**Terms of Reference (ToR)**

**Development of Communication strategy and media coverage of the Project activities**

1. **Background**

The Serbia Competitive Agriculture Project (SCAP), a US$50 million investment, approved by the World Bank in December 2019 and ratified by the National Assembly of the Republic of Serbia in February 2020. The objective of the Project is to improve access to markets and information systems for agricultural producers in Serbia. This will be achieved through a) improving productivity of small and medium scale farmers by strengthening advisory and technical support; b) supporting market access of small and medium scale farmers (including finance and business planning capacity); c) improving government systems to strengthen the enabling environment for all agricultural producers (including capacity building for the Ministry, information systems, and data platform).

The Project will provide financial and technical support to all productive investments in agriculture in Serbia through the national rural development program[[1]](#footnote-1)and will not finance direct payments (subsidies). This delimits the scope of Project interventions outside of all IPARD measures that the country has been accredited for or plans to be accredited for and puts it in the center of national rural development program.

Beneficiaries: Small and medium scale agricultural production units (including producers, producer groups, agribusinesses/agro-processors that can provide direct link to smallholder farmers) that has or can have commercial focus and are not covered by accredited IPARD measures. Although large producers will not be directly targeted, the Project will also benefit them with the enabling environment it will create through the improvements in information systems and the financial services provided. Small and medium size producers are defined by the economic size of holding expressed in euros of standard output. For the purposes of this project and the context of Serbia, small producers are those with an economic size of up to EUR 8,000; medium producers are those with an economic size between EUR 8,000 and 25,000.

Project Description: The Project activities are structured into three Components: Component 1) will focus on improving the productive and entrepreneurial capacity of small and medium farmers by supporting business and financial planning for productive investments, as well as supporting market access and strengthening sector competitiveness. Component 2) will focus on improving the capacity of the Ministry of Agriculture, Forestry and Water Management (MAFWM) to provide core public goods for improving sector performance. This includes establishing and information system aligned with EU CAP requirements to enable evidence-based policy making and monitoring of results, enhance market information for stakeholders and build capacity for regulatory roles aligned with EU CAP. Component 3) will focus on project management.

By addressing sector needs at the level of producers (Component 1) and the MAFWM (Component 2), the Project will support a broader policy reform process in the agriculture sector through: i) improved targeting of policy instruments to different typologies of producers, ii) strengthened enabling environment for investment for small and medium agricultural producers, by improving the delivery of services to these productive segments (advisory, financial, information, etc.), iii) improving the monitoring of public resources and their utilization, as well as sector performance. It is expected that this will bring about a significant shift in the utilization of public resources in agriculture from subsidies (direct payments) to rural development investments.

More information on the project can be found at: [https://projects.worldbank.org/en/projects- operations/document-detail/P167634](https://projects.worldbank.org/en/projects-%20operations/document-detail/P167634)

1. **Objective of the assignment**

The objective of this assignment is to develop a communication strategy and support the MAFWM in promotional and training activities related to this Project. The main objective for the Consultant will be to inform potential beneficiaries of MRD grant program on funding opportunities and program modalities as well as to educate private and public sector service providers on the possibilities of the Serbia Competitive Agriculture Project (SCAP) program. Developed information and communication campaign should raise the awareness of financing options and stimulating broad-based participation in the MRD grants program, especially of vulnerable groups (such as young farmers and women in rural areas).

To achieve this MAFWM will engage an experienced Consulting firm. The purpose of this assignment is as follows:

- to provide service of organization and implementation of promotional activities and the Project visibility (communication strategy, design of promotional material, organization of events etc.)

- to enhance visibility and dissemination of results of the Ministry of Agriculture, Forestry and Water Management and World Bank Serbia Competitive Agriculture Project.

Working start date: Immediately upon contract signing.

1. **Scope of Services**

Services to be provided by the Consultant under the Contract include:

* Develop Implementation plan, containing a detailed schedule of activities and list of products.

Timeframe: no longer than 30 days after signing the contract.

* Develop a detailed Communication strategy with an accompanying Action plan for the Serbian Competitive Agriculture Project (SCAP); (with graphic design, charts, photos, and both in Serbian and English language) and presentation for a media (media coverage).

Timeframe: the final version with the Project team should be agreed by April 2022.

* Create promotional content for the Project website, other digital platforms – visuals (maximum 35) (the Ministry of Agriculture and/or Directorate for Agrarian Payments websites, social networks, and media) during the project implementation, for announcing events, highlighting important dates, visits, workshops. Shortly, to enhance project visibility.

Timeframe: during the project implementation.

* Prepare, organize and in cooperation with the Project team members conduct at least two (2) public events. Event should be organized for app. 25 - 60 participants (including catering and refreshments, sound, and other equipment). Press releases covering the respective event should be developed and distributed to the media.

Timeframe: during the project implementation.

* Prepare, organize and in cooperation with the Project team members conduct one (1) closing conference. “Closing” conference will considers Project closure event, press conference and presentation of the Project outcomes and implements activities. Event should be organized for app. 60 - 100 participants (catering and refreshment, sound and other equipment should be provided). Press releases covering the respective event should be developed and distributed to the media.

