



This project is funded
by the European Union

Tender Dossier

Reference Number: 057-021

Procurement of goods and services

Communication, promotion, visibility and events management support

Table of Contents

1. SUBJECT OF THE TENDER	3
1.1.TIMETABLE	3
1.2.PARTICIPATION	3
1.3.CONTENTES	3
1.4.TECHNICAL OFFER	4
1.5.FINANCIAL OFFER	4
1.6.BINDING PERIOD	5
1.7.ADDITIONAL INFORMATION	5
1.8.SUBMISSION OF PROPOSALS	5
1.9.WITHDRAWAL OF PROPOSALS	6
1.10. TENDER PROCEDURE COSTS	6
1.11. EVALUATION OF TECHNICAL OFFERS	6
1.12. EVALUATION OF FINANCIAL OFFERS	7
1.13. SELECTION OF THE MOST FAVOURABLE TENDERER	7
1.14. GROUNDS FOR EXCLUSION	7
1.15. ADMINISTRATIVE AND FINANCIAL PENALTIES	8
1.16. CONFIDENTIALITY	9
1.17. SIGNATURE OF CONTRACT(S)	9
1.18. CANCELLATION OF THE TENDER PROCEDURE	9
2. TERMS OF REFERENCE	11
2.1. EMPLOYMENT AND SOCIAL AFFAIRS PLATFORM 2 Project (ESAP 2)	11
2.2. OBJECTIVE	12
2.3. SCOPE OF WORK	12
2.4. RESOURCES AND TIMING	13
2.5. REQUIRED OUTPUTS/REPORTING	
2.6. TECHNICAL SPECIFICATIONS FOR BOTH LOTS	13
2.7. MONITORING AND EVALUATION	16
ANNEX I Service Tender Submission Form	17
ANNEX II Budget Breakdown	18

1. SUBJECT OF THE TENDER

Communication, promotion, visibility and events management support to ESAP 2 project

Contracting Authority – Regional Cooperation Council Secretariat

1.1. TIMETABLE

	DATE
Publication of the Tender	6 July 2021
Deadline for request for clarifications to the Contracting Authority	16 July 2021
Deadline for issuing clarifications by the Contracting Authority	23 July 2021
Deadline for submission of proposals	12 August 2021

1.2. PARTICIPATION

Participation in this tender procedure is open to the **respective legal entities/agencies from the relevant field**. The tenderer should have **extensive experience** in communication, promotion, visibility and event management.

With the submission of an offer, the tenderer, or bidding consortium, accepts the contents and principles of Annex I Service Tender Submission Form. If the said contents and principles of the Forms are violated by the tenderer or the bidding consortium, the RCC Secretariat reserves the right to exclude the bid.

1.3 Requirements

- At least 7 years of experience in overall implementation of communication strategies, media campaigns for international projects, with the focus on presenting sensitive and complex (economic and policy) governance topics and statistical data to policy-makers and civil society in social and conventional media, videos, infographics, etc.;
- Understanding of economic/policy texts and interpreting of statistical data related to South East Europe;
- Ability to transform expert, economic policy language (policy reports and policy briefs) into texts suitable for the general public and/or social media;
- Elaborating scenarios for short videos based on economic/policy text and statistics;
- Designing PDF publications (pre-print PDF), infographics, charts, social media posts, etc.;
- Production of high quality video clips, including animated ones;
- Experience in designing products in multilingual environment (while the majority of the outreach deliverables will be in English, in some cases there could be a need to use different languages of the WB countries)
- Organization of high visibility regional events in Western Balkans (WB) with senior policy makers, including hybrid online events.

1.3. CONTENTS

Proposals, all correspondence, and documents related to the tender exchanged by the tenderers and the Contracting Authority must be written in English.

Supporting documents and printed literature furnished by the tenderers may be in another language, provided they are accompanied by an explanation in English.

THE PROPOSALS SUBMITTED BY THE TENDERERS WILL COMPRISE OF A TECHNICAL OFFER AND A FINANCIAL OFFER, SUBMITTED IN SEPARATE ENVELOPES.

1.4. TECHNICAL OFFER

The Technical Offer must include the following documents:

The Technical Offer must include the following documents:

- Portfolio of work relevant to the Technical Specifications;
- CVs of professionals that will be engaged in the work - key staff ;
- Bidders should submit a reference list (at least three implemented projects similar to the subject of the Call);
- Copy of Company's/Institution's Registration Certificate.
- Submission Form (Annex I).

