

Open Call for Consulting Services

Subject:	Youth Policy Lab on Green Agenda in Serbia
Title:	Development of a Guidebook for Active Participation of Young People in Making Green Decisions and media campaign
RCC Department:	Western Balkans Youth Lab 2
Eligible:	Consortia of individual experts
Reporting to:	RCC's WBYL2 Team Leader
Duration:	March – October 2025
Reference Number:	030-025

TERMS OF REFERENCE:

I. BACKGROUND

The Western Balkans Youth Lab 2 project (WBYL 2 project) through its Technical Assistance aims to strengthen policy and administrative capacities in different stages and processes related to youth policy development and participation of Western Balkans youth in decision-making. Based on the recommendations co-created by youth and policy-makers at Kick-Off Conference on Youth Policy Lab on Green Agenda, Working Group from Serbia created a set of activities to target specific problems in the field of Green Agenda and to bring Green Agenda closer to young people.

The intervention aligns with the Youth Strategy of Serbia (2023–2030), particularly in addressing the low youth participation in environmental decision-making due to insufficient mechanisms. It specifically addresses measures outlined in points 5.3.2.1., 5.3.3.1., and 5.3.4.1. These measures emphasize empowering youth to actively contribute to environmental protection and sustainable development, promoting their participation in the implementation of the Green Agenda, and building their capacity to engage in initiatives that address climate change and environmental challenges. By equipping Youth Councils with targeted skills and resources, the intervention will also strengthen institutional mechanisms for youth engagement, directly supporting the objectives of the Youth Policy Lab (WBYL) to advance youth-inclusive policy processes and regional cooperation. The expected outcome is long-term empowerment of youth, enabling them to advocate for and contribute to sustainable development in Serbia and across the region.

II. DESCRIPTION OF RESPONSIBILITIES

Objective of the assignment

The intervention aims to develop a comprehensive guidebook that equips young people with practical tools to actively engage in local environmental governance and advocacy. The guidebook will educate youth on their roles in sustainable development, implementation of the Green Agenda, and outline concrete mechanisms for their involvement in local environmental decision-making. It will also provide strategies for effective advocacy to ensure youth voices are heard.

In addition, a complementary video and social media campaign will raise awareness and inspire greater youth participation in local decision-making processes related to the Green Agenda. The assignment will culminate in a final conference, serving as a platform to promote the guidebook, showcase successful youth-led initiatives, and connect participants with key policymakers from Serbia, fostering dialogue and long-term collaboration.

III. SCOPE OF WORK

Specific Tasks

The selected consortium of experts (hereinafter: the expert) is expected to carry out the following detailed tasks:

1. **Guidebook Development:** The selected expert will be responsible for creating a comprehensive and user-friendly guidebook designed to help young people engage in local environmental governance. This guidebook should provide clear strategies for youth involvement in decision-making processes, as well as methods for collaborating with local youth councils and green councils. Additionally, it should include actionable steps for effective advocacy and policy influence in the context of sustainable development.
2. **Research on Youth Participation Mechanisms:** The expert will conduct research to assess existing youth participation mechanisms in environmental governance at the local level. This research will include mapping current practices, identifying barriers to youth engagement, and analysing successful case studies from other regions. The findings will provide recommendations for improving youth participation in the Green Agenda and sustainable development initiatives.
3. **Desk Research and Consultation with Key Stakeholders:** Conduct desk research to gather relevant data on green policies, youth engagement, and sustainability in Serbia. Consult with key stakeholders, including government officials, donors, youth organisations, and environmental groups to incorporate their insights into the activities and final deliverables.
4. **Collaboration with Working Group:** The selected expert will work closely with the project's Working Group to ensure that the content and strategies in the guidebook align with the project's overall objectives. Regular collaboration and feedback sessions will be needed to refine the content, ensuring it meets the needs of both local youth and relevant

stakeholders. This collaborative process will help ensure the guidebook is practical, effective, and tailored to local realities.