Timeframe: December 2024

* Produce three short videos (maximum 4 minutes) for media (both traditional and social media). Content – project implementation and activities, promotional videos.

Timeframe: 2022, 2023, and 2024

* Graphic design of promotional materials for each year different (leaflets, planner notebooks, pencils, paper bags – all with project logo, business card, Newsletter, project guidelines – handbooks etc.). Graphic design of the developed project handbooks. Handbooks with clear guidelines are aimed at the target group to facilitate understanding of a particular topic in the process of the project implementation. Handbook are up to 20 pages long. Graphic design should include charts, illustration, and other necessary graphic contents.

Timeframe: during the Project implementation.

1. **Deliverables**

* **Documents**

The selected Consultant shall prepare and deliver the following documents in the corresponding stages of the assignment:

1. **Implementation Plan**;
2. **Communication Strategy;**
3. **Quarterly analytical reports –** QA reports will be submitted to the Coordination and Outreach Specialist and should contain a description of activities the Consultant carried out over the reporting period and the results achieved during the implementation. The purpose of the reports is to inform the Coordination and Outreach Specialist about the implementation flow;
4. **Final report -** This report will be submitted to the Coordination and Outreach Specialist one week prior to the completion of the contract. It should contain the description of activities conducted by the Consultant and the results.

* **Products**

All products will be designed and delivered in the agreed quantity according to the proposed schedule, contained in the Implementation Plan, or some other subsequently set timeframe, agreed in writing.

1. **Reporting and payment terms**

Consultant will be work under the authority of the MAFWM/Directorate for Agrarian Payments and will report to the Coordination and Outreach Specialist on a regular basis regarding the pace of the Project implementation. Quarterly analytical reporting would need to be submitted as well and also the Final report. Reports should be submitted on time with all necessary information and provide predictive analysis for specific issue. Reports and deliverables will be submitted: reports in Serbian and English, deliverables in Serbian and English language, in electronic version and 2 hard copies for approval, to the MAFWM. All Reports shall be approved by the MAFWM (Project management team – Coordination and Outreach specialist).

The selected Consultant shall be paid the ***lump sum*** contract amount linked to the deliverables defined in *point 4. Deliverables*.

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|  | **Payment timeline** |  |
| 1. | December 2021. | 10% |
| 2. | April 2022. | 10% |
| 3. | June 2022. | 7% |
| 4. | September 2022. | 7% |
| 5. | December 2022. | 7% |
| 6. | March 2023. | 7% |
| 7. | June 2023. | 7% |
| 8. | September 2023. | 7% |
| 9. | December 2023. | 7% |
| 10. | March 2024. | 7% |
| 11. | June 2024. | 7% |
| 12. | September 2024. | 7% |
| 13. | December 2024. | 10% |

1. **Qualifications**

* Previous working experience in the development of a communication plan and strategies – at least one strategy for similar projects funded by international donors and lenders in last 3 years;
* Previous working experience in the organization of events, conferences and seminars is highly desirable;
* Previous working experience of creating content for the websites and social networks, creating short promotional video materials, designing promotional materials, etc.
* Minimum of five (5) years of experience in the field of communication, marketing and public relations is highly desirable.
* Minimum three (3) years of experience working with the media representatives in international donors funded project; experience in communication, public administration, project implementation work is desirable.

The Consultant must provide a team of experts covering the following requirements:

Key expert 1 – Team leader

* Must have a minimum of 5 years of professional experience in any of the following development communications, public relations campaigns, marketing communications, communication strategies and Action plans development and implementation,
* Capability and proven experience in crafting and implementing communications strategies,
* Capability and proven experience crafting messages and products in various formats (press releases, success stories, reports, audio, video etc.) targeting a variety of audiences,
* Must have a minimum of bachelor’s degree in the field of public relations, journalism, communications, marketing, or related fields

Key expert 2 - Specialists Personnel - PR advisor

* Should have at least 3 years of experience in delivery the same or the similar services in the in the field of public relations and cooperation with the media,
* Capability and proven experience in implementing communications strategies and activities arising from the strategy,
* Must have a minimum of bachelor’s degree in the field of public relations, journalism, communications, marketing, or related fields.

Key expert 3 - Specialists Personnel - Graphic Designer

* Should have at least at least 3 years of experience in delivery the same or the similar services in the in the field of graphic design, preparation for printing, preparation of materials for social media,
* Capability and proven experience in implementing communications strategies and activities arising from the strategy in the field of graphic design,
* Must have a minimum of bachelor’s degree in the field related to the assignment

1. **Logistic and timing**
   1. **Location**

The Republic of Serbia

* 1. **Start date & period of implementation of tasks**

The intended start date is December 1st, 2021, and the period of implementation of the contract will be from the contract signature by both parties until finalization of the project implementation December 31st, 2024.

1. **Selection**

The Consultant firm will be selected in accordance with CQS method set out in the World Bank’s Procurement Regulations for IPF Borrowers (July 2016, revised November 2017 and August 2018).

All submissions will be evaluated based on the following criteria:

- Specific experience of the firm related to the assignment – 40 points

- Qualifications of key staff – 60 points.

1. In 2018, the program received 8,000 applications from small and medium scale producers. [↑](#footnote-ref-1)