



Republic of Serbia
Ministry of Finance



SUPPORT TO COMMISSION
FOR STATE AID CONTROL



This Project is funded by
European Union

Terms of Reference (ToR) for a Visibility Short-Term assignment

Technical assistance requested:	One (1) Senior Non-Key Expert for Visibility
Project Title:	Support to Commission for State aid Control (CSAC),
Ref:	EuropeAid/139349/IH/SER/RS
Service Contract No.:	48-00-0029/2017-28
Main beneficiary:	Ministry of Finance of the Republic of Serbia
Target Beneficiaries:	Commission for State Aid Control and Department for State Aid Control at the Ministry of Finance, all state aid grantors especially local self-governments in Serbia
Content of the assignment:	Communication and Visibility Management
Expert Category:	Senior Non-Key Expert
Duration of the assignment:	20 WDs for SNKE, spent during several missions in the period from April 2019 until (tentatively) December 2020

Project implemented by the Consortium:



Project Office

St. Kneza Miloša 17, 11000 Belgrade Serbia
tel: +381 11 268-10-79
WWW.



1. Relevant background information

Background information in relation to Support to Commission for State aid control project:

The overall objective of the project is to further support Serbia's progress on its EU accession path (among others through alignment with *acquis communautaire*) specifically for what relates to Chapter 8- competition Policy.

The Project purpose

Purpose of the project is to support the Government of the Republic of Serbia, and in particular the existing State aid control and granting bodies, in further development and implementation of the system of rules and procedures in the area of State aid.

Their main features can be summarised as follows:

Component 1- Alignment of State aid rules and schemes with *EU acquis*

Result 1: State aid rules and schemes aligned with *EU acquis*

Component 2 – Capacity building of the Department and the Commission for State Aid Control in decision making on solving state aid cases

Result 2: Improved capacity of the Department and the Commission for State Aid Control in decision making and solving state aid cases

Component 3 - Support in improving mechanisms of coordination between Commission, Department and other State aid stakeholders and in increasing awareness on state aid control

Result 3: Improved mechanisms of coordination between Commission, department and other State aid stakeholders and increased awareness on state aid control

Component 0 – Transversal activities - Support activities to the EU accession negotiating team for Chapter 8 in resolving the Opening Benchmarks (activity 0.1) and the management of communication and visibility (0.2)

As one of the most important Project goals which will provide long term sustainability of the results Project emphasis:

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- Institutional Memory is created in public sector of Serbia, shared by a group of educated staff, and a network of people who are involved in state aid issues.

2. Description of the assignment

2.1 Specific objectives

Communication and visibility have become an increasingly important part of assistance programmes. Indeed, ensuring a proper dissemination of activities is an element that contributes to the efficiency of the assistance, while ensuring visibility of the EU assistance contributes to its effectiveness.

Applicable rules on the visibility of external action are laid down and published by the EC and form an integral part of EC assistance delivery. They can be accessed on:

https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en.

Consequently, our approach is to make sure an approach to communication and visibility is inscribed in all project activities. Activity 0.2. is therefore considered as transversal as it will work in combination with other activities: it will especially be incorporated in the delivery of all events (organised for instance as part of activity 3.1.).

The communication and visibility activities will aim at raising the awareness of the public of the project objectives and of the EU support for Serbia, as well as the results and the impact of this support. All communication will be prepared in internet friendly format.

The project will allocate appropriate budget for communication activities and will draft a **budgeted communication and visibility plan as a part of the Inception report**. Before initiating an information, communication or visibility activity, the project will contact the CFCU and MoF visibility officers as well as liaise with the Press and Information Officer of the EU Delegation in Belgrade, also ensuring that the EU Delegation is invited to all events.

Within the scope of project activities communication will be used as a tool for:

- Raising the awareness among Serbian citizens of the EU roles in delivering aid for state aid system;
- Raising the awareness among beneficiary population (state and local public sector) that “good” state aid can be used as growth instrument.

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Overview of communication objectives with target groups:

No.	Communication objectives	Target groups
1	Promoting of the project outputs and EU support to Serbia in the area of state aid system and joint efforts of Ministry of Finance, CFCU and EU Delegation	<ol style="list-style-type: none"> 1. General Public in Serbia/Society at large 2. state aid grantors, stakeholders
2	Promotion of importance of state aid control during the accession process and promotion of state aid as growth instrument among beneficiary population	<ol style="list-style-type: none"> 1. General Public/Society Serbia at large 2. Line ministries, professional and business associations, private sector, other main institutions in the system

2.2 Requested services

The Senior NKE is expected to provide the following services:

- to increase awareness of selected target groups on the project benefits and its results and of EU support in: alignment of state aid rules and schemes with the EU acquis, improving capacity of the Department for State Aid Control and Commission for State Aid Control as well as in improving mechanisms of coordination between Commission, Department and other state aid stakeholders also to increase the awareness on state aid control
- To prepare suitable visibility material on the State aid in Serbia for the participants of the trainings.

More precisely the expert has to provide:

- Development and design of the web site
- Development of project info sheet and two info graphics

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- Organisation of 12 conferences or trainings for the grantors and other state aid stakeholders
- Organisation of opening and closing conference
- Distribution of media announcements, news and press releases containing information related to project to Serbian media
- Promotion of the project in media, by organising guest appearances of representatives of CSAC and the Department for State Aid Control, main stakeholders, experts.

