



This project is funded by the European Union

Breaking the Silence:

Enhancing the whistleblowing policies and culture in Western Balkans and Moldova



REGIONAL ANTI-CORRUPTION INITIATIVE

TENDER ANNOUNCEMENT

Tender title:	Production and Delivery of Public Information and Education Campaign
Duty Station:	Home-based with travel to beneficiary jurisdictions
Eligibility:	Legal entities ¹
Language:	English
Contract type:	Framework Agreement
Contract Maximum Value:	€ 265.000,00
Application deadline:	October 11, 2020
Estimated starting date:	ASAP
Ending date:	31 March 2023
Applications to be submitted to	vacancy@rai-see.org

I. BACKGROUND AND JUSTIFICATION

Regional Anti-corruption Initiative (RAI) is an intergovernmental regional organization comprised of nine member countries from South East Europe (SEE): Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Moldova, Montenegro, North Macedonia, Romania and Serbia; and three observers: Poland, Georgia and Slovenia. Kosovo* institutions are the beneficiary of RAI activities.

RAI's mission is to lead regional cooperation to support anti-corruption efforts by providing a common platform for discussions through sharing knowledge and best practices. RAI acts as a regional hub through which governments of the region combine their efforts to help curb corruption in the SEE.

In April 2020, RAI Secretariat commenced implementation of the 3-year regional program titled **'Breaking the Silence: Enhancing the whistleblowing policies and culture in Western Balkans and Moldova'**, funded by European Union (hereafter: the project). The project will cover the geographical scope of Albania, Bosnia and Herzegovina, Kosovo*, Moldova, Montenegro, North Macedonia and Serbia. The project implementation period is April 2020 – March 2023. An overarching purpose of the project is to help RAI partners in the governmental and non-governmental sector to: 1. improve the disclosure channels and protection mechanisms for whistleblowers, by strengthening the legislative framework and institutional arrangements, 2. strengthen the capacity of civil society to support whistleblowing through public policy advocacy, public education, legal aid and other support to whistleblowers, and 3. enhance the public awareness, especially of youth, about the importance of whistleblowing in the fight against corruption and

¹ Legal entities eligible to participate in tender in accordance with the Nationality rule of PRAG

* This designation is without prejudice to positions on status, and is in line with UNSC 1244 and the ICJ Opinion on the Kosovo Declaration on Independence

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educate the public about whistleblower protection mechanisms. This project is built upon RAI's previous experience in improving whistleblowing practices, as well as results achieved to date in the region.

Whistleblowing is considered to be among the most effective ways to expose and fight crime and corruption in the public and private sectors. Based on previous research of RAI Secretariat on Whistleblower Protection in Southeast Europe², during the past decade, new whistleblower laws were adopted and a certain level of practical experience in the implementation of laws gained in all beneficiary jurisdictions. At the same time, through technical assistance by the RAI Secretariat, government agencies, CSOs and the media are developing new expertise across the region to support: 1) whistleblowing through disclosure mechanisms to law enforcement, and other official channels, or the public, as well as 2) the empowerment of whistleblowers and their protection. While improvements to laws and institutional arrangements relevant to whistleblower protection are the first precondition to be met, changing the culture of silence requires a continued and orchestrated effort of all actors, namely the general public, professional community, public institutions, civil society, to demonstrate the support to whistleblower disclosures as one of the key tools in fighting corruption.

For the purpose of project implementation, in addition to providing support for improved legislation and institutional capacity to ensure adequate legal and actual protection of whistleblowers in each jurisdiction the RAI Secretariat seeks to produce and implement an advocacy campaign, which aims at informing and educating the project beneficiaries and stakeholders about whistleblowing policies, i.e. whistleblower disclosure and protection mechanisms as well as at changing the public views and negative perception about whistleblowing. RAI Secretariat has traditionally focused on beneficiaries and stakeholders from anti-corruption agencies and commissions, ministries of justice and civil society organizations working in the field of anti-corruption and good governance, among others. Through this campaign, RAI will expand its body of traditional stakeholders to include the general public, specifically including the youth and academia.

To that end, the selected legal entity (hereinafter: production company) will support the RAI Secretariat to implement its Project Communication and Visibility Plan (2020-2023), available upon request to interested entities. More specifically, the production company will support RAI Secretariat to: 1) raise public awareness about the relevance of whistleblowing as a tool in fighting corruption, 2) challenges of efficient and effective institutional and societal response to whistleblowing and ways to overcome them 3) promote the commitment of RAI and the EU to enhancing the whistleblowing policies and culture in Western Balkans and Moldova, 4) communicate the positive stories and impact of the Project and its partners in the government and non-governmental sector, and 5) contribute to the sustainability of projects' results, through education and regional and sub-regional commitment to the cause.

