

TERMS OF REFERENCE

- A. Position:** Communication Expert
- B. Work place:** Bosnia and Herzegovina
- Reference on project:** Equal Access for All
EuropeAid/162346/DD/ACT/BA
- C. Duration:** 20 February 2020 – December 30 2021
- D. Duration of mission and reporting:** Duration of the mission: 114 days in total.

E: BACKGROUND

ICVA research of the visually and hearing impaired persons constraints and needs in accessing their rights to information (December 2018) and the research/survey of the Communication Regulatory Agency BiH (CRA)¹ identified critical 1% of the accessible contents for PWDs on Public Broadcasting Services (PBS). Both researches confirmed that blind and deaf persons have almost NO access to informational, educational or cultural contents on PBS and no use of it since there is no sign language translation, subtitle, voice description or synchronisation which make the contents accessible. Lack of access to information reduces their access to education and employment opportunities leaving them on the margins, by large socially excluded and financially dependent.

Part of the analytical Report of the European Commission Opinion on BiH's EU membership application that was released on 29 May, 2019 analysed position of PWD quote: "Persons with disabilities are among the most vulnerable groups. The country has ratified the Convention on the rights of persons with disabilities (CRPD) and its optional protocol. However multi-sectoral and comprehensive implementation mechanisms are not in place, in particular as regards accessibility and training. ...Even though the law prohibits discrimination, persons with disabilities continue to face challenges regarding access to education, healthcare and social assistance. Bosnia and Herzegovina needs to implement the recommendations of the UN Committee on the rights of persons with disabilities from 2017. The country adopted a disability policy in May 2008 and both entities adopted strategic frameworks for advancement of the rights and status of persons with disabilities following the expiration of the state-level policy" ²

The project aims to elevate the level of accessibility and inclusion of persons with disabilities (PWD) in social and economic life through elevating the level of accessible information within media services, contents and information sharing platforms. The project aims to involve all relevant stakeholders in discussions, at the same time building their capacities, to develop and agree on legally binding roadmaps which will ensure needed policy and practical changes in media accessibility issues.

The Action promotes rights of persons with disabilities and it is based on HR standards and rights based indicators. Gender equality, in accordance with the Gender Action Plan BiH will be ensured via policy papers addressing any special requirements of women with disabilities in support to Strategic goal 1 (equal participation in public life, access to employment and economic resources, education science and culture). Equal access of women will be ensured via equal representation of women in policy discussions and trainings. Children's rights will be addressed within requirements for adjusted programs especially targeting children with disabilities with relevant policy and regulations revisions.

F: OBJECTIVE OF THE PROJECT

¹ Results of the monitoring survey of the TV program's contents adjusted to the needs of PWD, CRA, January 2019

² <http://europa.ba/wp-content/uploads/2019/05/20190529-bosnia-and-herzegovina-analytical-report.pdf>

The **Overall objective(s)** of the action is to elevate a level of accessibility and inclusion of persons with disabilities (PWD) and boost their participation in social and economic life through ensured equal access to media services, contents and information sharing platforms. The long term impact is PWD's realisation of social and economic rights on equal basis with others.

Specific Objective 1: *To develop Equal Access Hub as a key tool for building capacities of PWD and media services to create and place accessible content and facilitate long term dialogue and inclusion of PWD.* This objective targets 'right holders' - PWD's associations' capacities to contribute to development of adjusted media contents that will help them to achieve their social, economic cultural rights on equal basis with others.

Specific Objective 2: *To engage stakeholders in improvement of legal framework for accessibility in accordance with the EU and UN standards and to obtain public support for legal changes.* This objective targets 'duty-bearers' and engages them to meet their obligations and develop appropriate strategies, road maps ensuring non-discrimination of PWDs in realising their rights (accessing information, labour market, cultural contents).

Expected impact:

- Elevated level of media accessibility and inclusion of PWD increases their participation in social, economic and cultural life.

Expected outcomes:

- Developed capacities of PWDs and media to jointly create and place accessible media contents;
- Policy dialogue of stakeholders results with developed legally binding roadmaps (Including obligatory quota) for accessible adjusted contents;
- Ensured public endorsement to implementation of accessibility policies and practices.

Expected outputs:

- Established and equipped Equal Access Hub for production and training of PWD, production houses and media;
- Ten (10) PWD associations, fifty (50) PWDs directly trained to produce adjusted contents based on their needs;
- Twenty (20) media outlets educated to apply EU accessibility standards in production of media contents;
- Developed documents: a) defined policy requests and b) guidelines which will include best accessibility practices in adjusting media contents to PWDs;
- Developed legally binding road map and policy revisions' papers for implementation of accessibility standards, introduced obligatory quota for adjusted contents on PBS;
- Organised First Regional Conference on Media Accessibility with minim. 30 participants from BiH and the region (Croatia, Serbia, Monte Negro);
- Media campaign on mainstream and social media developed and launched to reach minimum 1, 7 million;
- Two educational and promotional video clips and spots produced to educate public and obtain its support and to promote EU assistance.

