

TD 9

TERMS OF REFERENCE (ToR)

Social media group and web site development and maintenance (per month)

Production and broadcasting of informative radio audio / internet video

1. REFERENCE

TD9; SODI-PN: 2007RS110

2. PROCEDURE

Tender procedure

3. PROGRAMME AND PROJECT TITLE

Business incubator Požarevac (BIP)

4. CONTRACTING AUTHORITY

Association of Roma Branicevo District (ARBD)

5. BACKGROUND

Solidaritatsdienst International e.V., hereinafter referred to as **SODI** in cooperation with Association of Roma Branicevo District, hereinafter referred to as **URBO** implementing the project “**Business incubator Požarevac: Promotion of employment and employability of Roma, returnees and internally displaced persons in the Braničev region.**” (SODI project number: 2007RS110), period starting on 15th September 2021 and ending on 31st December 2024.

Overall objective of the Project is to improve the position of Roma, returnees and other marginalized groups and their social inclusion and integration into society.

Specific objective of the Project is to increase the employment and employability of Roma, returnees, and other marginalized groups through employability measures.

The purpose of this contract are as follows:

- 1. Social media group and web site development and maintenance (per month)**
- 2. Production and broadcasting of Media content (informative radio audio and/or internet video), 30 video and radio reports are broadcast and/or shared on social media.**

The Roma community are sensitized to the importance of gainful employment and informed about special programs and offers to promote employment as well as COVID-19 measures and emergency plans.

Radio, audio, and video programs make an important contribution to reaching the target group, as they are accessible without barriers even to illiterate people. Therefore, they are also an important medium to effectively inform the Roma population about legal regulations and emergency measures related to

COVID-19.

Therefore, 30 audio and video clips shall be designed to provide information on the following topics, among others: *Preventive measures, individual protection from COVID-19, proper use of protective equipment and disinfectants, information on the right to access health and social care, government measures and ministerial orders on school attendance during an emergency; opening concepts; Information on the epidemiological situation, employment measures and employability programs for Roma; success stories and models on the ground and in the region, campaign contributions on advocacy for a Roma self-managed budget, especially in the context of emergency plans.*

6. GEOGRAPHICAL AREA TO BE COVERED

Branicevo district, City of Pozarevac and Municipality of Kostolac

7. TARGET GROUPS

Legal entities – private, public and non-governmental sector, Roma community

8. LOCATION

City of Pozarevac

9. START DATE & PERIOD OF IMPLEMENTATION

The intended start date is **20st January 2022**

10. GENERAL PROVISIONS

The Contractor shall execute the contract with due care, efficiency, and diligence in accordance with the best professional practice. The Contractor shall at all-time act impartially and as a faithful adviser in accordance with the code of conduct of its profession as well as with appropriate discretion.

11. DELIVERIES AND PAYMENTS

Exact dates will be confirmed by Contracting Authority.

Deliverables	Deadline
1. Social media group and web site development and maintenance (per month)	(Per month)
2. Production and broadcasting of Media content (informative radio audio and/or internet video), 30 video and radio reports are broadcast and/or shared on social media.	(Per service of media content)

12. DURATION OF THE CONTRACT

The maximum duration of the contract is from 20.01.2022. until 31.12.2024. *Please be informed that duration of the Contract could be revised based on the Project contract with donor.*

13. DEADLINE FOR RECEIPT OF TENDERS

The deadline for submission of tenders is **19.01.2022, at 12:00 hours**. Any tender received after this deadline will be automatically rejected.

The tenderers will submit their tenders using the:

- **Annex A, Template for submission an offer**
- **Annex B, Financial offer**

Note: The tenders will be submitted via mail: urbo.sodi@gmail.com or submit it in person, by post or courier service to the following address: Zviška 13, Association of Roma Branicevo District (ARBD), 12000 Požarevac, containing the following information: *Reference number: TD9: SODI-PN: 2007RS110*