

TERMS OF REFERENCE

Communication and social media strategy on CSO Accountability and Effectiveness

1. BACKGROUND

➤ **Contracting Authority**

The Contracting Authority is the Balkan Civil Society Development Network (BCSDN) Executive Office.

➤ **Beneficiary**

The beneficiary of this project is the Balkan Civil Society Development Network.

➤ **Legal Basis**

The legal basis for this assignment derives from the Memorandum of Understanding No. 08-99/06-2020 signed between the CSO Partnership for Development Effectiveness (CPDE) and the Balkan Civil Society Development Network (BCSDN), where CPDE provides financial support to BCSDN as the focal organization for Europe in charge of the preparation, actual conduct and post conduct evaluation and reporting for these under two programmes. The current activity is foreseen under the two year SIDA-funded programme "Promoting the Universal Application of EDC for the Sustainable Development Goals (SDGs)".

Relevant Background:

Balkan Civil Society Development Network (BCSDN) is a network of 14 civil society organizations from 10 countries in southeast Europe (Albania, Bosnia and Herzegovina, Bulgaria, Kosovo, North Macedonia, Romania, Montenegro, Slovenia, Serbia, and Turkey). Our mission is to empower the civil society and influence European and national policies towards more enabling environment for civil society development in order to ensure sustainable and functioning democracies in the Balkans.

Our goals and objectives are the following:

1. To increase the role of civil society by strengthening its voice in policy- and decision-making at national, regional and EU level;
2. To promote the civil dialogue between the civil society actors, state institutions and the European Union in order to influence the public policies;
3. To develop advocacy knowledge and skills among civil society actors as a base for greater impact; and
4. To strengthen communication, coordination and cooperation between the civil society actors in the Balkan region.

The principles of cooperation, partnership, tolerance, dialogue and respect for others are the main working principles of the network. The Network comprises the Council, the Board, the Executive Office, and the Executive Director.

BCSDN target group are CSOs contributing towards the development of the civil society in the Balkan region as actors that contribute towards democratic and sustainable development of the region. BCSDN works in countries of the Balkan region, Europe and internationally, according to its mission, vision, and goals. BCSDN stands by the principles of respecting universal human rights, promoting justice and equality, active participation of citizens and respect for the environment and sustainable development. These principles, along with BCSDN commitments are outlined in the [BCSDN Code of Conduct](#).

BCSDN, is one of the partners of the Global Standard for CSO Accountability, a reference standard that aims to transform how organizations understand and practice accountability across the world encouraging CSOs' to be open and responsive to citizens and thus promoting the principle of dynamic accountability.

BCSDN, is the focal point for the Balkans and the Secretariat for the Europe region within the CSO Partnership for Development Effectiveness (CPDE) and is partner in the implementation of two complimentary programmes: 1) A two-year CPDE-SIDA programme, "Promoting the Universal Application of Effective Development Cooperation (EDC) for the Sustainable Development Goals (SDGs)", that aims to contribute to universal application of EDC for the SDGs across different contexts and actors. Its specific objectives include strengthening country-level mechanisms for EDC engagement; reinforcing application and recognition of CSO Development Effectiveness (CSO DE) principles; and, increasing awareness of development actors on EDC principles application in crisis situations; and 2) three-year ECf funded programme, "Advancing CSO Advocacy and Capacity on EDC and Partnerships" that aims to contribute to enabling environment of CSOs (CSO EE), specifically to improve CSO capacity to engage development partnerships; and, broaden support base for CSOs and their positions.

The CSO Development Effectiveness is embedded in the [Istanbul CSO Development Effectiveness Principles](#) which are aligned, and have been the basis for the development of the Global Standard for CSO Accountability.

2. DESCRIPTION OF THE ASSIGNMENT

The purpose of this assignment is the following:

- To develop a communication strategy for BCSDN and a campaign with audio-visual content on accountability and CSO development effectiveness.