2. ASSIGNMENT

The production company will provide support to RAI in developing and carrying out a public information and education campaign, which will be customized to specific cultural and social aspects, tested and implemented in each of the 7 (seven) beneficiary jurisdictions. The campaign will aim at informing and educating the project beneficiaries and stakeholders about whistleblowing policies, i.e. whistleblower disclosure and protection mechanisms, as well as at changing the public views and negative perception about whistleblowing.

In developing and implementing the public information and education campaign, the production company will take into account the findings and recommendations stemming from RAI Secretariat activities which aim at enhancing the whistleblowing legislative framework and institutional arrangements. The end-goal of the campaign is to change the culture of silence by underlining the importance of whistleblowing as a highly effective method of exposing crime, corruption and other serious wrongdoings in the societies. For this purpose, the campaign will, among other things, include: messages of positive social values, strong affirmative imaging, building positive attitudes and reducing stereotypes.

² http://rai-see.org/wp-content/uploads/2015/07/Whistleblower_Protection_in_SEE.pdf

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To that end, the production company will conduct a continuous public awareness campaign, by promoting positive trends observed in public institutions, civil society, organizations, interested individuals, and youth. These include the promotion of: (1) whistleblowing legislations and institutional frameworks for protection of whistleblowers; (2) regional cooperation (and technical assistance) in further expanding the regional-tested whistleblowing portfolio; and (3) integrity and accountability of reporting persons, as well as of the officials or media outlet receiving the whistleblower report or disclosure of a wrongdoing, to protect public interests.

Under the Agreement, the production company will contribute to the following project outcome and outputs:

Outcome 2: General public, professional community and public institutions more sensitized and informed about whistleblowing

Output 2.1: Strengthened exchange between whistleblowing professionals and representatives of public institutions through RAI Platform

Output 2.2: Improved awareness of general public about whistleblowing

Output 2.3: Outreach and engagement on whistleblowing implemented with a special emphasis on youth population

The campaign will be provided as a comprehensive service by the production company, and will encompass development, production, post-production, distribution and monitoring. The campaign will include outreach activities through advocacy channels such as intergovernmental institutions, NGOs, journalists, public policy and whistleblowing networks.

Scope of Work and Specific Tasks

The following scope of work is envisaged for successful completion of the assignment:

1. Review documents and materials for improved protection of whistleblowers and promotion of whistleblowing, including recommendations from needs assessment and institutional capacity analysis in the beneficiary jurisdictions, as a result of RAI's technical assistance (Project document, Baseline Assessment Report, regional comparative study, other sources such as the RAI website and Southeast Europe Coalition on Whistleblower Protection website, etc.), and consult other sources of information on the regional-tested whistleblowing advocacy campaigns. In this respect, the production company will pay attention to any potentials overlaps with other advocacy campaigns.
2. Establish the target audience (including, among others, general public with special focus on youth, whistleblowing professionals, representatives of relevant public institutions, academia, anti-corruption non-governmental organizations and coalitions, such as the Southeast Europe Coalition for Whistleblower Protection) to reach out to and influence in order to achieve the campaign goals.
3. Work closely with the RAI Secretariat team in order to better understand the project objectives and to ensure that the advocacy products will be delivered within the agreed timeline and of agreed quality.
4. Develop and deliver the public information and education campaign to promote whistleblowing, customized to specific cultural and social aspects of each beneficiary jurisdiction.
5. Provide support in the design and delivery of youth education events, such as national-based debates, quizzes and workshops. Suggest and deliver similar alternative events during COVID 19 restrictions.
6. Promote whistleblowing and bring its concepts closer to the audience at public events such as: concerts, exhibitions, screening, with the special emphasis on youth population, accompanied with outreach activities via websites posts, social media, news feeds, and television. Suggest and deliver similar alternative events during COVID 19 restrictions.
7. Establish and maintain the exchange of information between whistleblowing professionals, representatives of public institutions, CSOs and other stakeholders relevant to knowledge building, outreach and advocacy.
8. Provide custom-made promotion of advocacy activities through social and traditional media, as well as other channels of communication (e.g. arts).

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Specifically, the production company will:

1. Develop and present to the RAI Secretariat team a detailed methodology of the public information and education campaign with timeframe, showing the campaign complexity, including through different target groups, implementation stages, campaign activities, key campaign products and distribution and dissemination channels especially in light of COVID 19 restrictions;
2. Prepare concept designs and storyboards for the implementation of advocacy campaign, which will impact the media tools, style and tone messages, content and activities needed. Options may include but are not limited to documentary, audio, animated, digital, cyber and other products;
3. Deliver an over two-yearlong public information and education campaign to promote whistleblowing as means of combating corruption;
4. Develop a plan for monitoring and evaluation of the campaign's results by combining the outcomes with qualitative data, such as feedback and verbatim responses from public that engaged with the campaign;
5. Translate and proofread the advocacy materials, news, web stories, social media content, and campaign materials into English and languages of beneficiary jurisdictions and upload them to relevant platforms;
6. Contribute to RAI's English Facebook page and Twitter account;
7. Assist with the development and maintenance of the content for the RAI's Website Regional Learning Platform on Whistleblowing;
8. Maintain social media and media database.

