

Open Call for Consultancy Services

Reference Number 103-020

Title:	Support to RCC Secretariat to strengthen the presence and output at the Munich Security Conference (MSC) 2021 in relation to Regional Common Market agenda
RCC Department:	Programme and Political Departments
Starting Date:	09.12.2020
Reporting to:	RCC Secretariat
Duration:	09.12.2020-01.03.2021
Eligible:	Respective consulting companies

TERMS OF REFERENCE

I. PURPOSE

The regional cooperation is of utmost importance for the region as it helps boost economic integration, supports reconciliation among its citizens and brings people-to-people connectivity to its best potentials. Adoption of the Common Regional Market (CRM) 2021-2024 Action Plan by the Western Balkan Leaders at the Berlin Process Summit brings about new potentials to further the regional integration through the introduction and implementation of core principles and standards of EU Internal Market. Increased outreach and visibility of the transformative potentials of CRM 2021-2024 Action Plan is of utmost importance and will lead to increased understanding of the efforts invested by the region.

II. BACKGROUND

Berlin Process, which started as a political initiative, brought also economic and other benefits to the Western Balkans. At the Trieste Summit of the Berlin Process (12th July 2017), Western Balkan Leaders endorsed the Multi-annual Action Plan for a Regional Economic Area (MAP REA), prepared and coordinated by RCC, which put forward a structured agenda for regional economic integration promoting further trade integration, introducing a dynamic regional investment space, facilitating regional mobility, and creating a digital integration agenda.

The achievements of MAP REA are boosted further with the endorsement of the Common Regional Market (CRM) 2021-2024 Action Plan at the Berlin Process Summit held on 10 November 2020 in Sofia. The CRM represents a steppingstone for Western Balkan economies to better integrate the region into the pan-European market. It builds on four freedoms (goods, services, capital and people) and entails measures aiming to create the regional investment area, regional digital area and regional industrial and innovation area. This agenda is being firmly embedded in the post-pandemic recovery efforts invested by the region and has ample chances to become an essential regional transformational tool for achieving socio-economic convergence, enabling business and investment friendliness, strengthening regional economic integration towards the EU accession, enhancing intra-regional trade and attracting more investments, exploring full potential of innovation and digital transformation, boosting connectivity, and securing growth in the Western Balkans.

This forward-looking agenda will also serve as a tool for accelerated integration and phasing-in of individual EU policies, the EU market and EU programmes, while ensuring a level-playing field for increased funding and investment. The implementation of CRM 2021-2024 Action Plan will follow EU best practices and will be based on EU standards and principles following an ambitious timeline to achieve tangible deliverables and expected results in its first year of implementation.

The Western Balkans has confirmed the political commitment and will to deepen regional integration through the adoption of this agenda and the Western Balkan Leaders have pledged their political guidance on this. Supporting and facilitating actions that lead to inclusive regional cooperation, strengthened political and economic ties among the economies of the region as well as reinforced mobility of people by fostering the principle of equal opportunities and chances for all citizens of the region needs to be recognised as an outspoken objective on the EU integration path.

The German Chairmanship of Berlin Process will put great emphasis on the reinforced political, economic and social linkages and will be instrumental for the progress in region. To this end a high-level outreach event focused in particular on the potentials and results of CRM agenda as a stepping stone for integration in EU internal market will fit directly within the agenda and deliverables of the 2021 Berlin Process Summit.

III DESCRIPTION OF RESPONSIBILITIES

Objectives and scope of the assignment

The assignment is focused on increased outreach, communication and visibility of the transformative potentials of CRM 2021-2024 Action Plan including through the support to organisation of an RCC side event in the margins of Munich Security Conference (MSC) 2021 and strategically placing RCC's key messages at high political levels present at the

MSC. This will, among others, contribute to reiterating the important linkages between political and economic ties with security and reconsolidation efforts invested by all Western Balkan economies. To this end, the consultancy will focus, among other operational aspects, on the following:

1. Setting up an RCC side event at Munich Security Conference (MSC) 2021 in consultation with MSC leadership, onsite support and coordination of operational details regarding the side event.
2. Organising strategic advisory consultations to pre-discuss format, target group and key messages of the event.
3. High-level outreach and identifying potential speakers/invitees/moderator(s) and accompanied invitation process. In particular, the goal is to invite relevant stakeholders not yet in the RCC network, especially from Germany, France, and the European Union Institutions.
4. Ensuring media outreach and follow-up on invitations of high-level representatives from European media in order to facilitate international media coverage of the event and/or CRM. Providing technical advice on key messages for media outreach on the political, economic and social impact of CRM 2021-2024 Action Plan, including through preparation of at least two articles/interviews with prestigious European media with notable number of viewers.
5. High-level positioning and facilitating one-on-one meetings with designated officials and experts (European government representatives, European Commission, EEAS, European Parliament, think tanks) and contributing to successful organisation and follow-up.

