ANNEX II: TERMS OF REFERENCE

1. BACKGROUND INFORMATION 2

1.1. Partner country 2

1.2. Contracting authority 2

1.3. Country background 2

1.4. Current situation in the sector 2

1.5. Related programmes and other donor activities 2

2. OBJECTIVES & EXPECTED OUTPUTS 2

2.1. Overall objective 2

2.2. Specific Objective(s) 3

2.3. Expected outputs to be achieved by the contractor 3

3. ASSUMPTIONS & RISKS 3

3.1. Assumptions underlying the project 3

3.2. Risks 3

4. SCOPE OF THE WORK 3

4.1. General 3

4.2. Specific work 4

4.3. Project management 4

5. LOGISTICS AND TIMING 4

5.1. Location 4

5.2. Start date & period of implementation of tasks 4

6. REQUIREMENTS 5

6.1. Staff 5

6.2. Office accommodation 7

6.3. Facilities to be provided by the contractor 7

6.4. Equipment 7

7. REPORTS 7

7.1. Reporting requirements 7

7.2. Submission and approval of reports 8

8. MONITORING AND EVALUATION 8

8.1. Definition of indicators 8

8.2. Special requirements 8

# BACKGROUND INFORMATION

## Partner country

Republic of Serbia

## Contracting authority

Open University Subotica Ltd.

## Country background

Climate change is a common global threat, but Serbia is experiencing its local impacts at a growing pace. The devastating impacts of the climate change are affecting public health, energy, transport, water ability and quality and agriculture production. Agriculture is a very important activity in Serbia and is mainly based on small family farms. According to the 2023 Census of Agriculture the largest areas of arable land and gardens are represented in the Region of Vojvodina (55,8%). The first Law on Climate change in Serbia was adopted in 2021 with the aim to provide a basis for the further development of national climate policy. Climate change and environmental issues are high priority in the country. A Low Carbon Development Strategy and Action Plan was developed with a commitment to reduce greenhouse gas emissions by 33,3% (compared to 1990 levels) by 2030. Serbia also gives contribution to making Europe climate neutral by 2050, as signed the Green Agenda for the Western Balkans. The above mentioned laws, strategies and action plans, just like the Law on Energy, the Law on Use of Renewable Energy Sources and many others, give the legal framework for the solution of the problem. However, in order to bring real changes there is a need to raise awareness of the inhabitants about the causes and consequences of the climate change. This can be achieved by various and continuous educational and informational activities that are tailor-made for different target groups of all generations.

## Current situation in the sector

The Subotica area, and AP Vojvodina in whole, has good natural conditions which, on one side give opportunity for economic development, but on the other side lead to damage to the environment. The agriculture, food processing, its transport and the production of food packaging represent together one of the biggest sources of land, water and CO2 pollution, which is based on a huge use of resources - starting from various chemical preparations that pollute the soil and water and ending with fossil fuels, which leads to significant emission of CO2 in the atmosphere. On the other hand, the agricultural sector is the most sensitive to climate change, because most of the cultivation is in open space. Therefore, it is necessary to provide capacities for adapting agricultural production to climate change in a sustainable manner, in accordance with the preservation of endangered resources (water and soil), which can be achieved by providing information and education. However, not only farmers, but the inhabitants of the region also need to change their habits and lifestyle in general. Starting from home and work, car use, energy and shopping, to nutrition and clothing. In order to increase awareness of various target groups, there is a need for different educational and informative activities with suggestions on how individuals can influence the mitigation of climate problems.

## Related programmes and other donor activities

Not applicable.

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is:

The overall objective of the project is to raise awareness of general public about the causes and consequences of the climate change and increase capacities of target groups through education and by promoting the transition to a climate-neutral economy and a society resistant to climate change, in order to improve the well-being of people, the economy and the environment.

## Specific objective(s)

The specific objective (Outcome) of this contract is as follows:

* Create and broadcast audio-visual materials within the project 2B

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Output 1: Creation and broadcasting of 5 special TV programs for agricultural producers
* Output 2: Creation of 10 special informative-educational video spots for young people

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Not applicable.

## Risks

Not applicable.

# SCOPE OF THE WORK

## General

### Description of the assignment

During the implementation of the “Be aware of the problem – be part of the solution!” - 2B project, one of the important activity is to create and broadcast special TV programs for agricultural producers and special informative-educational video spots for young people. The 5, 30 minutes long special TV programs for agricultural producers should be created in Serbian language, with Hungarian subtitles and made in cooperation with experts from various fields, including farmers, public and civil society representatives, etc., with the aim to inform and educate them about climate change in general, the adverse effects on their agricultural activities and mitigation measures. The 10, maximum 1-3 minutes long, special informative-educational video spots for young people should be created in Serbian language, with Hungarian subtitles. The video spots should highlight the seriousness of the problem of the climate change, but also to offer solutions through activities on how individuals can influence mitigation, with the aim to inform the public, especially young people, given that they use the internet more, i.e. social networking sites, where the videos will be posted /uploaded.