In addition to the technical requirements above, the following need to be provided:

- A concept note of up to five (5) pages, elaborating the proposed methodology for addressing and undertaking the activities to implement the work as described in the Technical Specification;
- Key outline of the main messages and focus of the communication and overall public campaign, including 4-6 individual topical sub-campaign(s) that are part of the overall campaign, including proposal of main communications channels;
- Proposed timelines for delivery of each specific task/activity.
- Up to five (5) samples of previous works related to the activities listed in the Technical Specification, for similar projects, these samples should illustrate the quality and innovativeness. The evaluation shall take into account the presentation of samples of work.

1.5. FINANCIAL OFFER

The Financial Offer must be presented in EURO currency and include a detailed budget breakdown.

Budget Breakdown needs to include details of the following two category costs A+B, as detailed below, each of these category costs needs to be further broken down, per below illustrative examples.

No	Item	Description	Price per category (EURO)
1	Category A	Public campaign and visibility	
2	Category B	Events management	
	<i>Total (A+B)</i>	Overall budget	

Category A costs (public campaign and visibility)

No	Item	Price, EURO
A	Public campaign and visibility, TOTAL	

Price of planning and execution of the overall public campaign (consisting of 4-6 topical campaigns) and promotion, including video production activities, as per technical specification, for each listed item specified in Subsection 2.6 of the Terms of Reference, Section 2

The overall campaign assumes approximately **4-6 topical campaigns**, including video production on selected topics. *Illustrative* topics are below, the ESAP team will define the topics and programmatic content once the contract is signed.

- i. youth employment in WB
- ii. labour market trends in WB
- iii. women employment in WB
- iv. tackling undeclared work in WB
- v. EU Pillar of Social Rights, WB alignment
- vi. WB Public Employment Services (PES)– strengthening

No	Item	Description	Price per one topical campaign (EURO)
1	Development and implementation of one promotional/outreach topical campaign (<i>illustrative example, youth employment</i>)	Illustrative topic I	
2	Development and implementation of one promotional/outreach	Illustrative	

	topical campaign (<i>illustrative example, labour market trends</i>)	topic II	
3	Development and implementation of one promotional/outreach topical campaign (<i>illustrative example, women employment</i>)	Illustrative topic III	
4	Development and implementation of one promotional/outreach topical campaign (<i>illustrative example, tackling undeclared work</i>)	Illustrative topic IV	
5	Development and implementation of one promotional/outreach topical campaign (<i>illustrative example, EU Pillar of Social Rights, WB alignment</i>)	Illustrative topic V	
6	Development and implementation of one promotional/outreach topical campaign (<i>illustrative example PES strengthening</i>)	Illustrative topic VI	
7	Any other content/action that will contribute in an innovative way to the overall public campaign	Cross-cutting	

Budget/costs for A also need to be broken down for each topical campaign, illustrative example is below, detailed cost breakdowns are encouraged:

No	Item	Description	Price per one unit (EURO)
1	Development of a promotional/outreach topical campaign and action plan for one specific product/topic	For the purpose of cost-estimate, the product for promotion in one topical campaign is Study on Youth Employment in the Western Balkans https://www.esap.online/docs/126/study-on-youth-employment-in-the-western-balkans	
2	Design of Infographic(s), interactive and innovative, modelled on EU examples, including EUROSTAT	Based on the data from the study, development and design	
3	Social media content (posts with photos; videos; reels; gifs; etc.)	Drawing data from the study, develop and design post for social media (Instagram; Twitter;	
4	Article(s) for	Based on the Study findings draft and illustrate an article	

	online/offline media	involving key findings	
5	Design of an event/promotional banners	For the purposes of an online promotion, based on the original product, to develop an design a promotional banner	
6	Design and layout of a\ brochure(s), interactive	6-page brochure development and design, as a illustrative summary of the promoted product	
7	Video production	Production of a 3 minute video on employment in the Western Balkans region, including script-drafting, organisation and identification of an interlocutor, travel, production and post production activities (filming, editing, sound-editing, narration, subtitles, etc.) in Full HD quality and its adaptation for different use – social media, web, etc. For the purpose of estimate, please use this example: https://www.youtube.com/watch?v=btKXAnMlcw8	
8	Any other content that will contribute in an innovative way to the topical public campaign		

Category B costs (events management)

No	Item	Description	Price, EURO
B	Provision of organisation/management services estimate, TOTAL	Organisation of ESAP 2 events in Western Balkan capitals	

The contract is to assume organization of 6 national events (one in each WB economy), or three regional events. Exact locations for regional events will be determined by the ESAP 2 team, and will include three different locations in one of the three different Western Balkan economies.

