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## TERMS OF REFERENCE

### Public advocacy strategy for CSO networks in the field of cultural heritage in Bosnia and Herzegovina

- A. Position:** Public advocacy expert  
**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 6th 2021 – January 6th 2022  
**E. Duration of mission and reporting:** 30 days

#### 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.

More specifically, the following groups of issues can be singled out:

- jurisdiction related to legal protection and heritage status, physical protection, rehabilitation, revitalization and categorization of individual heritage goods and their surroundings as well as documentation and valorisation of the research works on or near the heritage sites are determined at several levels
- regulations on construction on or near the protected objects or urban or rural unities or their parts, regulations on construction and status of memorials, names of the places and localities, use of individual goods or group of intangible goods are also established at several levels of decision-making which also includes different interpretations of the regulations that should be applied
- relationship between governmental and non-governmental sector determined at different levels of rights and obligations whereby the annuity from the income brought by protected heritage goods is not returned to their owners. Furthermore, owners and corresponding civil sector that uses heritage goods for educational, scientific and tourist purposes is not stimulated through appropriate plans and tax policies to work on improving individual and group heritage goods.

In order to systematically address the problem of protection of cultural heritage, it is necessary to make use of all the capacities available including relevant institutions and

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until now neglected representatives and organizations from the civil society and private sector. On public consultation principles, through participation of CSOs in the decision making process and cooperation between relevant CSOs and institutions (throughout this project) a favourable environment will be created and resources for the development of a legislative framework and development of strategies and action plans to stop cultural heritage devastation harmonized with EU standards will be developed.

**Prerequisite for strengthening the role of CSOs in the cultural heritage protection and promotion and their active role in political dialogue is improving capacities of these organizations in the area of public advocacy. It is recognized that the current capacities of CSOs in this area are severely underdeveloped and at this point they are unable to have a comprehensive and strategic approach towards active participation.**

## **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 Expert has the assignment to develop the capacities of CSOs, members of two networks formed throughout this project, to take active participation in solving the problems in the field of cultural heritage by engaging in a dialogue with relevant institutions utilizing public advocacy tools and methods. **End goal of the consultancy is strengthening capacities of CSOs included in the project in the segment of advocacy and communication and equipping them to carry out their own public advocacy campaign.**

This requires training the CSOs on the topics of: policy analysis, public advocacy and introducing them with best practices and equipping them with the skills to get involved in the public consultancy sessions for new laws on cultural heritage on entity and cantonal level. The expert is expected to **develop a training program for two CSO networks on the topic of public advocacy, carry out two training sessions** with the representatives of CSOs that are members of two networks created during this project (one in FBiH and one in RS) and **develop an advocacy and communication strategy for two CSO networks** in order to enable CSOs (network members) to take active participation in the

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process of improving legislative framework on entity and cantonal level on the topic of protection of cultural heritage by participating in the public consultations.

**Methodology:**

Expert will be responsible for creating specific methodology that will be most suited for this activity based on the specific requirements of this ToR as well as the level of familiarity of CSOs on the topic of public advocacy.

The specific design and methodology will be discussed and agreed with the expert at the beginning of the consultancy. Following methods can be used to complete the above mentioned tasks and fulfil the purpose as defined by this ToR:

- Desk review of the relevant documents on topics of civil society and cultural heritage
- Literature review
- Policy analysis and policy evaluation
- Workshop
- Documentation

**TASKS AND DELIVERABLES**

Tasks	Specific Deliverables
<ul style="list-style-type: none"><li>• Development of a training program for CSOs included in the project containing following elements: goals, activities and measurable indicators for every level of the training process</li><li>• Organizing and implementing two two-day workshops with the representatives of the CSOs in the network in FBiH and RS</li><li>• Development of the advocacy and communications plan for two CSO networks for the active participation in public consultations in the field of developing legal documents on different state levels (entity and cantonal) in the area of tangible and intangible heritage</li></ul>	<ul style="list-style-type: none"><li>• Training program</li><li>• Two trainings held for the representatives of the CSOs (one in FBiH and one in RS) developed on participatory methods</li><li>• Training reports from two held trainings for the CSOs representatives</li><li>• Public advocacy and communications plan for two CSO networks</li></ul>

More specifically, the expert needs to provide advocacy and communications plan in such a way that it covers all requirement aspects of public advocacy including:

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- Future cooperation between CSO networks developed in this project in the project and institutions in the field of cultural heritage
  - Participation of CSO networks developed in this project in the improvement of the legal framework at the entity and cantonal level
  - Participation of CSO networks developed in this project in public consultations regarding the development of legal documents on the topic of cultural heritage on all levels
  - Communication plan that contains information on key advocacy messages, communication tools and channels and key persons/institutions

The hired expert is expected to be available during the contract period for the purposes of uninterrupted delivery of tasks; s(he) is expected to perform the activities in accordance with the agreed obligations committing to all agreed deadlines. Hired expert is also expected to participate in the development of recommendation and conclusion after the contracting period for the purposes of finalizing the activity of development of public consultancy strategy.

## **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 Consultant shall prepare the study in accordance with the scope of the ToR and agreement with the Project Manager. The study will be submitted in local language.

## **K: VALUE OF THE BID AND PAYMENT**

The value of the bid must not exceed **gross 3,500 Euros**. The consultant may require advance payment in the amount up to 50% of the bid to cover accommodation and travel expenses. Other 50% of the payment or final payment will be realised after approval of legal framework analyses. This ToR forms an integral part of the contract and the Contract will specify the monetary value of the employment.

## **L: REQUIREMENTS FOR THE EXPERT**

### Qualifications and skills

- University degree in the field of law, economics, public administration or similar
- Minimum 8 years of overall professional experience
- Extensive work experience and proven record in advocacy, policy and public campaigning

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- Minimum 2 years of working experience in designing and carrying out workshops and trainings in the field of public advocacy
  - Experience working on the analysis of legal framework in B&H
  - Good knowledge of the political and socio-economic scene in Bosnia and Herzegovina as well as good understanding of civil society organizations in B&H
  - Proven strong communication and presentation skills gained through leading at least 10 trainings/workshops
  - Good analytical and report writing skills
  - Understanding of issues of protection of cultural heritage in general and more specifically in Bosnia and Herzegovina

## **F. METHOD OF SUBMISSION**

### ➤ **Technical application**

- In case of individual applicant
  - Letter of interest
  - Technical methodology for the development of public advocacy strategy for CSOs networks and proposal of the training program for the CSO representatives based on the TOR requirements
  - CV of the expert with clearly indicated experience in the field of public advocacy and relevant references
- In case of legal entity
  - Letter of interest
  - Proof of registration
  - CV of the key expert with clearly indicated experience in the field of public advocacy and relevant references

### ➤ **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.

The bid (combined technical and financial) is to be submitted up to **December 5th 2021. end of the day** to the following mail: [aiasnabih@gmail.com](mailto:aiasnabih@gmail.com) with the mail subject stating: **Expert for the development of the advocacy plan**

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.