



Call for expression of interest

The EU funded project “Support to Public Administration Reform Visibility and Communication under the PAR Sector reform Contract EuropeAid/138101/DH/SER/RS” is opening a **Call for Expression of Interest** for the creation of a list of vendors for **TVC and OOH buying for the implementation of PAR campaign**

The overall objective of the project is to contribute to the Public Administration Reform of the Government of Serbia through implementation of the Sector Reform Contract, of which this contract is a part of, through strengthening national capacities to communicate the need for and the benefits of public administration reform.

The purpose of this contract is to support the Government of Serbia in pursuing visibility and communication actions related to the overall PAR and PFM reform agendas in general, and the Sector Reform Contract intervention in particular, through three interlinked components:

- 1. Awareness and visibility of the PAR and PFM process;*
- 2. Awareness of the EU support to the PAR process and benefits for the citizens which the Public Administration Reform brings within the EU integration process;*
- 3. Communications capacities of the MPALSG, MoF and public administration bodies*

Results to be achieved

- Result 1 linked to Component 1: A comprehensive PAR communication and awareness raising framework is operational through implementation of the Government's PAR communication strategy.
- Result 2 linked to Component 2: A comprehensive public awareness raising campaign on benefits of the EU support to the PAR is delivered.
- Result 3 linked to Component 3: The Ministry of Public Administration and Local Self Government, Ministry of Finance and the relevant public bodies are equipped with communication skills and modern communication techniques for communicating the PA reform policy objectives and achievements to the public.

The Contract has been awarded by the European Union, represented by the European Commission (Contracting Authority of the Project), on behalf of and for the account of Serbia as beneficiary country to the consortium led by Ecorys SEE in August 2018 and its duration is 30 months.

Outline Scope of the Services subject to this expression of interest

The aim of the call is to establish a list of vendors who will participate in a future tender of the provision of media buying services. The scope of the services is to complete all necessary activities in order to execute media buying TV and OOH part of the PAR campaign (airing of the TVCs and being present in OOH), developed under the project.

CONDITIONS OF PARTICIPATION

1. Eligibility



PAR Visibility and Communication Project

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- The tenderer must be a registered company in Serbia and must operate on the territory of Serbia
- The tenderer must exist for at least 5 years
- The tenderer must be a company that has not been financially blocked for the last 2 years

2. Selection criteria

2.1. Professional capacity of candidate

- The tenderer must have a person employed in the position of Media manager who makes direct contact with the service providers (TV stations, outdoor providers)

2.2. Technical capacity of candidate

The candidate must possess at least:

- 3 years of experience in media buying TV and
- 10 clients in the past 3 years.

APPLICATION

3. Qualification process

Interested companies should send the below listed qualification documents and information:

- Profile of the company (containing as minimum: company registration details, description of portfolio of services, full contact details (Address, Telephone, e-mail))
- Description of major clients and relevant experience (list of clients and clear description of provided services)
- Information of professional capacity

No particular format is required for the above information. All submitted documents should be signed by authorised representative of the company, certifying that the declared information is correct.

Prices are not required at this stage.

The cost of responding to this call is to be entirely born by the applicants, whether they will be prequalified or not and whether they will be invited or not to participate in further bidding procedures.

4. Request for clarification

Any request for clarification in respect of this call for expression of interest should be submitted by e-mail to Aleksandra.Lazovic@ecorys.com

Any requests for clarification must be submitted by 12:00h on 8th November 2019 to the above email address.

5. Deadline for receipt of applications

11th November 2019



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6. How applications may be submitted

Applications should be submitted **by email** to Mrs. Aleksandra Lazovic (PAR Visibility and Communication): Aleksandra.Lazovic@ecorys.com **not later than 11th November 2019**. Original of your application may be submitted in a sealed envelope on or before 11th November 2019 to the following address:

ECORYS - PAR Visibility and Communication Project
Kraljice Natalije 45, 6th floor, office 17
11000 Belgrade, Serbia

In the case of any discrepancy between the original and the copy submitted by email, the original shall take precedence.

PROVISIONAL TIMETABLE

7. Provisional date of invitation to tender

November 2019.

8. Provisional commencement date of services

November 2019.