Technical details: Provision of events management services based on the RCC's ESAP 2 requirement: plan and organise events providing full logistical support (e.g. ensuring the venue, technical equipment, inviting/registering participants; follow up, and all other required

aspects of event/meeting management), as well as all potential contingency–related issues that cannot be assumed at this point in time.

NOTE: ESAP 2 project covers travel and accommodation costs of the participants and its Team.

Price to be indicated for single national event and one regional larger event.

No	Item	Description	Price per one unit (event), EURO
OPTION I	Provision of organisation/management services estimate	Organisation of an ESAP 2 six one-day events in 6 Western Balkan capitals with around 30 participants and four team members, at a rented venue with technical equipment for projection of video contents; simultaneous translation boots, branding of the venue.	Price to be indicated for single national event

No	Item	Description	Price per one unit (event), EURO
OPTION 2	Provision of organisation/management services estimate	Organization of three larger, regional events, with participation by ESAP WB 6 partners and wider audiences across the region (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia).	Price to be indicated for one regional larger event.

- Please note that ESAP 2 project is exempted from VAT in Bosnia and Herzegovina, hence VAT costs in case of BiH company applying do not have to be stated
- All figures need to be expressed in EUR

Note: Please indicate payment terms

The RCC Secretariat accepts maximum 30% of advance payments and only in specially approved circumstances.

1.6. BINDING PERIOD

Tenderers are bound by their tenders for 90 days after the deadline for the submission of proposals. In exceptional cases, before the period of validity expires, the Contracting Authority may ask the tenderers to extend the period for a specific number of days, which may not exceed 30 days.

1.7. ADDITIONAL INFORMATION

Tenderers may submit any additional questions and/or requests for clarifications in electronic form to the e-mail address: ProcurementforRCC@rcc.int until 16 July 2021.

Clarifications of the tender dossier will be published on the official websites of the RCC and ESAP 2 by 23 July 2021. No further clarifications will be given after this date.

The RCC Book of Visual Identity Standards, applicable to the ESAP 2 project and RCC and EU logos in vector format are available upon request and are to be used solely for the purpose of submitting an offer in response to this call for proposals.

No information meeting and/or phone inquiries are foreseen.
No site visit is foreseen.

1.8. SUBMISSION OF PROPOSALS

Proposals must be submitted via e-mail address to: ProcurementforRCC@rcc.int

by 12 August 2021 by 17:00 Central European Time.

Please make sure that the bid is submitted in two separate folders one containing Technical Offer and the other Financial Offer. The documents should be submitted in a form of copies of the originals. (please send the folders via we transfer as zipped files, not RAR).

Bids submitted after the deadline for submission will not be considered.

1.9. WITHDRAWAL OF PROPOSALS

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

1.10. TENDER PROCEDURE COSTS

No costs incurred by the tenderer in preparing and submitting the proposals will be reimbursable. All such costs will be borne by the tenderer.

1.11. EVALUATION OF TECHNICAL OFFER

EVALUATION GRID	Maximum Score
A. Technical Offer (A.1+A.2+A.3)	100
A.1. Work experience, references list: Relevant work experience; evidence of other contracts of the nature comparable to this tender; experience with clients comparable to the Contracting Authority; references and samples	20
A.2. Quality and professional capacity: CVs satisfy the criteria set forth in the Technical Specification, education and experience demonstrate professional capacity and experience required, proven ability to delivery services or products	40
A.3. Quality of the Concept note and Action Plan: Relevance and applicability of the methodologically sound concept/ plan, achievable within the defined timeframe; delivery time	40
B. Financial Proposal/ lowest price has maximum score	100

Score for offer X =

Total quality score out of 100 of offer/ final score of the best technical offer X 100 = Rank 1-5

Only tenderers with an average score of at least 80 points shall be qualified for the financial evaluation.

