

 

**Roma Integration**

Reference number: 087-020

Call for Professional Services

Terms of Reference: Promoting changing narratives towards Roma integration

Contracting Authority: Regional Cooperation Council Secretariat

RCC Department: Roma Integration 2020 Action Team

Reporting to: Roma Integration 2020 Action Team Leader Application Deadline: **09 October 2020**

Timeframe: **October 2020 – April 2021**

Duration: 6 months

Reference Number:

Eligible: Consortia or individual entities, media agencies, news agencies, newspapers, magazines, radio stations, television stations, Internet portals.

# BACKGROUND

**Purpose**

The purpose of this assignment is to promote the role of media as a tool for promoting unity and opening space for discussions and positive narratives on Roma integration and to support the communication and visibility action of the Roma Integration project.

Changing Roma narratives in media is a community-media partnership that aims to change adverse racial and discriminatory narratives and their representation in the society by promoting truthful and constructive information presented to the public in a friendly way.

Visibility and communication actions are aimed at strengthening public awareness of the risks and loses from social exclusion and increased xenophobia and negative perceptions of Roma.

# Background Information

The Roma Integration action is implemented by the Regional Cooperation Council’s (RCC) Roma Integration Action Team. It is funded by the European Union and the Open Society Foundations. The action is in line with the EU Framework for National Roma Integration Strategies and the EU accession process.

The overall objective of the Roma Integration action is to contribute to reducing the socio-economic gap between the Roma1 and non-Roma population in the Western Balkans and Turkey in the areas of employment and housing, as well as education, health and civil registration. Specifically, the action supports the governments in the region to increase the implementation rate and budgetary allocations for Roma integration policies through:

* direct support and technical assistance to the governments to advance existing institutional and policy mechanisms and policy framework for Roma integration, including promotion of proper budgeting, monitoring and reporting;
* annual assistance to reporting and review of reports in line with the EU reporting;
* direct support and technical assistance to the governments for mainstreaming Roma integration into relevant sectoral policies and reforms, and implementation of effective measures, particularly in employment and housing;
* National Platforms on Roma integration issues;
* regional fact-finding analyses and informed regional discussions through conferences for exchange of knowledge and regional standard setting;
* participation and input at EU level processes related to Roma issues;
* mainstreaming Roma issues within the core work of RCC;
* media dissemination activities challenging negative narratives on Roma integration, as well as action’s visibility activities;
* regular high level/task force discussions on Roma issues at regional level.

1 The term “Roma” within the action is used in line with the EU terminology, as an umbrella term which includes groups of people who have more or less similar cultural characteristics, such as Roma, Ashkali, Egyptians, Dom, Lom, Sinti, Travellers, Kalé, Gens du voyage, etc., whether sedentary or not.

# DESCRIPTION OF RESPONSIBILITIES

# Objectives and scope of the assignment

The objective is to ensure public presence of important topics targeting Roma in all spheres and policies of the Western Balkans as well as strengthen narratives that will raise public awareness against discrimination of Roma and xenophobia in a way that is appealing and outreaching.

The selected entity should initiate: enhancing public awareness about progress of the Western Balkans towards the EU and the Roma inclusion within that process; public awareness and understanding of the Roma integration process and the different aspects and perceptions of this process; public awareness and understanding of the different roles of key actions and main stakeholders (communities, EU bodies, governments, civil society); and promoting positive change in narratives related to Roma.

Therefore, it is expected that this assignment will advocate the work done by the Roma Integration project, especially in the areas of housing and employment for Roma, among the wider public, by ensuring that:

* The work of Roma Integration Action Team is promoted;
* The work and cooperation with the project stakeholders is promoted (such as National Roma Contact Points, Roma and pro-Roma civil society organisations);
* The key issues promoted by the Roma Integration Action Team are highlighted (particularly Declaration of Western Balkans partners on Roma Integration within the EU enlargement process/Poznan declaration, legalisation of housing and transformation of undeclared work).

This is expected to be achieved via interviews, articles, objective news, and other forms of information dissemination.

The media coverage should be national or regional in the Western Balkans.

# Tasks

# As part of this assignment the selected entity is to:

* + gather information, write articles, research and present the information in an honest and balanced manner to the public;
  + touch upon the topics of social inequality and politics of Roma representation in the Western Balkans;
  + present expert knowledge and viewpoints on the issues of Roma integration;
  + initiate public and political discourses among various stakeholders;
  + ensure Roma presentation and share positive life stories;
  + take part in events organised by the Roma Integration action team;
  + make a summary rate of interest shown for the topic.

**Deliverables**

The selected entity should be able to provide at least ten (10) published targeted or mainstream articles on topics regarding Roma inclusion, out of which two (2) should be front page covers for printed media, or featured news for online media, or broadcasted in prime time for television/radio.

**Lines of Communication and Reporting**

The selected entity will work closely with the Action Team, which shall provide guidance to efficiently conduct the work and approve deliverables. The Action Team shall ensure the required communication is disseminated to designated officials and partners.

# Timeframe

The Roma Integration Action Team will engage an entity in the period from **26 October 2020 to 26 April 2021**.

# PROFILE AND COMPETENCIES

**Qualifications**

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| Experience: | Minimum 3 years of relevant experience;  Working and covering topics in the Western Balkans;  Familiarity with national strategies on Roma integration;  Proven record of expertise in reporting on public policy preferably on Roma integration or/and another relevant policy;  Integrity, authenticity and transparency in reporting;  Mass media products involve autonomous professionals. |
| Language requirements: | Fluency in English, as the official language of the RCC;  Fluency in at least one of the Western Balkans languages. |
| Other: | To provide services that inform, educate, enlighten and enrich the public and help inform civil discourse. |

**Core Values and Competencies**

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;

- Demonstrates professional competence to meet responsibilities deadlines;

- Generates innovative and practical storytelling to challenging situations;

- Ability and integrity to perform the tasks impartially and objectively, without any conflict of interest.

1. **QUALITY CONTROL**

The selected entity should ensure an internal quality control during the engagement. The quality control should ensure that the deliverables comply with the agreed requirements and meet adequate quality standards. Deliverables, particularly written articles and content when mentioning or quoting the involved parties such as RCC, Roma Integration, Open Society Foundations and the EU Commission should reflect the views of the stakeholders and is owned by them.

# APPLICATION RULES

**The application needs to contain the following:**

* Financial offer, in a free format, with the budget breakdown per month;
  + Entity profile including a brief description (up to 2 pages) of the entity. In case of a bidding consortium, the team leader should submit the profile of the consortium;
  + Copy of Entities’ Registration Certificate. In case of a bidding consortium, a corresponding written authorisation, power of attorney is treated accordingly;
  + Information on targeted group of media, in case of media outlet applications;
  + List of references for relevant activities implemented over the past 3 years demonstrating relevant experience in the subject matter.

Applications need to be submitted by **09 October 2020** to the following address [romaintegration2020@rcc.int](mailto:romaintegration2020@rcc.int).

The applications will be evaluated on the basis of price, entity profile, targeted audience in case of media outlet application, and list of references.

**NOTE:**

In accordance with the status in the Diplomatic Protocol of the Ministry of Foreign Affairs of the Republic of Serbia, the Regional Cooperation Council Roma Integration Action Team is entitled to exemption from paying VAT and custom duties in Serbia.

No advance payment is foreseen.

The financial offer should present the price both with and without VAT.