5. **Graphic Design of the Guidebook:** The graphic designer will be responsible for creating a visually appealing and easy-to-navigate layout for the guidebook. This will include designing custom graphics, infographics, and illustrations to make the content more engaging and accessible. The designer will work closely with the content creators to ensure the guidebook's design complements the material and enhances its usability.
6. **Promotion of Local Events and Final Conference:** The expert will create and execute promotional campaigns for local events and the final conference, aimed at raising awareness about the importance of youth involvement in the Green Agenda. This will involve creating a variety of promotional materials, such as social media posts, videos, and graphics, to encourage participation and highlight key moments from the events. These materials will be shared across different platforms to ensure maximum visibility and engagement. The expert will be responsible to attend workshops in each of the five local self-government (LSG) units in order to create social media materials.
7. **Video Production for Social Media and Event Promotion:** The video production expert will capture and edit video content during the local workshops, youth initiatives, and the final conference. These videos will be used to promote the guidebook, showcase youth-driven environmental initiatives, and encourage further youth participation in the Green Agenda. The videos will be tailored for social media platforms to ensure they are engaging, shareable, and impactful.
8. **Monitoring, Evaluation, and Reporting:** Provide continuous monitoring and evaluation of the activities to ensure they meet the set objectives and timelines. Prepare progress reports on the completed tasks, including the dialogue meetings, guide creation, and strategic campaign. Contribute to the final report, summarising activities, outcomes, and key recommendations for policymakers, donors, and youth organizations
9. **Translate Complex Terms into Youth-Friendly Language:** Simplify and redefine ecological and legal terms in a way that makes them easily understandable for youth, using everyday language. Adjust the language based on feedback to ensure clarity and inclusivity for all young people, especially those who might not have a background in environmental science or policy. Create relatable examples, metaphors, or analogies to explain complex ecological or policy-related concepts.
10. **Develop Engaging and Creative Content:** Present the legislative summaries in an engaging and accessible format, adding visual aids, interactive elements or infographics where possible.
11. **Illustrate Real-Life Impact with Youth Perspectives:** Connect the real-life impact section of guidebook to tangible examples that reflect youth experiences, ensuring a clear link between policies and everyday life. Highlight how youth can directly influence or benefit from the Green Agenda, using practical examples to show how sustainability actions can be integrated into their daily routines.

12. **Advocacy and Empowerment:** Utilise the guidebook to empower youth by demonstrating how their actions, understanding, and involvement can drive policy change and contribute to the Green Agenda. Develop advocacy tools or provide suggestions as to how young people can use the dictionary to influence their communities, schools, and local governments in promoting sustainability and environmental protection.
13. **Create an Interactive Experience:** Ensure the guidebook is an interactive tool that encourages youth to explore, share and apply the information in the practical and meaningful way.
14. **Present the Guidebook at the Final Conference:** The Guidebook should be officially presented at the Final Conference (TBC) as a key resource for empowering young people to engage with the Green Agenda.

The selected expert is expected to propose the best methodological approach for undertaking this task. However, the following guiding principles should be taken into consideration:

1. Desk review/research and data collection, processing, validation, visualisation, and interpretation (mix of online and onsite activities);
2. Communication/interviews/consultations with the Working Group on Green Agenda from Serbia and other relevant stakeholders in the respective areas to collect qualitative inputs;
3. Any other method applicable.

Note that a clear methodological overview should be an integral part of the concept note.

IV. LOGISTICS AND TIMING

Timeline

The engagement is expected to start in April 2025 and end in October 2025.

Lines of Communication

- The task will be implemented in close consultation with the Western Balkans Youth Lab 2 and Working Group on Green Agenda from Serbia.
- The contracted bidder will report to Working Group from Serbia and WBYL Team Leader.
- As appropriate, meetings with WBYL2 team will be organised to agree on expectations and deliverables.

V. REQUIRED OUTPUTS / REPORTING

The following deliverables will be produced and transferred to the RCC Secretariat during the course of the assignment, as per the timeframe specified below:

	Deliverables	Due date
1.	Methodology and Work Plan	April 2025
2.	Development of the Guidebook	May-July 2025
3.	Multimedia Content Creation and Promotional Campaigns	May- August 2025
4.	Final Conference	October 2025

VI. REQUIREMENTS

The team should include at least one member with a relevant academic background in Environmental Policy, Climate Change, Sustainability, International Relations, or a related field, along with demonstrated experience in policy development, youth engagement, and advocacy. Strong expertise in designing and facilitating workshops, training sessions, or dialogues focused on green policies, environmental governance, and sustainability is essential. The team should also have proven track record of analysing complex environmental issues and translating them into clear, actionable content. Experience working with institutions, as well as facilitating constructive dialogues among diverse stakeholders is crucial to ensure the success of this assignment.

