
Poziv za dostavljanje ponuda – 014/2020

Nabavka usluge: Usluga
Web editinga i izrade
sadržaja za web platformu
i web sajt

Fondacija Centar za demokratiju

Poziv za dostavljanje ponuda za nabavku roba / usluga

Usluga Web editinga i izrade sadržaja za web platformu i web sajt

Naziv projekta – Regional Youth Compact for Europe

014/2020, Fondacija Centar za demokratiju

Beograd, 11/12 /2020 .godine

Predmet poziva je nabavka usluga

Usluga Web editinga i izrade sadržaja za web platformu i web sajt

U svrhu sprovođenja projekta „**Regional Youth Compact for Europe**“ Fondaciji Centar za demokratiju neophodne su usluge dizajna, štampe.

Opis usluge/robe/specifikacija

Activity 2.4. Western Balkan Politeia Summer School

- Prikupljanje sadržaja i prilagođavanje istog za platformu.
- priprema informacija
- Raspisivanje konkursa za prolećni školu Politeia i širenje putem interneta, društvenih mreža.
- Pripremiti, pratiti i sprovesti konkurs u skladu sa ciljevima projekta.
- Koordinacija sa web dizajnerom platforme
- Pisanje, uređivanje i objavljivanje vesti, članaka, obrazovanog sadržaja, informisanje članova o nastavnom planu i programu, dnevnom redu, fotografije i druge sadržaje koje su biti za polaznike programa Politeia.
- Rad na vidljivosti platforme i neprestalnog rasta i deljenja (sharing) na društvenim mrežama , na sajtovima partnera u Ryce projektu.
- Sadržaj se objavljuje na engleskom I na srpskom jeziku

- **Ponuda mora biti na memorandumu ponuđača i jasno mora sadržati:**
 - datum ponude
 - broj nabavke
 - ime ponuđača
 - kontakt podatke
 - ime osobe za kontakt
 - struktura jediničnih cena prema stavkama navedenem u opisu usluge, kao i ukupnu cenu po stavkama navedenim u opisu usluge
 - cene moraju biti izražene sa i bez PDV-a
 - cene moraju biti izražene u valuti EUR
 - ukoliko ponuda ne sadrži potpis i pečat, mora biti posebno naznačeno da je validna bez potpisa i pečata
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Rok za slanje ponude je 22.12.2020.

Ponudu treba poslati elektronskom poštom na adresu (katarina@centaronline.org) sa naznakom Poziv za dostavljanje ponude br. 014/2020 ili preporučenom poštom na adresu Fondacija Centar za demokratiju, ul. Kraljice Natalije 70, Beograd 11000 sa naznakom na koverti (broj nabavke RYCE 014/2020);

Zainteresovani ponuđači su dužni da do isteka roka koji je naveden u ponudi popune priloge: Prilog 2 – Uпитnik za ponuđače (nalazi se u prilogu).

Osnovni kriterijumi će biti:

- ✓ Cena i uslovi plaćanja.
- ✓ Dodatne usluge
- ✓ Lista referenci

Rok važenja ponude ne sme biti kraći od 60 dana od otvaranja predlaganja ponude.

Odluka o izboru najpovoljnijih ponuda biće doneta u roku od 7 dana od isteka roka za slanje ponude.

Od ponuđača se nakon odluke o izboru očekuje da dostavi popunjene i overene: Prilog 1 – Obrazac ponude.

Ukoliko se na ovaj poziv ne prijave ponuđači koji zadovoljavaju sve potrebne kriterijume naručilac ima pravo da poništi ovaj poziv.

Ponuđači sami snose troškove pripreme i slanja svojih ponuda.

Dodatne informacije u vezi sa ovim pozivom mogu se dobiti putem e-mail adrese: katarina@centaronline.org sa naznakom „Poziv za dostavljanje ponuda“.

December 11,2020

Terms of Reference

Expert in Web Editing and Content Development

Introduction

Regional Youth Compact for Europe is a three-year project that aims to empower CSOs, particularly youth organizations in the Western Balkans and Turkey to more effectively participate in policy design and in monitoring the process of EU integration. The RYCE is funded by the European Union as part of the Civil Society Facility and Media Programme for the years 2016-2017, Consolidating Regional Thematic Networks of Civil Society Organizations and co-funded by the Balkan Trust for Democracy (reference number is 2018/395-387).