2.1 Requested services regarding the assignment

The consultant/company should prepare a social media campaign with audio-visual content on accountability and CSO development effectiveness. The materials, guidelines and scenario for the campaign will be provided by BCSDN Executive Office. The aim of the campaign is to raise the awareness of broader CSO organizations, about the growing need for CSOs to improve their own accountability and development effectiveness in order to lead by examples and demand greater accountability and effectiveness from other developmental actors, especially in times of severe global social and economic crisis caused by the covid-19 pandemic. The need for improving CSO own accountability and effectiveness are also necessary for CSOs to broaden their constituency base, and respond to the trend of shrinking civic space by increasing the overall trust and support for the civil society by the citizens.

The consultant/company should also prepare a communication strategy for BCSDN. The Strategy should be the guiding document for BCSDN to more effectively communicate its accountability efforts towards its members, stakeholders and the broader public, taking into account the accountability campaign, the

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Istanbul Principles and the Global Standard for CSO Accountability and the new BCSDN Strategic framework. As BCSDN is a network with inclusive approach to gathering the feedback from its members and stakeholders, the consultant is expected to attend a half day strategic planning meeting of the network for familiarizing better with the peculiarities, the aims and needs of the network for improving its own and promoting accountability among the civil society in the region.

2.2 Required outputs

- One video up to two and a half minutes to be promoted on social media with audio-visual content on accountability and CSO development effectiveness
- One strategic document – Communication strategy for BCSDN to more effectively communicate, practice and promote accountability towards its stakeholders and constituencies

3. PROFILE OF THE Consultant/COMPANY

Qualifications and skills

For individual consultants: Education of at least University degree (where a university degree has been awarded on completion of three years' study in a university or equivalent institution) in the field of economics, law, social-educational-political sciences, public administration, business administration, financial management.

For companies: At least 2 years of establishment and portfolio with working on similar assignments in the region (Balkans)

Professional experience

- At least 2 similar assignments for NGO's and/or/ networks, coalitions
- Additional experience from working in or with the NGO sector will be considered an asset

Language skills

- Fluency in written and spoken English language.

4. AWARD CRITERIA

Best value for money.

The consultant's offer will be evaluated in the following manner:

- Max 80 points for the expertise (where 60% will be given for the expert's qualifications and experience and 20% for the approach proposed)
- Max 20 points for the financial offer.

The maximum points that an offer may receive are 100, and the minimum is 75.

5. LOCATION AND DURATION

➤ Location(s) of assignment:

The Contracting Authority is based in Skopje, Republic of North Macedonia.

The address of the Balkan Civil Society Development Network Executive Office is:

Macedonia Street 43-1/9

1000-Skopje, North Macedonia.

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- **Duration:** 40 days
- **Type of Contract:** global price agreement
- **Starting period**

The indicative timing is January 2020, where the consultant is expected to provide the social media campaign upon 20 days and the draft Communication Strategy upon 40 days of the date of issue of the Contracting Authority's notification on the start date of the mission,

The specific start date of the mission will be specified upon contract signature, with an official notification issued by the Contracting Authority with prior agreement with the consultant.

6. PAYMENT TERMS

Payment will be made upon submission of an invoice/ request for payment, subject to the approval of the outputs for the assignment.

7. MAXIMUM BUDGET

The maximum budget for the assignment is EUR 5.000 Gross.

8. APPLICATION

Deadline for application

23:59 Central European Time on 10th January (Sunday).

Any application received after this deadline will not be considered.

Application format and details to be provided

The consultant's offer should contain:

- **Examples of 2 similar assignments;**
- **Proposed approach/methodology**
- **Expert's CV or Company Portfolio;**
- **Financial offer.**

However, the consultant should be aware that the Contracting Authority may request the provision of supporting documents to confirm the statements given in the respective documents and CVs.

How to apply

Applications must be submitted via email to executiveoffice@balkancsd.net with the Subject: *For Communication Strategy and Campaign*. To ensure fair competition, the application documents should be enclosed in password protected folder that cannot be opened before the closing time for receiving applications.

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