2: to ensure media coverage of the round table to be organized by EU4CS and Ministry of Finance in Banja Luka

4.3. Project management

4.3.1. Responsible body

The body responsible for the implementation of the contract will be the Team Leader.

4.3.2. Management structure

The contractor will be responsible to the Contracting Authority (PCM Savjetovanje) for the implementation of the tasks and in particular to the Team Leader. The information received from the Team Leader will be considered as information received from the Contracting Authority.

4.3.3. Facilities to be provided by the contracting authority and/or other parties

The Ministry will provide facilities for meetings among project actors (Contractor, Contracting Authority and institution).

5. LOGISTICS AND TIMING

5.1. Location

Location of the realisation of PR activities is Republic of Srpska.

5.2. Start date & period of implementation

- April-May 2021

6. REQUIREMENTS

6.1. Staff

6.1.1. Key experts

Key experts have a crucial role in implementing the contract. These terms of reference contain the required key experts' profiles. The tenderer must submit CV for the following key expert:

Key expert 1: Team leader

Qualifications and skills

- University degree in communication, management, PR or economy

General professional experience

- Minimum 10 years of overall professional experience

Specific professional experience

- Minimum 5 years of specific experience in PR project
- Minimum three PR projects implemented

Expert must be independent and free from conflicts of interest in the responsibilities they take on.

6.1.2. Non-key experts

N/A

6.1.3. Support staff & backstopping

The contractor will provide support facilities to their team of experts (back-stopping) during the implementation of the contract.

Backstopping and support staff costs must be included in the fee rates.

6.2. Office accommodation

The contractor will provide Office accommodation

6.3. Facilities to be provided by the contractor

The contractor will provide all relevant facilities.

6.4. Equipment

No equipment is to be purchased.

6.5. Incidental expenditure

N/A

6.6. Lump sums

N/A

6.7. Expenditure verification

N/A

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in BiH languages in one original and 1 email copy:

Final report with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report.

The deadline for sending the final report is 5 days after receipt of comments on the draft final report. The final report must be provided along with the corresponding invoice.

7.2. Submission & approval of reports

The report referred to above must be submitted to the project team leader identified in the contract

The project team leader is responsible for approving the reports.

The approval of the report and the issuing of the invoice will be a condition for payments.

8. MONITORING AND EVALUATION

Monitoring of project activities will be responsibilities of EU 4 Civil society project team.

8.1. Definition of indicators

Following indicators must be reached:

- 20.000 leaflets distributed through insertion in one of the RS daily newspapers,
- 1000 brochures distributed in target institutions,

- Produced 20seconds length promo video, broadcast 7 days with 10 broadcasts per day on one of TV stations in RS which covers entire RS,
- Promotional banner posted for 10 days on one of top 3 most visited commercial web portals in RS
- Ensured media coverage of the round table in Banja Luka.

8.2. Special requirements

All the activities to be put in place by the contractor must comply with its minimum obligation towards visibility. These activities must comply with the rules lay down in the Communication and Visibility Manual for EU External Actions published by the European Commission.

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