### Geographical area to be covered

Republic of Serbia, AP Vojvodina, Subotica

### Target groups

The main target groups are: agricultural producers, young people and general public.

## Specific work

During the implementation of the “Be aware of the problem – be part of the solution!” - 2B project, the Consultant will create and broadcast audio-visual materials according to the timeframe defined by the Contracting Authority.

In summary, the Consultant will create:

1. 5 special TV programs for agricultural producers

2. 10 special informative-educational video spots for young people.

The Consultant has to undertake the following activities related to each tasks:

* to create a common opening and closing sequence according to the Interreg VI-A IPA Hungary-Serbia Programme`s brand standards, requirements and rules, specified at the Visual Identity Manual & Information and Publicity Guidelines;
* to research for best practices, examples and solutions in the given field, make a concept and present it in a most appropriate way to target groups through the audio-visual materials;
* recording, editing and subtitling the audio-video materials.

Additionally, there are specific requirements to be fulfilled for each task by the Consultant:

1. Creation and broadcasting of 5 special TV programs for agricultural producers

* The main goal of the special TV programs is to inform and educate agricultural producers about climate change in general, the adverse effects on their agricultural activities and mitigation measures.
* Following the recommendations of several international documents dealing with climate change, particular attention should be paid to organic production as an important factor in protecting the environment and which should be more widely spread;
* Some of the topics that will be covered through the tv programs: Climate change in general, the role of the government and the civil sector in the fight against climate change; Farmers' problems due to climate change and how they can adapt?; Adaptation measures to climate change - in the water and soil sector; Adaptation measures to climate change - fruit growing; Adaptation measures to climate change - farming; Adaptation measures to climate change - viticulture; Adaptation measures to climate change - meadows and pastures; High-efficiency agricultural equipment helps fight climate change; Organic agriculture in the service of sustainable development, Sustainable, regenerative and production with "0 pesticides".
* The 30 minutes long special TV programs for agricultural producers should be created in Serbian language, with Hungarian subtitles and made in cooperation with experts from various fields, including farmers, public and civil society representatives, etc.,

The Consultant has to undertake the following activities related to the task:

* to create a common opening and closing sequence for the TV programs, according to the Interreg VI-A IPA Hungary-Serbia Programme`s brand standards, requirements and rules, specified at the Visual Identity Manual & Information and Publicity Guidelines;
* to research for best practices, examples and solutions in the given field, create a synopsis with proposed topics and present it in a most appropriate way to the target group through the TV programs;
* selecting guests, experts and other actors of the TV programs and organizing recording on the field;
* recording, editing and subtitling the special TV programs;
* organize broadcasting of 5 special TV programs created in Serbia and 5 special TV programs created in Hungary on television with high number of potential viewers in Subotica.

2. Creation of 10 special informative-educational video spots for young people

* The main goal of the special informative-educational video spots is to highlight the seriousness of the problem of the climate change, but also to offer solutions through activities on how individuals can influence mitigation, with the aim to inform the public, especially young people, given that they use the internet more, i.e. social networking sites, where the videos will be posted /uploaded;
* Some of the topics that should be covered are: What can I as an individual do for the climate?; Instead of ordering food, cook something using local ingredients from the market; On all future purchases, carry a shopping bag and reusable bags for fruits and vegetables; Don't let yourself become a victim of eco-manipulation / green marketing; By planting trees, we can reduce the harmful impact of climate change on biodiversity; By throwing away food, we affect climate change, etc.;
* The informative-educational video spots should be maximum 1-3 minutes long, created in Serbian language, with Hungarian subtitles.

The Consultant has to undertake the following activities related to the task:

* to create a common opening and closing sequence for the video spots, according to the Interreg VI-A IPA Hungary-Serbia Programme`s brand standards, requirements and rules, specified at the Visual Identity Manual & Information and Publicity Guidelines;
* to create a synopsis with proposed topics and present it in a most appropriate and interesting way to the target group through the video spots;
* recording, editing and subtitling the video spots materials;
* deliver it to the Contracting Authority in order to share it on the social media pages and channels of the project.

## Project management

### Responsible body

Sector for project management, within Open University Subotica will be responsible for managing the contract.

### Management structure

The responsible person for implementing of the tasks related to this contract, in the Contracting Authority is Csilla Nemet, Project Manager.

### Facilities to be provided by the contracting authority and/or other parties

Not applicable.

# LOGISTICS AND TIMING

## Location

Subotica, AP Vojvodina, Republic of Serbia.

## Start date & period of implementation of tasks

The intended start date is 12th September 2024 and the period of implementation of the contract will be 8,5 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are not required.

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English language in one original and 1 copy:

* **Interim Report** of maximum 6 pages to be produced after three months from the start of implementation. The approval of the interim report will be the basis for issuing respective interim payment as indicated in the Special Conditions.
* **Draft final report** of maximum 12 pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.
* **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 10 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision on service provided. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

The indicator of the successful implementation of the contract is “Services provided in timely, quality and quantity manor, as required in these Terms of Reference”.

## Special requirements

Not applicable.