Financial offer/ cheapest price has maximum score	100
--	------------

1.12. EVALUATION OF FINANCIAL OFFER

Financial offers should be prepared in accordance with Section 2, Terms of Reference, Subsections 2.3 Scope of Work and 2.6 Technical Specification.

Any arithmetical errors are corrected without penalty to the tenderer, such as where there is a discrepancy between single price and the total amount, unless in the opinion of the Evaluation Committee there is an obvious error in the single price, in which event the total amount as quoted will prevail and the single price will be corrected.

1.13. SELECTION OF THE MOST FAVOURABLE TENDERER

Selection of the most favourable tenderer will be internal, in accordance with the defined award criteria and RCC's procedures.

The best value for money is established by weighing technical quality against price. The tenderers with an average score of at least 80 points reached for the technical quality may be invited for an interview to discuss further details should this be necessary.

INFORMATION ON SELECTION OF THE MOST FAVOURABLE TENDERER

The RCC Secretariat shall inform candidates and tenderers of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation for unsuccessful tenderers shall be sent within 15 days after the contract is signed with the awarded tenderer.

The candidates and tenderers wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address: ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

1.14. GROUNDS FOR EXCLUSION

Candidates or tenderers will be excluded from participation in a procurement procedure if it is known that:

- (a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;

- (c) They have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify;
- (d) They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Authority or those of the country where the contract is to be performed;
- (e) They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.

Contracts may not be awarded to candidates or tenderers who, during the procurement procedure, are:

- (a) Subject to a conflict of interest;
- (b) Guilty of misrepresentation in supplying the information required by the Contracting Authority as a condition of participation in the contract procedure or fail to supply this information.

CONFLICT OF INTEREST

The Contractor shall take all necessary measures to prevent or end any situation that could compromise the impartial and objective performance of the contract. Such conflict of interests could arise in particular as a result of economic interest, political or national affinity, family or emotional ties, or any other relevant connection or shared interest. Any conflict of interests which could arise during performance of the contract must be notified in writing to the Contracting Authority without delay.

The Contracting Authority reserves the right to verify that such measures are adequate and may require additional measures to be taken if necessary. The Contractor shall ensure that its staff, including its management, is not placed in a situation which could give rise to conflict of interests. The Contractor shall replace, immediately and without compensation from the Contracting Authority, any member of its staff exposed to such a situation.

The Contractor shall refrain from any contact which would compromise its independence or that of its personnel. If the Contractor fails to maintain such independence, the Contracting Authority may, without prejudice to compensation for any damage which it may have suffered on this account, terminate the contract forthwith.

The Contractor shall, after the conclusion or termination of the contract, limit its role in connection with the project to the provision of the services. Except with the written permission of the Contracting Authority, the Contractor and any other consultant, contractor or supplier with whom the Contractor is associated or affiliated shall be disqualified from the execution of works, supplies or other services for the project in any capacity, including tendering for any part of the project.

Civil servants and other agents of the public administration of the RCC Participants, regardless of their administrative situation, shall not be recruited as experts in contracts financed by the RCC Secretariat.

The Contractor and anyone working under its authority or control in the performance of the contract or on any other activity shall be excluded from access to RCC Secretariat financing available under the same project unless they can prove to the Contracting Authority that the involvement in previous

stages of the project does not constitute unfair competition.

1.15. ADMINISTRATIVE AND FINANCIAL PENALTIES

Without prejudice to the application of penalties laid down in the contract, candidates or tenderers and contractors who have been guilty of making false declarations or have been found to have seriously failed to meet their contractual obligations in an earlier procurement procedure will be excluded from the award of all contracts and grants financed by the RCC for a maximum of two years from the time when the infringement is established as confirmed after an adversarial procedure with the contractor.

1.16. CONFIDENTIALITY

The entire evaluation procedure is confidential, subject to the Contracting Authority's policy on access to documents. The Evaluation Committee's decisions are collective and its deliberations are held in closed session. The members of the Evaluation Committee are bound to secrecy.

The evaluation reports and written records, in particular, are for official use only.

APPEALS PROCEDURE

Tenderers believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat

Attention to: Administration Department

Building of the Friendship between Greece and Bosnia and Herzegovina

Trg Bosne i Hercegovine 1/V

71000 Sarajevo

Bosnia and Herzegovina

1.17. SIGNATURE OF CONTRACT(S)

Notification of award: The successful tenderer will be informed in writing that its tender has been accepted.