In addition, the team should be familiar with digital tools and social media platforms, particularly for advocacy and promoting youth-led environmental campaigns. The ability to effectively raise awareness on climate change, engage youth in environmental action, and inspire eco-activism is highly valued. Fluency in English is required, and proficiency in Serbian will be considered an asset. Applicants are encouraged to propose additional team members or support staff, as needed, to meet the full scope and objectives of the assignment.

Expert: Environment and Youth Policy Expert

Education:	<ul style="list-style-type: none"> ▪ Minimum Bachelor's degree in social sciences or a related field OR ▪ Alternatively, at least 5 years of professional experience in communication, environmental advocacy, or youth engagement in environmental or climate-related initiatives; ▪ Master's degree in Environmental Communication, Law, Sustainability or a related field will be considered an advantage.
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Experience and qualifications:	<ul style="list-style-type: none"> ▪ Minimum of 5 years of professional experience in translating complex environmental concepts, legislation and other relevant documents into accessible, engaging content for diverse audiences, particularly youth; ▪ At least 5 years of experience working with youth groups or in the youth sector in the context of environmental or climate change issues; ▪ Proven track record in eco-activism, with experience in grassroots or youth-led environmental campaigns and initiatives; ▪ Experience in developing educational materials, campaigns or tools aimed at raising youth awareness and participation in environmental actions; ▪ Familiarity with using digital tools, social media platforms, and creative communication techniques (e.g. videos, memes, podcasts) to engage youth in environmental issues; ▪ Proven expertise in EU integration processes, particularly in the environmental and climate change sectors; ▪ Substantial experience in working with government institutions, especially in key roles related to EU integration; ▪ Strong background in desk research and compiling information relevant to sustainability and environmental policy; ▪ Experience in eco-activism, youth-led environmental campaigns, and raising awareness about climate change is highly desirable.
Language requirements:	<ul style="list-style-type: none"> ▪ Very good knowledge of English and Serbian.
Other:	<ul style="list-style-type: none"> ▪ Ability to be flexible and respond to changes as part of the review and feedback process; ▪ Ability to work collaboratively in a multidisciplinary team environment; ▪ Demonstrated commitment to sustainability and environmental advocacy

Expert(s): Media expert

Education:	<ul style="list-style-type: none"> ▪ Degree in Communications, Graphic Design or a related field OR ▪ Alternatively, at least 5 years of professional experience in communication, environmental advocacy, or youth engagement in environmental or climate-related initiatives.
Experience and qualifications:	<ul style="list-style-type: none"> ▪ Minimum of 5 years of professional experience in graphic design, with a strong portfolio demonstrating work across digital, print, and branding projects;

	<ul style="list-style-type: none"> ▪ At least 5 years of experience working on design projects in various industries, including marketing, branding, and communications; ▪ Proven track record of creating innovative visual designs for clients, including logos, websites, brochures, and social media assets; ▪ Experience in managing design projects from concept to execution, collaborating with teams to ensure alignment with client goals and brand consistency; ▪ Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign), Sketch, Figma or other relevant design tools; ▪ Expertise in creating responsive and user-centred designs for websites, mobile applications, and other digital media; ▪ Strong understanding of typography, colour theory, layout design, and user experience (UX) principles; ▪ Proven ability to deliver high-quality design work under tight deadlines, with a keen attention to detail and creative problem-solving skills; ▪ Experience in collaborating with marketing teams to create engaging content and visuals for online campaigns, advertisements, and social media platforms; ▪ Solid understanding of print production processes, including preparing files for printing and working with external vendors; ▪ Experience with HTML/CSS and knowledge of web development practices is an asset; ▪ Strong communication skills, with the ability to present design concepts to clients and gather feedback to refine designs; ▪ Ability to work in a fast-paced environment, managing multiple projects simultaneously while maintaining quality standards; ▪ A well-rounded portfolio that showcases a diverse range of design work, demonstrating creativity, technical skills, and versatility.
Language requirements:	<ul style="list-style-type: none"> ▪ Very good knowledge of English and Serbian.
Other:	<ul style="list-style-type: none"> ▪ Ability to be flexible and respond to changes as part of the review and feedback process; ▪ Ability to work collaboratively in a multidisciplinary team environment; ▪ Demonstrated commitment to sustainability and environmental advocacy