Lines of Communication

The team of experts will submit all reports and deliverables to the RCC Secretariat for review and approval of deliverables. The team of experts will work closely with RCC which will provide guidelines for efficient finalisation of the assignment. The Team Leader will be responsible for coordination of the team and communication with RCC staff. It is desirable that the Team Leader keeps frequent communication with RCC in order to discuss all open issues and guide the assignment towards its successful completion.

Timeframe

The team of experts is expected to use up to 100 working days for this assignment, between 09 December 2020 and 1 March 2021 to perform all defined in this ToR, and organise the side event in the margins of MSC 2021.

Deliverable	Due date
TASK 1 – Liaison with MSC	1 weeks

TASK 2 – Strategic concept advisory session with RCC to define format, target group and key messages of the event	3 weeks
TASK 3 - Definition of high-level outreach elements, potential speakers/invitees/moderators	4 weeks
TASK 4 – Organisation of the event and onsite support	19 February 2021
TASK 5 - Organisation of media outreach aspects	Beginning of February to end of February
TASK 6 – Organisation of high-level positioning aspects	Beginning of January to end of February

III COMPETENCIES

Qualifications: Team Leader

Education:	Advanced university degree in political and social sciences, direct experience and insights in WB economic, political and security developments
Experience and qualifications:	<p>Qualifications and Skills Required</p> <p>Extensive theoretical knowledge in the relevant fields and minimum ten (10) years of practical work and/or research experience in international affairs, diplomacy, EU and WB affairs;</p> <p>Experience in advocacy, media outreach and high-level positioning; strategic communication; policy analysis;</p> <p>Ample and proven understanding of the existing strategic and policy frameworks both in the EU and WB;</p> <p>Analytical skills and ability to conceptualise and organise high-level outreach events.</p>

Language requirements:	Fluency in English, as the official working language of RCC; Knowledge of local languages in WB will be considered an asset.
Other:	Full ICT literacy and familiarity with MS Office (or alternative business applications); Ability to be flexible and respond to changes as part of the review and feedback process.

Qualifications: Team Members (at least two)

Education:	Advanced university degree in political and social sciences, insights in WB economic, political and security developments
Experience and qualifications:	<p>Qualifications and Skills Required</p> <p>Extensive theoretical knowledge in the relevant fields and minimum seven (7) years of practical work and/or research experience in international affairs, diplomacy, EU and WB affairs;</p> <p>Experience in advocacy, media outreach and high-level positioning; strategic communication; policy analysis;</p> <p>Ample and proven understanding of the existing strategic and policy frameworks both in the EU and WB;</p> <p>Analytical skills and ability to conceptualise and organise high-level outreach events.</p>
Language requirements:	Fluency in English, as the official working language of RCC; Knowledge of local languages in WB will be considered an asset.
Other:	Full ICT literacy and familiarity with MS Office (or alternative business applications); Ability to be flexible and respond to changes as part of the review and feedback process.

IV. APPLICATION RULES

Technical Offer:

The technical offer needs to contain the following:

- Company/institution profile including a brief description (up to 2 pages) about the company;
- A concept note of up to 2 pages, elaborating proposed cooperation model;

Financial offer:

Financial offer – free format- lump sum

Applications including technical and financial offer need to be submitted via e-mail to ProcurementforRcc@rcc.int by 4 December 2020 by 15:00 CET (Central European Times).

V. EVALUATION AND SELECTION

The assignments will be awarded to the highest qualified applicant based on the skills, expertise, and the quality of the concept note(s) and the cost-effectiveness of the financial offer.

In addition to the results of the technical and financial evaluation, competency-based interview will be held with the selected bidder.

Information on selection of the most favourable bidder

The RCC Secretariat shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 15 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

Appeals procedure

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
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