Signature of the contract: Within 7 days of receipt of the contract already signed by the Contracting Authority, the selected tenderer will sign and date the contract and return it to the Contracting Authority. The other candidates will be informed that their tenders were not accepted, by means of a standard letter.

Initial contract shall be concluded for two years period with a possibility of extension that is a subject to the amount of available funds.

Contract proposal is not provided at this stage.

1.18. CANCELLATION OF THE TENDER PROCEDURE

In the event of cancellation of the tender procedure, tenderers will be notified of the cancellation by the Contracting Authority. If the tender procedure is cancelled before the outer envelope of any tender has been opened, the unopened and sealed envelopes will be returned to the tenderers.

Cancellation may occur where: the tender procedure has been unsuccessful, i.e. no qualitatively or financially worthwhile tender has been received or there is no response at all; the economic or technical data of the project have been fundamentally altered; exceptional circumstances or force majeure render normal performance of the contract impossible; all technically compliant tenders exceed the financial resources available; there have been irregularities in the procedure, in particular where these have prevented fair competition.

2. TERMS OF REFERENCE

2.1. BACKGROUND

[The Employment and Social Affairs Platform \(ESAP 2\)](#) is a regional project financed by the European Commission and jointly implemented by the Regional Cooperation Council (RCC) and the International Labour Organisation (ILO) in the 6 Western Balkan economies. ESAP 2 (2019-2022) is a continuation of the ESAP project, which was implemented between 2016 and 2019. The Project is aimed at strengthening regional cooperation and institutional capacities of national administrations, employers' and workers' organisations, enabling them to develop and effectively implement labour market and social policy reforms in their EU enlargement process. The project team is based in Sarajevo, Bosnia and Herzegovina.

More information about the ESAP 2 project can be found at the Project's webpage: <https://www.esap.online/>

The three specific objectives of **RCC-implemented action** of the ESAP 2 project are directed towards:

- The **Informal Employment and Undeclared Work in cooperation with ILO** component will support improved policies for tackling undeclared work through enhanced cooperation and operationalization at central level of a holistic/strategic compliance approach, generate evidence on what works with regard to transition to formality in the region, and improve capacities to produce more reliable data on the multiple facets of informality.
- The **Employment Policies and Measures** component will support strengthening institutional capacities of Ministries of Labour and Social Affairs and Public Employment Services in developing, monitoring and evaluating priority labour market policies and measures including measures outlined in Economic Reform Programmes.
- The **Western Balkans engagement in EU Employment and Social Policies** component will increase the exposure of Western Balkan officials from Ministries of Labour and Public Employment Services to EU-wide networks and processes, including the EU Public Employment Service network through bench-learning, and support peer learning in the process of alignment with the EU acquis and the implementation of the European Pillar of Social Rights.

2.2. OBJECTIVE

The RCC's Employment and Social Affairs Platform 2 (ESAP 2) Project seeks a professional, full-service company/agency, or consortia that provide services of Communications, Promotion, Visibility and Events Management Support to the Project by assisting in development of public campaigns, promotion, video production, and events management.

The Communications, Promotion, Visibility and Events Management Support will cover several project themes, involving project's products and activities that are core ESAP 2 project outputs including, but not limited to the following:

- [Study on Youth Employment in the Western Balkans;](#)
- [Report on Western Balkans Labour Market Trends;](#)

- *Report(s) on European Pillar of Social Right implementation in the Western Balkans;*
- *Online ESAP 2 Observatory on Employment in the Western Balkans;*
- *Outputs related to ESAP activities in the WB Network for tackling undeclared work*
- *ESAP Technical Assistance instrument deployed to WB6 government partners;*
- *Series of six (six) workshop events in each WB capital, or alternatively three regional events, with participants across the Western Balkans, aimed at promotion of ESAP 2 work, product and policy dialogue, and*
- *Other promotional product(s)/activities that might come up during the scope of work and cannot be specified at in advance.*

The geographic area for the promotion and visibility covers six Western Balkan economies (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia).

2.3. SCOPE OF WORK

The Scope of Work is **from the Contract award date to the end of the ESAP 2 project, 31 October 2022**. Successful tenderer(s) will be responsible for providing the ESAP 2 Project communication, promotion, visibility and events management support.

