

## Serbia Accelerating Innovation and Growth Entrepreneurship Project (SAIGE)

### Terms of Reference and Scope of Services

#### SAIGE PR and visibility

## 1. Background

Serbia has received a loan from the World Bank Group for the **Serbia Accelerating Innovation and Entrepreneurship (SAIGE) Project**<sup>1</sup> (Project) to support the strengthening of the Serbian Innovation and Entrepreneurship ecosystem. The main objective of the Project is to improve (i) the relevance and excellence of scientific research; and (ii) innovative entrepreneurship and access to finance for enterprise growth, as a way of contributing to Serbia's growth and competitiveness. The Project includes the following three components.

Component 1: Research Sector Reforms

Component 2: Enterprise Acceleration

Component 3: Project Implementation, Monitoring, Capacity Building

Through the Instrument for Pre-accession Assistance (IPA-II), the European Union (EU) Annual Action Programme for the Republic of Serbia for the Year 2019 has also dedicated the EU contribution for Competitiveness, Research and Development and Innovation actions, under the name Serbia Advancing Innovation and Entrepreneurship (SAIE) Project, that would complement those of the SAIGE Project. The SAIE Project is closely linked to the objectives of the SAIGE Project.

The Ministry of Education, Science and Technological Development (MoESTD) is responsible for the overall Project coordination and implementation, as well as execution of Component 1.2 RDI Reforms. The MoESTD implementing entities are the Science Fund and the Innovation Fund. The Science Fund (SF) is responsible for the implementation of Component 1.1 Science Fund and Component 1.3 Serbian Diaspora Facility (SDF). The Innovation Fund (IF) is responsible for the implementation of Component 2. Enterprise Acceleration to which this Terms of Reference is related to.

Implementation of the Project is carried out by the PIU team at the MoESTD composed of PIU Manager, project officers for the three Project components, experts for environmental and social standards, monitoring and evaluation expert and other administrative support staff.

## 2. Objectives of the Assignment

The main objective of the assignment is to promote the importance of enhancing Serbia's research and innovation ecosystem, thus contributing to an increased competitiveness of the Serbian economy.

Specific objectives are to address the relevance and excellence of scientific research, as well as to promote innovative entrepreneurship through the implementation of the Smart Specialization Strategy (4S)<sup>2</sup>, in support of Serbia's growth and competitiveness.

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<sup>1</sup> <https://projects.worldbank.org/en/projects-operations/project-detail/P170185>

<sup>2</sup> <https://pametnaspecijalizacija.mpn.gov.rs/publikacije/>

In order to achieve the above objectives, the MoESTD needs to engage a local consultancy firm (hereinafter: the Consultant) for public relations, visibility and communications, and event management services. The Consultant shall develop a digital marketing strategy and create assets and materials suitable for (a) promoting all SAIGE Project activities, and (b) promoting the Smart Specialization Strategy (4S) implementation process. The Innovation Fund (IF) as one of the implementing entities of the Component 2. Enterprise Acceleration already contracted Digital Marketing Agency who is at the moment developing branding and marketing strategy of the Enterprise Acceleration Program. The IF Digital Marketing Agency will also prepare visual identity guidelines and necessary visuals for digital marketing campaign to promote Enterprise Acceleration program as well Serbian innovation ecosystem as a suitable early- stage investments destination, Enterprise Acceleration Program website, website content production and management, etc. The Consultant under this assignment needs to take this into consideration while developing branding and marketing strategy under SAIGE project. All communication and visibility activities are to be aligned with the EU visual identity rules and communication and visibility requirements.

During the course of the assignment, the Consultant will closely work with the PIU Manager/MoESTD, SF, IF Project Officers and MoESTD/SF/IF Public Relations Officers, and, where necessary, the EU Delegation SAIE Project Manager.

### **3. Scope of Work**

During the course of its engagement, the Consultant is expected to provide the following services:

- 1) In order to promote SAIGE Project activities, ensure appropriate visibility and define adequate communications tools and channels, the Consultant shall develop a branding and marketing strategy for the SAIGE Project, under guidance and supervision of the MoESTD/Project Implementation Unit (PIU), and approved by the World Bank;
- 2) On the basis of the agreed branding and marketing strategy, the Consultant shall prepare the SAIGE visual identity guidelines and necessary visuals (logo design, fonts, color palettes, etc.) for the implementation of a digital marketing campaign, to achieve better recognition and visibility and add brand value to SAIGE Project activities and the Serbian research and innovation ecosystem;
- 3) Development of appropriate communication tools and channels for each of the target groups (representatives from public administration, academia, business sectors and civil society).
- 4) Event management - Organization of up to 2 events for up to 200 participants per event, up to 2 events for between 50 - 100 participants, and up to 8 workshops of up to 50 participants per event and collection of the feedback of the events. Consultant contract will cover all costs (fees of facilitators, renting hall/venue, technical equipment, catering and logistical support), except travel expenses of participants.
- 5) Some specific tasks would include, but not limited to:
  - Design, development, deployment and regular maintenance of the official SAIGE Project webpage, including content management;
  - Regular PR support;
  - Social Media Campaigns (specialized web portals, direct emails and newsletters), as well as tools/products necessary for efficient facilitation and promotion (video clips of success stories);
  - Organization of public events (conferences, forums, workshops, seminars, training courses);
  - Printed materials (booklets, leaflets, posters, brochures, event feedback form) used for the purposes of any public event;
  - Press/media-related materials (press releases, press conferences, press visits);

- Feature stories/articles in professional magazines and websites (academic, scientific, business, civil society).
- 6) In order to promote Smart Specialization Strategy and its implementation the Consultant should closely cooperate with the MoESTD/Project Implementation Unit (PIU), including but not limited to the following specific tasks:
- PR support to key stakeholders/priority areas;
  - Media kit, Q&A, and other documents;
  - Event planning and management;
  - Printed and electronic materials and documents in Serbian and in English (as required) form;
  - Covering events and handling media on the spot;
  - Maintenance of 4S webpage already developed through the Competitiveness and Jobs Project, its improvement and updating, content management, SEO optimization and related activities (the costs for web hosting will be provided from the SAIGE operational costs).
- 7) Other ad-hoc digital marketing activities related to the assignment.

**a. Deliverables and Timelines**

<b>No.</b>	<b>Deliverable</b>	<b>Deadline</b>	<b>Payment</b>
1	SAIGE branding and marketing strategy (strategic planning for the assignment, including classification and selection of PR tools, development of communication plans and creating key messages) including Event Management Plan	4 weeks after contract signing	15%
2	SAIGE developed web page and visual identity (the solution for the website and visual identity for the project developed and deployed)	6 weeks after contract signing	10%
3	First Quarterly Report covering the activities completed within the 1 <sup>st</sup> quarter (to include but not limited to regular/daily activities on PR media support, event management, website maintenance, content creation and management, collection of the feedback of the events, printed materials and other ad-hoc event-related and digital marketing support activities)	1 <sup>st</sup> quarter	10%
4	Organization of the first event of up to 200 participants	Provisionally 1 <sup>st</sup> quarter	10%
5	Organization of the first event for between 50 - 100 participants.	Provisionally 2 <sup>nd</sup> quarter	5%
6	Organization of 4 workshops of up to 50 participants.	Provisionally 1 <sup>st</sup> or 2 <sup>nd</sup> quarter	5%
7	Second Quarterly Report covering the activities completed within the 2 <sup>nd</sup> quarter (to include but	2 <sup>nd</sup> quarter	10%

	not limited to regular/daily activities on PR media support, event management, website maintenance, content creation and management, collection of the feedback of the events, printed materials and other ad-hoc event-related and digital marketing support activities)		
8	Third Quarterly Report covering the activities completed within the 3 <sup>rd</sup> quarter (to include but not limited to regular/daily activities on PR media support, event management, website maintenance, content creation and management, collection of the feedback of the events, printed materials and other ad-hoc event-related and digital marketing support activities)	3 <sup>rd</sup> quarter	10%
9	Organization of the second event for between 50 - 100 participants.	Provisionally 3 <sup>rd</sup> quarter	5%
10	Organization of the second event of up to 200 participants.	Provisionally 3 <sup>rd</sup> or 4 <sup>th</sup> quarter	10%
11	Organization of 4 workshops of up to 50 participants.	Provisionally 3 <sup>rd</sup> or 4 <sup>th</sup> quarter	5%
12	Final Summary Report covering the activities completed within 4 <sup>th</sup> quarter (to include but not limited to regular/daily activities on PR media support, event management, website maintenance, content creation and management, collection of the feedback of the events, printed materials and other ad-hoc event-related and digital marketing support activities)	4 <sup>th</sup> quarter	5%

In the light of the ongoing crisis related to Coronavirus pandemic, the schedule of deliverables will be reassessed closer to the dates that these deliverables are expected to be completed. If needed, alternative arrangements will be discussed and mutually agreed upon between the Consultant and the MoESTD/PIU, and SF and IF.

All products/deliverables and reports produced within the contract will be in Serbian and in English, in electronic and printed form. An exception will be audio-visual products that will be delivered only in Serbian.

