



Request for Services

“Promotional Campaign to increase people awareness on the value of diversity in the Adriatic multi-ethnic society”

Deadline 08 November 2013, at 18.00 hs Tirana Time

In conformity to the EC Regulation no. 1605/2002, EC Regulation 2342/2002 and EC Decision (2007)2034 and SIMPLE project provisions, the Cooperation and Development Institute (hereinafter referred as “CDI”) launches the following Request for Services for the provision of services in the framework of the implementation of the project “SIMPLE” (cod. 309) co-financed from the IPA Adriatic CBC Programme.

The project “SIMPLE”: The Project SIMPLE is an innovative institutional cooperation and capacity building project that aims to achieve social cohesion among Adriatic Countries through the strengthening of cultural diversity values, in order to improve the life quality and the attractiveness of the Adriatic Region. The project is financed by the IPA Adriatic CBC Programme 2007-2013 under the Priority 1 - Economic, social and institutional cooperation. The overall objective of the project is to elaborate joint strategies and approaches in the Adriatic Countries for the promotion of the equality and non - discrimination culture, as a basic value for the peaceful coexistence of all citizens, without distinction of race, religion and ethnic origin.

Fields of expertise searched for: Promotional campaign

Duration of the assignment: 15th of November – 15th of December 2013.

Job description:

Under the overall supervision of the SIMPLE Project Manager of CDI, the qualified organization will be responsible for conducting a promotional campaign aiming to support the project mainstreaming strategy in each participating Country and to increase people awareness on the value of diversity in the Adriatic multi-ethnic society. The aim of the campaign is to generate positive behaviors in order to improve the quality of life and attractiveness of the Adriatic region. In Albania, the campaign will be focused on the ROMA community, considering it a sensitive strategic target of the public in Albania.

In specific terms, the selected organization will conduct the following tasks:

- Media publications: Provide proactive stories related to implementation of the Roma Strategy in Albania and the use of funds in addressing the priorities of the community;
- Training of journalists on how to reporting adequately and with professionalism the problematic affecting the community: Provision of Training to a group of journalists working on socio-economic and cultural matters;
- On-line photo exhibition: change behavior and perceptions where necessary. This online photo exhibition with young people from Roma community and other young artists will address the perception of the young Roma Community: How young Roma see their reality and how the others see

them with relation to their social and economic inclusion, the difficulties, discrimination cases, success cases and challenges.

Application Requirements:

- The organization should possess a proven track record in the areas of Organization of Promotional Campaigns and Media Relations for at least three similar cases;
- Good practices to demonstrate excellent relations and knowledge of the Albanian media context and main actors with regard to the media, socio-economic, cultural and minority sectors;
- Very good command of English language and reporting by the proposed team of experts.

Exclusion criteria:

Candidates will be excluded from participation in procurement procedures if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of *res judicata*; (i.e. against which no appeal is possible);
- c) they have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Authority or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the EU's financial interests;
- f) they are currently subject to an administrative penalty referred to in Article 96(1) of the Financial Regulation (BUDGET)/ Article 99 of the Financial Regulation (10th EDF).

Application procedure:

Organizations that fulfill with requested requirements are invited to present their application according to the terms and modalities indicated in this announcement. The application must be presented within the deadline of 8th of November 2013, at 18.00 hs Tirana time, and shall contain:

- A short description of the Organization;
- A short description of the methodology proposed for the collaboration with CDI, stressing the added value of the organization;
- At least one reference for similar assignments carried in the last two years;
- The CV of the Project Manager who is proposed to be in charge of the contract with the CDI, if the application is successful, prepared in the European Format that can be downloaded at: http://europass.cedefop.europa.eu/img/dynamic/c1344/type.FileContent.file/CVTemplate_en_GB.doc
- a copy of the NIPT of the organization;
- a financial offer in EUR, specifying the cost for each tasks including the experts' fee and administrative costs.

The above documentation must be sent in electronic format by interested organizations, and sent to info@cdinstitute.eu. The organizations will be contracted via email.