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## TERMS OF REFERENCE

### PR campaign for the promotion of the project

- A. Task:** PR campaign
- B. Work place:** Bosnia and Herzegovina
- C. Reference on project:** Contribution of CSOs networks to improving the cultural heritage in B&H
- D. Duration:** December 2021 - December 2023
- E. Duration of mission and reporting:** 24 months

#### F: BACKGROUND

Association for Intercultural Activities and Heritage Rescue in B&H (AIASN-a) from Sarajevo, together with partners: The Foundation of Local Democracy (FLD) from Sarajevo, Association Tolerance against diversity (ToPeeR) from Dobož and Association DON from Prijedor, with the financial support of the European Union is implementing a project "Contribution of CSOs networks to improving the cultural heritage in B&H."

Protection of cultural heritage in B&H is a rather complex topic that is characterized with several limitations including absence of an adequate strategic and legal approach in B&H addressing this issue, lack of systematic planning and strategic approach to cultural heritage protection activities and lack of coordination between institutions and levels of government when it comes to the protection and restoration of cultural and historical heritage monuments. Additionally, the issue of low allocations for institutions that are in charge of cultural heritage is another limitation; only a small proportion of the funds remain for the revitalization of individual sites, research and the promotion of the tangible cultural heritage site for use in tourism and other purposes.

#### G: OBJECTIVE OF THE PROJECT

The overall objective of the project is to ensure the protection and promotion of cultural heritage in Bosnia and Herzegovina through partnership between CSOs and governmental cultural authorities. Specific objectives of the project are:

- SO1: establishing networks and strengthening capacities of civil society organisations for partner cooperation with government authorities, in creation and implementation of tangible and intangible cultural heritage policy;
- SO2: improving legal, strategic and institutional framework of tangible and intangible cultural heritage in Bosnia and Herzegovina;
- SO3: initiating introduction of management and assessment methodologies and standardized documentation procedures related to tangible and intangible cultural heritage;
- SO4: increased awareness of role and importance of protection of tangible and intangible cultural heritage in the accession process of Bosnia and Herzegovina to the EU

#### H: SCOPE OF THE ASSIGNMENT

The scope of this assignment is to provide a comprehensive PR campaign. The campaign will begin in the first year of the project and will last throughout 24 months. The campaign will be run through the printed and electronic media as well as social media networks. The result of this activity will be to inform the public about the importance of cultural heritage in Bosnia and Herzegovina in general as well as specific Project milestones and deliverables. For the realisation of the campaign, external company or individual expert will be engaged.

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## TASKS AND DELIVERABLES

The scope of this assignment is to promote project activities through printed and electronic media and social media networks. The service provider will be responsible for distributing project information through printed and electronic media and social networks. Furthermore, service provider will contribute to the effective implementation of the communication plan under this Contract, together with Project Manager and PR and Communication Officer.

This type of service will help to communicate appealing messages in the course of public campaign through all communication channels. With the specific knowledge of the Bosnia and Herzegovina media, political and economic scene as well as knowledge about civil society organisations, service provider will identify and suggest target groups towards which content will be steered. Specific tasks and deliverables that will be outcomes of this activity are listed in the table below

Tasks	Specific Deliverables
<ul style="list-style-type: none"><li>• Development of the campaign theme (developed creative and strategic approach)</li><li>• Creation of the key message for the printed and electronic media and social networks</li><li>• Administration of the project media content social media networks</li><li>• Interlinking with relevant web pages of the and other social media channels</li><li>• Promoting projects key messages</li><li>• Produce and execute a digital media content</li><li>• Support for all proactive and reactive outreach to mainstream media across print, online and broadcast</li><li>• Plan, manage and secure media coverage for project activities</li><li>• Pitch and secure stand-alone interviews and/or campaign partners over the course of campaign</li></ul>	<ul style="list-style-type: none"><li>• Realisation of communication/media in accordance with PR communication plan</li><li>• Realisation of two PR campaign on social networks as follows<ul style="list-style-type: none"><li>○ 10 banners per campaign</li><li>○ 3 videos per campaign</li><li>○ Production of 20 posts per campaign</li><li>○ Overall reach minimum 3.000.000</li><li>○ Video views minimum 20.000 per video</li><li>○ Administration of the all social networks and two way communication with followers</li></ul></li><li>• Two You tube campaigns<ul style="list-style-type: none"><li>○ Views minimum 30.000 per campaign</li></ul></li><li>• Promotion in media<ul style="list-style-type: none"><li>○ One TV show per campaign on BHTV</li><li>○ Two Radio promotion per campaign on BH radio</li><li>○ Five articles/news features on web portals</li></ul></li></ul>

## I. COPYRIGHTS

The content of information received during the employment is subject to protection and is owned by AIASN-a. It may not be used either in its entirety or in part by third parties without consent of the Owner. The use of information is possible and justified only if it is a part of the activities of the implementing project.

## J: REPORTING

The contractor shall draw up media reporting accordance with the scope of the ToR and agreement with the Project Manager. Report shall be submitted in Bosnian/Serbian/Croatian language.

## K: VALUE OF THE BID AND PAYMENT

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The value of the bid must not exceed **EUR 24.000**. The contractor may require advance payment in the amount up to 50% of the bid to cover expenses of setting up the campaign. Other 50% of the payment or final payment will be realised after approval of the campaign, on the half mark of the campaign duration. This ToR forms an integral part of the contract and the Contract will specify the monetary value of the employment.

## **L: REQUIREMENTS**

The following selection criteria will be applied to candidates. In the case that the application is submitted by a company or consortium, the following selection criteria will be applied to the consortium as a whole unless specified otherwise.

### *Economic and financial capacity of candidate*

- The average annual turnover of the candidate must exceed 25.000,00 EUR.

### *Professional capacity of candidate*

- The candidate must have at least (3) certified professionals working for the candidate

### *Technical capacity of candidate*

The candidate has provided a full PR campaign under at least one (1) contract with a budget of at least 15.000 EUR in at least three (3) years.

Candidates need to proposed minimum one CV of the expert with following filed of expertise:

#### Qualifications and skills

- University degree  
or  
Minimum 5 years of overall professional experience
- Knowledge of English language
- Knowledge of the local language would be considered as an asset
- Good knowledge of media scene in B&H
- Proven experience planning and executing social media campaigns
- Experience working with NGOs and crafting communication and media strategy for NGO sector

#### General professional experience

- At least 5, but preferably 7 years of professional experience

#### Specific professional experience

- At least 3, but preferably 5 years of specific experience in the NGO sector
- Experience in realisation of media campaigns
- Driver licence B category

If in the case of applications submitted by expert or group of experts candidate need to propose CV with field of expertise listed above.

## **F. METHOD OF SUBMISSION**

### ➤ **Technical application**

- Technical methodology
- Minimum one CV of the expert
- Reference list of the company

### ➤ **Financial bid**

- Financial bid must be in line with the point "K" of the ToR, noting that all assignments listed under the point "H" of the ToR are taken into account.

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The bid (combined technical and financial) is to be submitted up to **19.12.2021. 23:59** to the following mail: **aiasnabih@gmail.com** with the mail subject stating: **Application for the PR campaign.**

AIASN-a shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible. Only complete application consisting of both technical and financial bid will be considered.