

**Service Request**  
**Media solutions to enhance the visibility of the WP4 Conference**

Title	Media Solutions to enhance the visibility of the WP4 Conference
Type	Service contract
Reference/Contractor	<b>POLICY ANSWERS</b>
Contractor	<b>GSI Helmholtzzentrum für Schwerionenforschung GmbH</b> Address: Planckstrasse 1 64291 Darmstadt, Germany
Contacts	Project lead, contact for this Service request: Sanja Damjanovic ( <a href="mailto:s.damjanovic@gsi.de">s.damjanovic@gsi.de</a> )
Eligible:	Companies or individual consultants

## BACKGROUND and INTRODUCTION

POLICY ANSWERS (R&I POLICY making, implementation ANd Support in the WEsteRn BalkanS) is a project funded by the European Union's Horizon Europe research and innovation programme under grant agreement No 101058873.

POLICY ANSWERS supports policy coordination in the Western Balkans together with the EC and the EU. 14 partner organisations, representing network nodes in the region and EU expert organisations, support policy dialogue through formal meetings (such as ministerial and steering platform and ad-hoc policy meetings), monitoring and agenda setting, capacity building and implementation of the EU's Western Balkan Agenda, as well as the alignment of thematic priorities.

A special **WP4 Conference** entitled '**Policy Dialogue on Aligning Priorities in the Western Balkans – Vision 2030 - Digital/Green/Health Pathways**', planned as one of the POLICY ANSWERS deliverables within its Work Package (WP) 4 "Aligning Priorities", has the goal to stimulate policy dialogue on how to align priorities in the Western Balkans with the focus on the policy-making and policy delivery function across three thematic areas – Digital Transformation, Green Deal and Healthy Societies. The Conference will be held on **13 September 2023 in Sarajevo, Bosnia and Herzegovina**.

The purpose of this Service is to engage a local **service provider for 'Media solutions to enhance the visibility of the WP4 Conference'**. This service request and relevant activities are coordinated by the GSI Helmholtzzentrum für Schwerionenforschung GmbH (GSI) in cooperation with other partners within the Organization Committee of the WP4 Conference.

## Description of the Scope and Purpose of the Service

In detail, the following work shall be carried out by a local service provider:

- **Create an Event Report which will raise awareness and increase visibility around the WP4 Conference. This Report should be based on the event topics and interviews with relevant stakeholders produced by the journalists of the Service provider. At least one opinion piece should be part of the Report.**
- **Create an Event video (3 minutes, language English) which will assure visibility of the WP4 Conference and prolong its shelf-life. All the script, interviews, editing and production should be made by the Service Provider. The video should assure a creative and effective way to bring policy dialogue to the attention of a wider community. The video should be in standard size 720x480 to be posted on social media platforms.**

## Expected Deliverables

Please note that the materials used in the framework of this service shall be published on the project website ([www.westernbalkans-infohub.eu](http://www.westernbalkans-infohub.eu)) and, unless otherwise agreed upon in writing, made available under open creative commons license CC-BY (see <https://creativecommons.org/licenses/by/2.0/>).

## Implementation period

1 June 2023 to 30 September 2023 - Bilateral meetings between the Service provider and the contractor will be organized during the implementation period based on a need or request.

## Indicative Timetable and Deliverables

Call opening	1 May 2023
Deadline for Submission	15 May 2023
Assessment	20 May 2023
Information on Assessment Results	25 May 2023
Signature of agreement	31 May 2023
Service Implementation	June 1- September 30, 2023

Interim Payment (40% of the total budget)	1 September 2023
Final Payment	30 September 2023

### Deliverables related to Service Implementation

Deliverable to be achieved	Weight in total	Deadline
D1- Event Report – stage 1	15%	July-August 2023
D2- Event Video	50%	September 2023
D3- Event Report – stage 2	35%	September 2023

### Language

Working language is English

### Quality Assurance

The Service Provider shall perform the service with reasonable care and skills and in accordance with the best commercial practices and standards in the industry of similar services. Deliverables indicated above are used for performance evaluation. Each Deliverable has to be accepted by the Contractor before continuing the next activities. If the quality or progress do not match the agreed upon standards, the Contractor reserve the right to terminate the contract. In such cases, due payment will be calculated according to the completion of the work, as indicated above (weight in total). Unless otherwise is agreed upon with the Contractor, delays are not acceptable and will be considered as not achieving the quality criteria.

### Funding and Reimbursement and Completion of the Service & Payment

The lump-sum budget for the above-described tasks within this service request includes the service fee, travel and daily allowances for the travel to the relevant events, interviews as well as VAT and any other taxes and duties. No additional payment will be made.

This Service will be funded by the POLICY ANSWERS project<sup>1</sup>. This project has received funding from the European Union’s Horizon Europe research and innovation programme

<sup>1</sup> [www.westernbalkans-infohub.eu](http://www.westernbalkans-infohub.eu)

under grant agreement No 101058873 for the project "R&I POLICY making, implementation and support in the Western Balkans" (POLICY ANSWERS).

Service will be carried out as outlined under **Indicative Timetable and Deliverables**, and considering quality assurance. 15% of the total sum will be paid in July 2023 as interim payment upon successful completion of the Deliverable 1- Event report – stage 1. If the contract has to be terminated during the service period due to not achieving one or more Deliverables and other quality concerns, then the payment will be done only for the completed work, according to the weight indicated for each Deliverable.

### **Application, selection, contracting and payment procedure**

#### **Required qualification/skills/experiences of the Service Provider**

- Experience: Proven expertise based on successful examples for media solutions for stakeholder engagement. Proven experience in preparation of event reports and event videos. Proven communication skills working with different stakeholders.
- Language requirements: Excellent English skills both written and spoken.

#### **Submission of Application**

Applications in English must be submitted until May 15, 2023 via e-mail to Sanja Damjanovic [s.damjanovic@gsi.de](mailto:s.damjanovic@gsi.de) and [policy-answers@westernbalkans-infohub.eu](mailto:policy-answers@westernbalkans-infohub.eu) containing both

- work experiences, skills and qualifications; Related references from previous work
- a price offer (see requirements above)

**Deadline** for the submission of the application as well as accompanying documents via e-mail with referencing to this Service Request is **May 15, 2023, 17:00 CET**

#### **Selection**

The selection will be based on the completeness of the application, price, corresponding competences of the applicant as well as a convincing implementation plan. References will be reviewed additionally. Telephone interviews with suitable candidates are planned to be held in the time period between 15 May 2023 and 20 May 2023, if deemed necessary.

The Contractor reserves the right not to place any order. Costs for preparation of the required documentation by the Applicants to this call for tender will not be reimbursed.



### **Contracting procedure for Service Provider**

**The selected expert will be informed until May 20, 2023** on the result of the selection procedure. The service provider will sign an agreement with the Contractor, at the latest by May 31, 2023. The duration of the contract will last from **June 1 until September 30, 2023**.