Fourteen organizations from the WB, EU and Turkey (Center for Democracy Foundation from Serbia, ALDA from France, CRTA from Serbia Belgrade, Youth Act Center from Albania and SODEM from Turkey with 9 Local Democracy Agencies from the WB, constituting Balkan Network for Local Democracy), are working together on various activities aiming to strengthen the capacity of CSOs and youth organizations to monitor the implementation of public policies, to engage in evidence based advocacy through a structured civil dialogue with the focus on good governance, the rule of law, economic governance, employment and social policy reform. A combined set of awareness raising, capacity building and regional networking activities are aimed to strengthen the impact of CSOs in the reform process towards the EU integration.

Main project work packages which are implemented at local and regional level include capacity building, monitoring and advocacy, regional networking and exchange, public campaign and sub-granting programme for CSOs from the WB.

One of the main activities in the third project year is Sub-granting programme (Work Package V- Activity Sub-Granting) named GRANT SUPPORT YOUTH FUND “WE HAVE A SAY” for local youth organizations. This Activity is based on the long-lasting experience of co-applicants in providing support to civil society organizations and in empowering youth for democracy and human rights. It follows the line of series of other activities organized along the RYCE project since 2018 and implemented by the project partners. It particularly follows the project aim to empower the youth in the Western Balkans with knowledge and practical insights in implementing actions that would lead to improved knowledge and understanding of reforms in the field of rule of law, good governance, employment and social policy which is relevant for the youth of the Western Balkans.

The Contracting Authority for the **Youth Fund** is the Center for Democracy Foundation from Belgrade, Serbia, as the lead partner of the project (hereinafter referred to as: the Administrator).



Context of the Assignment

Youth in the Western Balkans are faced with similar challenges, such as high youth unemployment rates, low wages, low living standard, low approach to formal and non-formal education. As Eurostat data shows, the percentage of youths that are not in education, employment, or training is two times as high as in EU-28 countries, seeing no perspective in their countries of origin youth seek opportunities outside their borders. Research reveals that the people in the WB are more often faced with gender and minority discrimination. They are living in an ever more polluted environment without any clear signs of future improvement.

In their briefing titled “Youth challenges and opportunities in the Western Balkans”, the European Parliament describes youth situation in the WB region with the words “Deeply entrenched regional stereotypes, a lack of awareness of other cultures, demographic changes and a youth 'brain drain' are some of the pieces that make up this complex regional puzzle. Raising awareness about these challenges and the need for timely solutions is therefore crucial. The EU has been encouraging dialogue on the future of youth in the region through a number of projects and initiatives...” such as Regional Youth Compact for Europe.

Young people are an important resource for the future of the Western Balkans. On one side, young people are important part of every society and in this region, youth has a special advantage which reflects in the fact that young people can be a key factor for a building partnerships and bridging gaps in the Western Balkans. Young people themselves do not carry the burden of the past that has made series of conflicts in the region. That presents an added value resource that must be used for building peace based on mutual respect and trust. Regional cooperation is important for economic growth, intercultural exchange, building trustworthy institutions and democratic society and creating an environment that will entice youth to stay in this region.

In the WB there is especially a lack of youth participation in the processes of policy creation, especially on the local level where inclusion of all stakeholders is required most. Participation of young people is a key for the improvement of their being. One of the main goals in the RYCE project is to include more young people to engage themselves in addressing youth related problems and policies` priorities at the local level.

The RYCE’s approach is complementary with the 11 goals of the EU Youth Strategy 2019-2027 goals, especially with Goal 9: Space and Participation for All and Goal 1: Connecting EU with Youth. The aim of first field of action, as formulated in the EU Youth Strategy, is that: “Young people’s participation in representative democracy and civil society at all levels and in society at large should be supported.” One of the main indicators in this domain is: Young people's participation in political or community/environmentally-oriented NGOs. Young people's engagement in politics and participation



in political initiatives aimed at improving something in their own local community (not formal membership, but, involvement in activities). Making EU values and policies more visible from a youth perspective is crucial – to educate young people about benefits that EU bring to them and whole

society and to empower youngsters to implement and monitor the EU reforms. The advantages that the EU integration can bring to the WB countries must be better communicated to youth. The advantages of EU integration are most reflected in establishing the rule of law, good governance and ensuring the respect everybody's social rights. Youth have to see a clear picture of importance of the EU transformational framework and potential and all the good it brings, for example the EU can be source of higher employment, a better future and travel opportunities. In this context, through RYCE young people are getting familiar with the process of their countries becoming closer to the EU (stabilization and association process, accession negotiations). In particular, the RYCE focuses on policies that are highly relevant for the youth – those enlisted in the Chapter 19 (Employment and social rights), Chapter 23 (Judiciary and fundamental rights) and 24 (Justice, freedom and security) as these Chapters that have tangible effects on the everyday lives of citizens and young people.