In addition, the Consultant may propose alternative options related to the above-mentioned deliverables within the agreed total budget. Any change must be previously approved by the MoESTD/PIU.

#### **4. Experience and Qualifications of the Consultant and the staff of the Consultant**

Consultant:

- Be a legal entity;
- At least seven (7) years of general experience in event management, PR and communications;

- At least five (5) years of specific experience in providing similar services;
- Proven record of successfully completing at least 3 national wide assignments in conducting events, PR and communications during the last five years (2016-2020);
- The Consultant should have capacity to assign a qualified and experienced team that will work on this assignment including at least one Lead Expert, one Event Specialist and one Associate. Lead Expert, Event Specialist and Associate need to be in-house staff of the Consultant. The qualifications and experience of presented staff should be related to the assignments for developing and implementing event management, PR and communications;
- The Consultant must be familiar with EU Communication and Visibility requirements.

Required qualifications for the Lead Expert:

- At least Bachelor Degree;
- At least 10 years' experience in event management, PR and communications;
- Proven experience in event management, PR and communications with international organizations, and government institutions;
- Experience in cooperation with government officials, academia, businesses and civil sector is required;
- Experienced in managing projects with overall budgets over 100k+ EUR;
- Experienced in strategic communication planning and managing event and communications teams;
- Proven record in coordinating teams of graphic and web designers, photographers, camera persons, PR and media managers;
- Detailed knowledge of EU Communication and Visibility requirements;
- Previous experience with World Bank/EU/other international organizations in event and communications management is considered a plus;
- Excellent spoken and written English, (knowledge of Serbian language mandatory);
- Excellent communication, organisation, and teamwork skills.

Required qualifications for the Event Specialist:

- At least Bachelor degree;
- At least 5 years' experience in event management;
- Proven experience in event management, with international organizations, and government institutions;
- Experience with event logistics, coordinating technical staff, catering management in other event related services;
- Previous experience with World Bank/EU/international organisations funded programs is considered a plus;
- Computer skills;
- Excellent spoken and written English, (knowledge of Serbian language mandatory);
- Excellent communication, organisation, and teamwork skills.

Required qualifications for the Associate:

- At least 3 years' experience in event management, PR and communications;
- Direct experience in event management, PR and communications with international organizations, or government institutions is considered a plus;
- Experience with business correspondence, administration and invoicing;
- Previous experience with World Bank/international organisations funded programs is desirable;
- Computer skills;
- Excellent spoken and written English, (knowledge of Serbian language mandatory);
- Excellent communication, organisation, and teamwork skills.

#	Criteria	Weight
1	General experience in the field of the assignment	<b>10</b>
2	Specific experience relevant to the assignment	<b>40</b>
3	Key Experts' qualifications and competence for the assignment <u>Lead Expert</u> [points 25] <u>Event Specialist</u> [points 15] <u>Associate</u> [points 10]	<b>50</b>
	The Key Experts' qualifications shall be evaluated according to the following sub-criteria and their belonging weights: a) General qualifications (general education and experience) 20% b) Adequacy for the Assignment (relevant experience in similar assignments with focus to public sector and previous experience with international donors) 80%	

## 5. Reporting, Timeframe and Duration

The Consulting firm is expected to be engaged for the duration of 12 months. The contract can be extended, subject to satisfactory performance and specific project needs.

The Consulting firm will be accountable and report to the PIU Manager and will work closely with the contact points referred to under the section 2. Objectives of the Assignment.

All deliverables produced within the contract with the Consulting firm will be in Serbian and in English (as required) electronic and printed form.

In addition, the Consultant should prepare monthly activity reports (timesheets) in which he/she will summarize key issues and emerging and day-to-day tasks undertaken, as well as working hours spent on all issues and tasks, by each of its staff engaged.

## 6. Input by the MoESTD

The Consultant is expected to perform desk research and produce expected deliverables in its own premises. Overall coordination of the work of the Consultant is carried out by the MoESTD/PIU. The MoESTD will announce the start of the work of the Consultant to all participating institutions and facilitate direct contact of the Consultant with designated representatives of participating institutions.

## 7. Terms of Payment

The Contract will be the Standard World Bank Lump Sum Contract for Small Assignments. The payments for services will be based on the deliverables approved by the designated MoESTD. The Contract costs will include remuneration and reimbursable costs relevant to the assignment.

Consultant contract will cover all costs (fees of facilitators, renting hall/venue, technical equipment, catering and logistical support), except travel expenses of participants.

The PIU will administer the Contract and make payments.