Core Values

- Demonstrates integrity and fairness by modelling RCC values and ethical standards;

- Independent and free from conflicts of interest in the responsibilities defined by the Terms of Reference;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Core Competencies

- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Result-oriented; plans and produces quality results to meet the set goals, generates innovative and practical solutions to challenging situations;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations clearly;
- Team work: Ability to interact, establish and maintain effective working relations in a culturally diverse team;
- Ability to establish and maintain productive partnerships with regional and economy-level partners and stakeholders.

Quality Control

The expert should ensure an internal quality control during the implementing and reporting phase of the assignment. The quality control should ensure that the draft reports and deliverables comply with the above requirements and meet adequate quality standards before sending them to stakeholders for comments. The quality control should ensure consistency and coherence between findings, conclusions and recommendations. It should also ensure that findings reported are duly substantiated and that conclusions are supported by relevant judgment criteria.

The views expressed in the report will be those of the contractor and will not necessarily reflect those of the Regional Cooperation Council. Therefore, a standard disclaimer reflecting this will be included in the reports. In this regard, the expert may or may not accept comments and/or proposals for changes received during the above consultation process. However, when comments/proposals for changes are not agreed by the expert, they should clearly explain the reasons for their final decision in a comments table.

VII. APPLICATION RULES

The application needs to contain the following:

- Technical Offer;
- Financial Offer.

Technical Offer:

The technical offer needs to contain the following:

For consortia of experts:

- A bidding consortium of experts participating in this Call, must indicate the members and show how the work is divided between them. Specifically, all members must name the team leader and authorise this member to represent the consortium and receive payments

on behalf of the other members. A corresponding written authorised power of attorney must be attached to the bid;

- CV of experts (max **5 pages**), outlining relevant knowledge and experience as described in the Terms of Reference, along with contact details of referees;
- A concept note of up to 5 pages, concisely and clearly elaborating the proposed methodology for addressing and undertaking each activity, relevant documents to be taken into account and the concept for the successful finalisation of the assignment; an additional page can be included, where relevant, indicating key stakeholders to be included in the proposed approach;
- List of references for relevant activities implemented over the past years demonstrating relevant experience in the subject matter;
- Signed Statements of Availability (Annex I).

Financial Offer

The financial offer should reflect the following:

- All figures should be expressed in EUR;

When preparing the financial offer, the applicant should take into account the following:

- Use a free format for the budget providing the global price for the work to be provided
- Maximum budget should not exceed EUR 6,000
- The fee rates should be broadly consistent with those applicable in the region

Submission of applications:

Applications need to be submitted **by 1 April 2024**.

The offers should be submitted through the website link [Apply now](#).

VIII. EVALUATION RULES:

The consultancy will be awarded to the highest qualified bidder based on the relevance of skills and expertise to this assignment. The applications are evaluated following these criteria:

EVALUATION GRID	Maximum score
A. Technical Offer (A.1+A.2+A.3)	100
A.1. Work experience, references list: Relevant work experience; evidence of other contracts of the size comparable with that of the tender; experience with clients comparable to the Contracting Authority.	35
A.2. Quality and professional capacity of the expert(s): CV(s) satisfy the criteria set forth in the Terms of Reference, education and experience demonstrate professional capacity and experience required.	35
A.3 Quality of the concept note:	30

An outline of work programme describing the main issues, information, data sources, research and analytical tools to be employed by the author, as well as the timeline.	
B. Financial Offer/ lowest price has maximum score	100

Score for offer X =

A: [Total quality score (out of 100) of offer X / 100] * 80

B: [Lowest price / price of offer X] * 20

In addition to the results of the technical and financial evaluation, a competency-based interview may 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

ANNEX I:**STATEMENT OF AVAILABILITY**

REF: 030-025

Development of a Guidebook for Active Participation of Young People in Making Green Decisions and media campaign

By representing the Entity_____ we agree to participate in the above-mentioned tender procedure. We further declare that we are able and willing to work for the period(s) foreseen for the position for which our CVs have been included in the event that this tender is successful, namely:

Full name	Available from (Date)	Available until (Date)	Acceptance by signature