The RYCE project, through education (workshops, summer schools, training sessions), innovative mechanisms of connecting local authorities with citizens (Multi stakeholders' platforms, Open Local Assemblies), regional cooperation (Regional Forum, Internship program) aims to create a better society for youths and to ensure that young people can stay and improve themselves while staying in their own countries/region. This is of particular importance in view of the large brain drain that all countries in the region are faced with. Through the Youth Fund, the grantees will participate in creating a better environment for youth at the local level.

One of the main activities in the first project year is Politeia Western Balkans School for Youth Participation. This Activity is based on the long-lasting experience of co-applicants in informal education of youth in the region. The Center for Democracy organized the first Politeia School for civil society in 1997 in Serbia where youth gained knowledge of democratic and European values. Since then hundreds of young people were taught and motivated to actively participate in social and political processes. It is recognized as one of the leading non-formal educative programs in the Western Balkans because of its recognized choice of lecturers, interactive methodology as well as for its open call for participation and effective selection procedure.

The Politeia School is now rising to a regional level through the Regional Youth Compact for Europe project and includes participants and lecturers from the Western Balkans.

In 2020-2021 due to the impact of the Covid19 crisis the Politeia School is being developed as an online platform for education and development. The platform has been designed and launched in early 2021. The second course of the WB School is to be delivered within and/or through the Platform. All its content is to be placed online (except for the lectures in time of delivery where other conference online platforms will be used, such as Zoom). The Platform is being designed as a continuous activity of the CDF that will continue after the completion of the RYCE project. It is launched as www.politeia.institute



Purpose of the Assignment

The purpose of the assignment is to provide content for the Platform on the website www.politeia.institute which includes preparation of the content in the form of articles, texts, news, reports, video clips, video material, photos, other related content in regard to activities of RYCE and of the CDF. Therefore, the assignments includes also that content related to the Platform and RYCE is prepared, edited, designed and posted on the CDF web site as well, as the RYCE and WB Politeia School has already developed visibility on the CDF web site and its social networks, such as Facebook, Twitter, Instagram.

Tasks and Responsibilities

The Expert is expected to perform the following tasks:

Collect articles and other related content from the website of the CDF and of other RYCE partners and adapt it to the content of the Platform;

Prepare information and Call for Applications for the spring course of the WB Politeia School and distribute it through the Internet, including social networks

Ensure that the process of applying to the course is well prepared and that it is implemented without obstacles

Coordinate with the web designer of the Platform in ensuring that the software is correctly applied and in accordance with the CDF instructions

Write, edit and post news, articles, education content, curriculum details, agenda, photos and other inputs provided along the process of recruitment of participants, delivery of the course, evaluation of the course.

Ensure that visibility of the Platform is continuously rising by posting on social networks, on RYCE partners websites;

Coordinate with the interpreters if needed

The content shall be mainly posted in English language or in Serbian language.

Necessary Qualifications

Educational background:

- Degree in social sciences, Law, European Studies, Political Science or related field;

Professional experience:

- Minimum 8 years of professional experience in journalism, communications, web editing;
- Knowledge of civil society is an asset.



- Professional experience in writing reports, articles, creating messages to be communicated within the project and-or public campaign;

Skills:

- Team work;
- Excellent understanding of political context and civil society environment in Serbia and in the Western Balkans
- Excellent written communication skills;

Time-frame, Level of Effort, and Location

The Expert's level of effort is previewed for an estimate of 20 working days per month in the period of 8 months, starting from January 1-April 15, 2021.

Remunerations

The daily fee shall be determined based on the expert's experience within maximum rate allocated for this activity. The payment will be done in monthly instalments, following the submission of the necessary documents (report on delivery, time sheets, request for payment).

Reporting and Final Documentation

The Expert will be requested to deliver the following documents:

- Report on delivered services in Serbian language
- *Time sheet*
- *Request for each payment*

The above-mentioned documentation shall be delivered to the following contact person and address:

Ms. Katarina Stojković
Financial Officer
Center for Democracy Foundation
Kraljice Natalije 70/II

