

## PROMOTION OF EU VALUES THROUGH SPORT, CULTURAL AND SOCIAL ACTIVITIES IN SERBIA

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### Call for Services

Title: **PROMOTION OF EU VALUES AND ACTIONS THROUGH CULTURAL, SPORTS, INTELLECTUAL, EDUCATIONAL and OTHER SOCIAL INITIATIVES IN SERBIA**

Contracting Authority: EPTISA Southeast Europe d.o.o, Dubljanska 8, 11118 Belgrade, Serbia, on behalf of the EU Delegation to Republic of Serbia

Project: EU IN SERBIA COMMUNICATION NETWORK (EUINFONET)

Reporting to: EPTISA Southeast Europe d.o.o, Dubljanska 8, 11118 Belgrade, Serbia, on behalf of the EU Delegation to Republic of Serbia

Contract Type: Service contract

The Delegation of the European Union to Serbia and the EUINFONET project are launching an open call for offers with the aim to promote EU values and policies through various social, cultural, sports, intellectual, educational and other social initiatives in Serbia. We want to engage with the local actors which share the EU's values and believe the future of Serbia lies in the EU. The call is open on a roll-on basis.

### **BACKGROUND**

The European Union (EU) and Serbia are bound by the common history, shared cultural space, joint global challenges and close economic and inter-personal ties. EU is Serbia's largest investor, trade partner and donor, with its member states unambiguously committed to having Serbia as a future EU member state. EU counts on Serbia and its people in crafting a sustainable and responsible joint future, in promoting peace and rules-based international order – we are better together.

The EU is associated with freedom of movement, goods, capital and services, with social justice, economic prosperity and protection of human rights. The EU is above all a community of values: its 27 member states, united in diversity, adhere to a set of joint objectives and principles, in a society dominated by peace, inclusion, tolerance, justice, solidarity and non-discrimination. Human dignity, freedom, democracy, equality, rule of law and human rights are an integral part of the European way of life. Its objectives, among others, include the promotion of peace, its values and the well-being of its citizens, freedom, security and justice, and sustainable development based on balanced economic growth, a highly competitive market

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economy with full employment and social progress, protection of environment, combating social exclusion and discrimination, promoting scientific and technological progress, improving economic, social and territorial cohesion and solidarity among Member States, respecting its rich cultural and linguistic diversity.

The EU upholds these values at home and promotes them at the international stage, especially among its closest partners. So far, the EU has invested considerable resources in democratisation processes in Serbia and in its human rights defenders. Envisioning Serbia as a future EU member state, the EU is particularly interested in **fostering and amplifying the voices and actors which share the EU values and promote them in their constituencies.**

### ABOUT THE CALL FOR OFFERS

The goal of this call is to liaise with local partners organising various social, cultural, sports, intellectual, educational or other social initiatives which have the potential to promote EU values and showcasing direct or indirect benefits of Serbia's relations with the EU, through active engagement and innovative multidisciplinary solutions. Moreover, with this initiative we also aim to foster intercultural, inter-ethnic and inter-generational dialogue and exchanges. Initiatives focusing on reaching the wider audiences and applying innovative ways of communication and engagement in cultural, sports, intellectual, educational and other societal spheres with the public, in relation to the EU fundamental values and Serbia's EU accession process are strongly encouraged to submit offers.

This call is open to all individuals, associations, organisations, CSOs, institutions, foundations, festivals, etc., which are effectively established in Republic of Serbia and share the EU values and mission.

Proposals will be reviewed on a regular, roll-on basis.

The EUIC/EUD reserves the right to negotiate the proposed activities, budget and communication plan with applicants.

#### *Promotion and visibility of EU in Serbia*

Applicants must comply with the objectives and priorities and guarantee the visibility of the EU financing as specified in the Visibility Guidelines for the EU-funded projects in Serbia which can be downloaded [HERE](#).

The EU Delegation to Serbia will also promote the selected initiatives via its channels of communication.

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### EVALUATION AND SELECTION FOR AWARDING OF THE FUNDS:

The evaluation and selection committee decisions are final. Evaluation and selection criteria shall be executed based on the EU Delegation to Serbia current strategic communication policy.

Proposals will be evaluated according to the following criteria:

- Relevance (societal, cultural, sports, gastronomic, environmental) of the proposed initiative for the local constituency;
- The extent to which the proposed initiative promotes the EU, its values, policies and actions and/or Serbia's alignment with the EU standards and policies;
- Outreach potential: direct engagement with the citizens, media coverage, advertising, online and Social Media presence;
- Communication, id est, promotional potential with regards to the EU, its values, policies, current cross-cutting issues, such as, inclusiveness, gender equality, diversity, cooperation with EU member states, etc.;
- The ratio between the requested budget and the outputs-services offered;
- capacity of the organisation(s) to carry-out the proposed activities.

The Contracting authority reserves the right to negotiate with organisations on services and prices offered in the proposal.

### HOW TO OFFER

The applicant may not submit more than one offer(s) under this Call.

Offers must be submitted using the provided *Offer Form*, the format and instructions of which must be strictly observed.

Applicants must submit offers in **English**.

Clarifications will only be requested when the information provided is unclear and thus prevents the organisers from conducting an objective assessment.

Hand-written offers will **not be accepted**.

Please note that only **the offer form and the budget** will be evaluated. It is therefore of utmost importance that these documents contain **ALL** the relevant information concerning the action. No additional annexes should be sent.

### Where and how to send offers?

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Offers must be submitted to [daliborka.nikolic@euinfo.rs](mailto:daliborka.nikolic@euinfo.rs)

**Deadline for submission of offers**

Offers will be evaluated regularly on a roll-on basis. Applicants will be informed of the decision of the contracting authority in due time.

**Further information about the call please request on:** [daliborka.nikolic@euinfo.rs](mailto:daliborka.nikolic@euinfo.rs)