Communication, promotion and visibility: In close coordination with the ESAP 2 Communications Officer, the successful tenderer will develop and execute a plan for public campaigns and promotion of ESAP 2 products/activities including: ideas; scope of campaign; identify set of products, including videos; design/production of final products; and media promotion plan for online and traditional media.

The overall public campaign (consisting of several topical, thematic campaigns, four to six topical campaigns, exact number will be determined in consultation with ESAP 2 team) and promotion needs to be **comprehensive, innovative, tailored-made revolving around the below key activities/programmatic content of the ESAP Project**, including video contents focusing on the most important issues stemming from the referenced ESAP reports.

Each single thematic campaign needs to be contextualized, per thematic area and the relevant EU and WB regional perspective, considering also specificities for individual WB economies. Individual campaigns need to build on and leverage each other, contributing to overall RCC ESAP programmatic visibility and messaging.

The resulting contract assumes approximately 4-6 thematic campaigns, all contributing to one core public campaign. Illustrative topics are

1. youth employment in WB
2. labour market trends in WB
3. women employment in WB
4. tackling undeclared work in the WB

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

5. EU Pillar of Social Rights- WB alignment
6. WB Public Employment Services (PES) strengthening

ESAP team will define precisely the topics and programmatic content once the contract is signed.

Video production segment includes development of a script, based on a brief from ESAP 2 Team, production, postproduction and promotional activities. The topics of the videos will revolve around the key areas of the project's work: employment; decent work; undeclared work; social rights; youth employment; female entrepreneurship, etc. The contractor will have to make a plan of videos based on ESAP 2 brief, coordinate it with the ESAP team and deliver the final product after taking into account ESAP team comments, and be fit for use. The videos need to be authentic, recorded in the region, with the real people; edited with subtitles and all other necessary elements (to be provided by ESAP 2), in HD format, adjusted to use on web, social media and traditional media.

The geographic area for the promotion covers six Western Balkan economies (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia).

Events management: One of the key ESAP 2 activities involves regular interactions with its partners and beneficiaries. Given the limited "in-person" meeting experience due to the COVID 19 pandemic during 2020 and in 2021 to date, to re-connect in person with the core beneficiaries of the Project but also to promote the programmatic content, ESAP is aiming to develop and organise a set of workshops/event, this is the so-called *Western Balkan Caravan on Employment and Social affairs*, implemented through either six national events, or up to three regional events, with participation by ESAP WB 6 partners and wider audiences across the region (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia). If six national events are to be organized, these will be in each WB 6 capital, while if epidemiological conditions allow for travel across the WB without major constraints, instead of six national events, up to three regional events (in selected locations, to be determined by ESAP) will be organized with participation from all WB 6 partners.

The selected contractor will in close coordination with ESAP 2 Team plan and organise the above described events/meetings (national or regional) providing full logistical support (e.g. ensuring the venue, technical equipment, transport, accommodation (this is only for the crew, journalists, speakers), inviting/registering participants; follow up, and all other required aspects of event/meeting organisation and management), as well as all potential contingency-related issues that cannot be assumed at this point in time.

Travel and accommodation costs of the participants and ESAP project team, as applicable, will be handled and borne by the ESAP project directly.

All programmatic content to the events will be provided by ESAP 2 team.

Note: All products will be developed in English language, with translation in languages of Western Balkans, if instructed by the RCC ESAP team.

2.4. RESOURCES AND TIMING

Successful tenderer will have a qualified team of professionals (full-time employees), with one staff member dedicated to manage the RCC's ESAP 2 orders relevant to the contract. Selected contractor should be ready and able to work on short deadlines and under pressure.

Contract implementation is expected to start from mid-August or September, 2021 and last until the end of October 2022.

2.5. REQUIRED OUTPUTS/REPORTING

The selected contractor will report directly to the relevant RCC's ESAP 2 representatives.

Before finalising any of the orders/deliverables, the contractor shall be responsible to submit the proposed sample of any product, or plan (including budget) in case of the event/meeting organisation, via email to the RCC's ESAP 2 Team for review and approval. In case of events management, prior to organizing the events, the contractor will submit the detailed plan (locations and logistics) for ESAP 2 approval.