G: SCOPE OF WORK

Communication Expert is to be contracted for:

- Development of Communication Plan for the project;
- Development the media campaign concept;
- Advise on implementation of the envisaged media outputs (education/promotional video clips);
- Ensure EU visibility throughout the project in accordance with the EU visibility standards and guidelines.

Communication Expert will assist the Project Team in creating communication strategies and public relation activities and ensure that they are part of an overall concerted programmatic approach. S/he will help to communicate appealing messages in the course of public campaigns

With knowledge of the Bosnia and Herzegovina media, political and economic scene, civil society organisations, and the EU procedures and guidelines, s/he must be able to fully understand and address the public activities envisaged under this contract.

TASKS AND DELIVERABLES

Tasks	Specific Deliverables
<ul style="list-style-type: none">✓ Outline communication and visibility plan✓ Define strategic communication approach✓ Coordinate creative works✓ Draft MAs and PRs✓ Coordinate communication/media activities✓ Work with journalistic and media community✓ Work with designers and web developers✓ Work with media and associations of PWD	<ul style="list-style-type: none">Communication and media planCreative communication messagesNumber of press releases and media advisoriesNumber of journalists' meet upsNumber of media houses engaged in activitiesWeb site and social media coverageVisual identity designMedia plan

More specifically, the Communication Expert will be engaged in drafting/disseminating advanced media content and ensuring a broad media coverage. Expert services will be needed for developing and implementing communication and visibility plan, press work, design and media coverage of campaigns and facilitating web and social media activities. The services will cover the costs of:

- ✓ Work on design for visibility layouts of the "Equal Access for all" campaigns and participation in preparing of advocacy campaigns events;
- ✓ Web development and support to the HUB training for editors;
- ✓ Providing expertise and advices for web and social media concept, providing advices on published articles, content sharing via social networks);
- ✓ Support to visual identity design of (logo, brochures, T-shirts, linen bags, info graphics, social media promotional material, etc.)
- ✓ Guidance of the creation of scenarios for the events planned on the project such as: Organisation of workshops; organisation of a conference for inviting the decision makers, media, representatives of donors, civil society organisations; Organisation of conferences to present the project's achievements and lessons learned; Organisation of HUB trainings and promotions
- ✓ Providing technical and consultative assistance and facilitating communication with the media houses (in inviting the media to participate in HUB activities and in envisaged public events of the project).

- ✓ Preparing a proposal of a Communication and Visibility strategic framework plan. Revision of the plan at the project milestones and development of a more precise plan for the subsequent period and beyond the project.

H. COPYRIGHTS

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I: REPORTING

The Expert shall draw up reports and documents in accordance with the scope of the ToR and agreement with the Project Manager. S/he will present her/his time sheets to the Project Manager. All the reports shall be elaborated in English language.

J: VALUE OF THE BID AND PAYMENT

The value of the bid must be presented in Euros gross for the scope of the work and services under the point G. The contracting entity (ICVA) is not required to pay any tax and related fees on the value of the bid unless they are within the value of the bid and in consultation with the expert. Payment for services will be executed upon completion of contracted tasks on a quarterly basis, and after the confirmation of the Project Coordinator that all mentioned segments of the service have been delivered successfully. This ToR forms an integral part of the contract and the Contract will specify the monetary value of the employment.

K: QUALIFICATIONS OF THE EXPERT

General professional experience:

- At least 7 years of experience in strategic communication;

Specific professional experience:

- Experience in content development for the mainstream and online media
- Experience in organisation of press and media events
- Experience in organisation of advocacy campaigns
- Supervision of media placement, audio and video production,
- Working knowledge of the Bosnia and Herzegovina media scene;
- Knowledge of BiH political, economic and NGO scene;
- Experience in creation and management of web sites and social media tools.
- Experience in applying EU media and visibility standards and procedures;
- Communication on the EU topics may be an asset.

Qualifications and skills:

- Bachelor's degree (where a degree has been awarded on completion of 3 years of study in a university or equivalent institution)
- Excellent communication and organisation skills;
- Excellent command of spoken and written English;
- Excellent knowledge of local language;
- Proven good customer care skills;
- Good computer skills (Excel, Text, Photo processing).

L. METHOD OF SUBMISSION AND DEADLINE

All interested applicants must submit the following documents no later than the 10th of February 2020, 4 pm.

➤ **Technical application**

- Copy of bachelor's degree (where a degree has been awarded on completion of three years of study in a university or equivalent institution);
- CV including the list of references, work experiences or delivered consultations that verify the qualifications listed under the point "K" of the ToR.
- Methodology

➤ **Financial bid**

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

The bid (combined technical and financial) is to be submitted either by email: vvesna@epn.ba or by mail to mail to: ICVA, Radićeva 1, 71000 Sarajevo, by 13 February 2020.