Perform other duties as assigned.

All communication and visibility activities must be carried out in accordance with the Communication and Visibility requirements in EU-financed external actions:

https://ec.europa.eu/international-partnerships/system/files/communication-visibility-requirements-2018_en.pdf

Deliverables:

1. Public information and education campaign to achieve project goals;
2. Methodology for implementing the assignment outlining the process and tentative timeframe for preproduction, i.e. development, production, post-production, delivery and final reporting;
3. Description of distribution and dissemination channels of public information and education material in light of COVID 19 restrictions;
4. Final concepts and storyboards with the communication messages and communication tools for the campaign;
5. Advocacy products (documentary, audio, animated, digital, cyber, project documents, etc.), which are directly linked to concrete stakeholders and communication channels to ensure that they contribute to closing the desire gap;
6. General public events and those catering to youth, relevant to promoting whistleblowing;
7. Monthly social media reports and press clippings;
8. Quarterly, annual and final report with monitoring and evaluation results of the campaign including evidence of the positive public-awareness change/response to whistleblowers and whistleblowing (e.g. survey results).

Intellectual Property

All information pertaining to or developed for purposes of this project (e.g. documentary, audio, animated, digital, cyber, project documents, etc.) belong to the RAI Secretariat, which possesses the exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used without written permission of RAI Secretariat in line with the national and international copyright laws applicable.

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3. SUPERVISION, REPORTING AND QUALITY CONTROL

The production company will operate under the overall supervision of the Head of RAI Secretariat and the immediate supervision of the Project Manager – Anti-corruption Expert and the Project Officer. The production company is expected to closely cooperate with Chief Programme and Communications Officer, Chief Finance and Administration Officer in order to ensure compliance with RAI rules and regulations.

All deliverables should be submitted to the Project Manager – Anti-corruption Expert and the Project Officer. The deliverables should be written in a concise and user-friendly language. Deliverables must be gender mainstreamed.

The RAI Secretariat will facilitate the delivery of service by the production company by providing access to relevant information, advice and guidance.

4. ACTIVITIES AND TIMEFRAME

The assignment shall be performed during the period of 19 October 2020 – 31 March 2023.

Activity Phases/Execution Action

Timeline

1. **Development:** The development phase shall include the development of methodology of the public information and education campaign, the establishment of target groups, and development of creative concepts with the communication messages and communication tools for the campaign

3 months

2. **Production:** The production phase shall include the implementation of the campaign through digital and traditional media content and other content relevant to the advocacy campaign, monitoring and reporting

3. **Post-production:** The postproduction may include, but not limited to video editing, development of trailers/announcements, transfer into different digital formats as required by target groups, translations, subtitling, language editing, etc.

throughout the implementation

4. **Distribution/Delivery:** The campaign tailored to specific circumstances in each beneficiary jurisdiction shall be delivered through different advocacy channels and public outreach, including, but not limited to digital platforms, traditional and social media formats etc.

5. **Monitoring of Campaign impact:** the production company will be in charge of constant monitoring of Campaign impact and results. This shall include direct contact with the public across the region, monitoring of media, social media and web platforms.

5. **Final Reporting on Campaign Results**

Draft report – 1 month prior to the end of the contract
Final report – 15 days prior to the completion of service/end of contract

5. BUDGET AND OTHER ARRANGEMENTS

The maximum value of the Framework Agreement is EUR 265.000³. The total budget is gross and includes the following phases:

- **Development of the campaign:**
 - Development – estimated value: EUR 35.000
 - Production – estimated value: EUR 140.000
 - Post-production – estimated value: EUR 25.000
- **Delivery of the campaign:**
 - Distribution/delivery across the beneficiary jurisdictions - estimated value: EUR 60.000
 - Monitoring of campaign results - estimated value: EUR 5.000

The estimated value of services per each of the noted phases are provided as guidance only in the preparation of the proposed budget breakdown of the complete service under this Announcement.

The production company shall be responsible for all expenses related to delivery of the assignment, including, but not limited to: regional travel, consecutive/simultaneous interpretation and written translation in the language of each beneficiary jurisdiction required for the delivery of the assignment.

The production company will be home-based and travel for specific purposes as deemed necessary in accordance with restrictions caused by the outbreak of COVID-19.

6. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

The applications will be evaluated against the following criteria:

- Over the past thirty-six (36) months prior to the submission deadline of this Tender, the applicant has successfully completed at least one service contract in the related fields (public information/education campaign, social impact campaign, or advocacy campaign on anti-corruption and human rights protection) with the single minimum value of EUR 100.000;
- The applicant has a minimum of two (2) staff employed on a permanent basis in the field related to this contract;
- Demonstrated experience in conducting similar assignments in the SEE region, including, but not limited to:
 - Development and implementation of public information/education campaigns;
 - Production of similar video content;
 - Development of educational tools targeted to youth;
 - Distribution of PR campaigns in the region;
 - Cultivation of support among public institutions and civic leaders, including experience conducting outreach to youth, academia and other opinion leaders;
 - Writing, implementing and accomplishing campaign plans with clear goals, timelines and objectives;
 - Providing quality reporting and tracking of program and budget progress;
 - Media experience, message discipline, and an ability to make complex topics accessible to the public;
 - Knowledge of the SEE landscape and a demonstrated aptitude for gathering relevant information, building relationships and learning quickly;
 - Monitoring campaign impact and results.
- The average annual turnover of the applicant for the last 3 years must exceed the 50% of the total value of this framework agreement;

³ Exclusive of VAT for legal entities registered in BiH.

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- Experience in delivering public information and education campaign relevant to the fight against corruption in general and whistleblowing specifically will be considered an asset;
- Experience in working with international organizations, public institutions, and NGOs;
- Excellent oral and written English skills of the team leader/representative.

7. APPLICATION REQUIREMENTS

Eligibility – Legal entities eligible to participate in tender in accordance with the Nationality rule of PRAG.

Interested legal entities must submit the following documents/information in English to demonstrate the qualifications:

1. Legal entity background information (all scanned originals), including:
 - a. Proof of registration,
 - b. Balance sheet and income statement for the last 3 years,
 - c. List of permanently employed personnel (signed by an authorized legal entity representative),
2. Technical Proposal outlining methodology, budget breakdown by phases, approach and implementation plan with tentative timeframe for development, production, post-production, distribution/delivery and monitoring and reporting of the campaign.
3. CVs of the key members of the production company crew on the assignment, with clearly defined roles in delivering the project. The team leader/entity representative should be indicated.
4. Evidence and description of previous similar contracts delivered in the past 3 years (the nature of the services, the sums, dates and clients) as well as full list of completed and ongoing social impact campaigns.
5. Signed Statement of Exclusion (Annex I of this tender announcement).

8. EVALUATION OF APPLICATIONS

RAI applies a fair and transparent selection process that takes into account the full technical qualification of all applicants. The contract will be awarded to the applicant whose offer has been evaluated and determined as: responsive / compliant / acceptable and having received the highest score out of the technical criteria defined below.

Criteria:

Technical Evaluation – documents based (100%)

Out of which:

- Legal entity background information – qualifying criteria (no points to be assigned)
- Technical Proposal outlining methodology, budget breakdown, approach and implementation plan with tentative timeframe for development, production, post-production, distribution/delivery and monitoring and reporting of the campaign - 50%
- Previous experience - evidence and description of previous similar contracts for social change advocacy delivered in the past 3 years – 40%
- CVs of the key members of the production company crew on the assignment, with clearly defined roles in delivering the project – 10%

8. HOW TO APPLY

Potential applicants may send in questions. Questions shall be sent in English no later than five (5) days before the submission deadline to vacancy@rai-see.org. Answers will be provided no later than three (3) days before the deadline for submission. All questions received and related answers will be published on the RAI website in order to give a fair, transparent and equal treatment to all applicants. Information on senders will not be disclosed.

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Full applications with supporting documents shall be sent by midnight of October 11, 2020 (23:59 CEST) by email to RAI Secretariat (vacancy@rai-see.org).

Late and incomplete applications will not be taken into consideration.

RAI is committed to achieving workforce diversity in terms of gender, nationality and culture. Women-owned entities are encouraged to apply.

All applications will be treated with the strictest confidence.

Annex I

Statement of Exclusion

<As part of their application, each legal entity must submit a signed declaration using this format. >

We have examined and accept in full the content of the dossier for <OPEN CALL TITLE>. We hereby accept its provisions in their entirety, without reservation or restriction.

This application is valid for a period of <...> days from the final date for submission of tenders.

We are not in any of the situations excluding us from participating in procurement procedure, namely.

- we are not bankrupt or being wound up, or having our affairs administered by the courts, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- we have not been convicted of an offence concerning our professional conduct by a judgment of a competent authority;
- we have fulfilled obligations relating to the payment of social security contributions and the payment of taxes
- we have not been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity

If required, we can provide the proof usual under the law of the country in which we are established that we do not fall into these exclusion situations.

.....
<LEGAL ENTITY AUTHORIZED
REPRESENTATIVE>