2.6. TECHNICAL SPECIFICATIONS

Technical details:

The resulting contract assumes approximately **4-6 thematic campaigns**, including video production on selected topics. *Illustrative* topics are:

- vii. youth employment in WB
- viii. labour market trends in WB
- ix. women employment in WB
- x. tackling undeclared work in WB
- xi. EU Pillar of Social Rights, WB alignment
- xii. EU accession, Chapter 19 and Chapter 2, alignment in WB

The ESAP team will precisely define the topics and programmatic content once the contract is signed.

No	Item	Description	
1	Development of a promotional/outreach campaign and action plan for one specific product/topic	For the purpose of cost-estimate, the product for promotion is Study on Youth Employment in the Western Balkans https://www.esap.online/docs/126/study-on-youth-employment-in-the-western-balkans	

2	Design of Infographic(s), interactive and innovative	Based on the data from the study, development and design	
3	Social media content (posts with photos; videos; reels; gifs; etc.)	Drawing data from the study, develop and design post for social media (Instagram; Twitter;	
4	Article(s) for online/offline media	Based on the Study findings draft and illustrate an article involving key findings	
5	Design of an event/promotional banners	For the purposes of an online promotion, based on the original product, to develop an design a promotional banner	
6	Design and layout of a brochure	6-page brochure development and design, as a illustrative summary of the promoted product	
7	Video production	Production of a 3 minute video on employment in the Western Balkans region, including script-drafting, organisation and identification of an interlocutor, travel, production and post production activities (filming, editing, sound-editing, narration, subtitles, etc.) in Full HD quality and its adaptation for different use – social media, web, etc. For the purpose of estimate, please use this example: https://www.youtube.com/watch?v=btKXAnMlcw8	
8	Any other content that will contribute in an innovative way to the topical public campaign		

Technical details:

Provision of **events management** services based on the RCC’s ESAP 2 requirement: plan and organise events providing full logistical support (e.g. ensuring the venue, technical equipment, transport, accommodation, inviting/registering participants; follow up, and all other required aspects of event/meeting management), as well as all potential contingency–related issues that cannot be assumed at this point in time.

NOTE: If six national events are to be organized (OPTION I), these will be in each WB 6 capital, while if epidemiological conditions allow for travel across the WB without major constraints, instead of six national events, up to three regional events, OPTION II, in selected

locations, to be determined by ESAP 2 team, will be organized with participation from all WB 6 partners. Only one of the two OPTIONS will be implemented, and the ESAP 2 team will determine which OPTION is to take place, among other factors, based on the epidemiological context.

No	Item	Description-OPTION I
	Provision of organisation/management services estimate	<p>Organisation of an ESAP 2 six one-day events in 6 Western Balkan capitals with around 30 participants and four team members, at a rented venue with technical equipment for projection of video contents; simultaneous translation booths, branding of the venue;</p> <p><i>NOTE: ESAP 2 project covers travel and accommodation costs of the participants and its Team, as relevant.</i></p>

No	Item	Description-OPTION II
	Provision of organisation/management services estimate	<p>Organization of three larger, regional events, with participation by ESAP WB 6 partners and wider audiences across the region (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia).</p> <p><i>NOTE: ESAP 2 project covers travel and accommodation costs of the participants and its Team, as relevant.</i></p>

3. MONITORING AND EVALUATION

For the purpose of monitoring and evaluation of public relation activities (PR action plan) the successful tenderer will maintain regular contact with relevant RCC ESAP 2 staff member(s).

ANNEX I
TENDER DOSSIER:

Service Tender Submission Form

Publication ref:

Contract title:

**Promotion and Video production; Event/meetings Organisation and Management to the
Regional Cooperation Council's (RCC) Employment and Social Affairs Platform
Project**

One signed original of this tender submission form must be supplied.

1 SUBMITTED by:

	Name(s) and address(es) of legal entity or entities or professionals submitting this tender
Full Name	

2 CONTACT PERSON (for this tender)

Name	
Organisation	
Address	
Telephone	
Fax	
e-mail	

3 STATEMENT

Name of the company/professional _____ hereby declare that we have examined and accept without reserve or restriction the entire contents of the tender dossier for the tender procedure referred to above. We offer to provide the services requested in the tender dossier on the basis of the documents, which comprise our technical offer, and our financial offer:

This tender is subject to acceptance within the validity period stipulated in the instructions to tender.

Name	
Signature	

Date	
------	--