2.3 Outputs

The Senior NKE is expected to deliver the following outputs:

- A project web site www.state-aid.rs created
- A project info sheet and two info graphics created
- 12 conferences/workshops organised
- Opening and closing conference organised
- Media announcements, news and press releases delivered

2.4 Reporting

The NKE shall provide the following reports by using the templates of the Project:

- Brief Report with description of activities and outputs provided, at the end of each quarter, during which tasks under this assignment have been carried out.
- Final Mission Report, no later than 1 week after completion of tasks under this assignment. This Report will include description of all activities and outputs provided by the NKE in the context of this assignment.

Submission of reports:

- Final version of the Mission Report prepared in the relevant quality shall be submitted to the Team Leader of the Project for review, comments and final approval. The Reports shall be signed by the NKE and the Team Leader responsible for endorsing the Report.

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- The Report and all prepared documents shall be submitted in hard copy and in electronic version to the Team Leader of the Project.

2.5 Specifics

The NKE shall work under the guidance and follow the instructions of the Team Leader. The NKE shall collaborate with the Project Team, other experts involved and representatives of beneficiary institutions and national structures, as relevant.

The NKE's activities and outputs mentioned above may be adjusted by the Team Leader at any stage in the implementation of the Project, depending on the evolving needs of the Project and main beneficiaries. Each of the short-term mission, its timing and duration shall be agreed with the Team Leader prior to each mission.

2.6 Final use of intervention and perspectives for the future

As indicated in the road map, *“the awareness of the obligation to comply with the Law on State aid Control and Regulation on the rules for State aid granting among State aid grantors at all levels, including the regional and local authorities, and among the beneficiaries of State aid can be enhanced only by establishing adequate forms of cooperation with the Commission for State aid Control, in particular by the notification of each and every State aid measure to the Commission before granting it. In other words, although the State aid grantors are free to decide which particular aid measure best suits their needs, they need to cooperate with the State Aid controlling body, collaborate on particular projects and this is not negotiable. The aid measures they want to implement must be timely, at the same time well-targeted and transparent, in line with State aid rules and as such approved by the Commission.”*

Thus, the project will pay special attention in supporting all stakeholders (grantors and beneficiaries) via organized trainings, seminars and round tables to, firstly, make them aware of the importance of rules and procedures, and secondly, to explain particular rules from the standpoint of grantors as the project plans to hire also experienced experts from Member States granting authorities.

Ultimately we will aim at building grounds for the Commission for State aid Control, as the central point for notification of aid schemes as well as for individual aid, to provide advice to all State aid managing bodies and State aid grantors on the nature, design and handling of State aid issues, which is consistent with the national

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policy goals but also with State aid rules. **What the project will promote together with the CSAC is “think State aid first” approach**, that is, on the very outset of any smaller or major project.

Also, in cooperation with the Chamber of Commerce of Serbia, NALED, the Standing Conference of Towns and Municipalities, the Foreign Investors Council, the Project will organize a number of seminars/ trainings where it is intended to promote not only the legislation and novelties within the state aid but also as a platform for advocacy. This will provide an opportunity to promote the Commission and the Department, and its activities, through the presentation of past successful experiences and future plans of the national body for state aid control.

3. Expert input

3.1 Total working days

20 working days have been planned for this assignment.

3.2 Period of the assignment

April 2019 - (tentatively) November 2020

3.3 Starting day

April 2019 - (tentatively) November 2020 and starting, at the earliest, from 22 April 2019 onwards. However, exact starting date will be agreed at a later stage.

3.4 Location/Place of assignment

The NKE has to deliver 100% of the input in Serbia (including at local self-government upon need as agreed and approved by Team leader).

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3.5 Working language

Serbian/ English

4. Expert Profile

Required Candidate Qualifications

The candidate must possess the qualifications and skills as highlighted below.

4.1 Qualification and skills (25 points)

- A level of education which corresponds to completed University studies of at least four (4) years in the field for which the expert is mobilized;
- Working knowledge of English language (at least average 2 on a scale of 1 to 5; where 1 – excellent as max and 5 – basic as min);
- Computer literacy (MS Office applications)
- Good knowledge of local language – Serbian language;

4.2 General professional experience (25 points)

- Minimum 5, preferably 7 years of postgraduate professional experience in the field of communication and visibility management.

4.3 Specific professional experience (50 points)

- Minimum 5, preferably 7 years of professional experience in communication and visibility or event management for EU funded projects
- Proven knowledge of the Communication and Visibility Requirements for EU External Actions;
- Minimum 2 projects in the implementation of IPA funded projects in positions related to communication and visibility;
- Previous professional experience, and/or knowledge of the institutional set-up of the Republic of Serbia.

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5. Applications

Applications (EU format CV and application letter, both in English) need to be submitted by e-mail to radmila@state-aid.rs and stevan@alternative-consulting.com no later than 15:00 hrs (CET) 22, April 2019., titled: "Application for the position – Senior Non-Key Expert for Visibility".

References must be available on request. Only short-listed candidates will be contacted.

The Project is an equal opportunity employer. All applications will be considered strictly confidential.

Advertised post is not available to civil servants or other officials of the public administration in the beneficiary country, Republic of Serbia.

For more information and for application, please contact:

Team Leader: Radmila Mihic radmila@state-aid.rs

Project Director: Stevan Pechitch stevan@alternative-consulting.com

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