

# REQUEST FOR PROPOSALS FOR PUBLIC INFORMATION CAMPAIGN

The Office of the High Representative invites companies/agencies to submit proposal for production of public information campaign on benefits of good government for B&H citizens.

The tender information is given in the following order:

- I) Background**
- II) Proposal Submission Conditions**
- III) Selection and Award**
- IV) Proposal Submission and Deadline**
- V) Statement of Work**

## **I – Background**

In February 2008, the Peace Implementation Council (PIC) adopted five objectives and two conditions (“five plus two” agenda) that need to be met by the BiH authorities:

### **OBJECTIVES:**

- Acceptable and Sustainable Resolution of the Issue of Apportionment of Property between State and other levels of government;
- Acceptable and Sustainable Resolution of Defence Property
- Completion of the Brcko Final Award
- Fiscal Sustainability (promoted through an Agreement on a Permanent ITA Co-efficient methodology and establishment of a National Fiscal Council)

- Entrenchment of the Rule of Law (demonstrated through Adoption of National War Crimes Strategy, passage of Law on Aliens and Asylum, and adoption of National Justice Sector Reform Strategy).

#### CONDITIONS:

- Signing of the SAA
- Positive assessment of the situation in BiH.

OHR is looking for company/agency which will produce public information campaign aiming to explain and highlight the benefits that BiH citizens will experience in their everyday lives as the “five plus two” agenda is implemented.

Public information campaign will also channel increased public awareness into positive pressure on politicians to take necessary action in order to improve living standards and security in Bosnia and Herzegovina by implementing “five plus two”.

The public information campaign will appeal directly to citizens, explaining the legislative and executive tasks that have to be completed and the real benefits that citizens can start to enjoy when this work has been completed.

#### **Four key sectors need to be covered:**

**1. Good Government as related to the resolution of State Property Issues;**

**2. Investment and Job Creation as related to the resolution of Defense Property Issues;**

**3. Sound Economic Management as related to Fiscal**

## **Sustainability**

### **4. Citizen Security as related to the Rule of Law.**

## **II – Proposal Submission Conditions**

The proposal must be in **local or English language**, and include one original and one copy.

Proposals shall contain the following:

**Name and address of the company/agency**, contact phone number, e-mail and name of the contact person;

**Detailed work scheduling proposal (timeline):** The activities have to be realized in a period from June/August 2011;

**Description, methodology and organization of the projects including visual/technical concept of the public events, script of TV spot and radio jingles supported by story board and appropriate slogans/messages, creative solution for newspaper ads;**

**Media Placement Plan including detailed media plan of broadcasting for TV and radio station broadcasting, with planned reach, TRP, CPP, CPT;**

**Detailed CVs of key team members:** project leader, graphic designer, production team, etc.

**References:** List and description of similar style projects produced in the last three years, with references and contact details.

**Detailed break down of costs and terms of payment in KM, excluding VAT.** The price shall include all costs related to the work such as fees and out-of-pocket expenses (travel, accommodation, subsistence and other costs). Please note that should you request an advance payment you will need to provide

irrevocable advance bank guarantee.

The proposal must be valid for acceptance for 30 days, and the price fixed for the duration of the contract.

The OHR will pay VAT in accordance with the Law on VAT.

### **III – Selection and Award**

The bids will be considered by the OHR against strength of the visual and technical creative solution, media placement plan, CVs of key team members, previous work and any other relevant elements. **The OHR team may wish to interview bidders.**

Contract will be awarded to the most economically advantageous proposal in terms of:

- Creative realisation of the campaign – Weighting 40%
- Media placement of the campaign – Weighting 40%
- CV of key team members – Weighting: 10%
- References – Weighting 10%

The OHR reserves the right to enter into negotiations with any bidder or to end the Tender without awarding the contract. The OHR will not bear any costs of bidders related to preparation of proposal.

### **IV – Proposal Submission and Deadline:**

The proposal should be submitted in a sealed envelope, clearly marked “REQUEST FOR PROPOSALS – Public information Campaign” and delivered **NO LATER than 03<sup>rd</sup> June 2011 by 12:00 hours to the following address:**

*OHR  
Head of Logistics  
Emerika Bluma 1*

71000 Sarajevo,  
Bosnia and Herzegovina

### **Questions:**

We believe you have all the information necessary to prepare your proposal, but any questions or requirements for clarification, should be addressed in writing only to the Head of Logistics on e-mail: **tender@ohr.int**, and not to other officers of OHR. It is in all bidders interest to register their intention to bid so that everyone may receive answers to any questions put by other bidders. Please address this registration to e-mail: **tender@ohr.int** by 27<sup>th</sup> May 2011.

## **V Statement of Work**

**Successful bidder will be responsible for full implementation of the Public information campaign.**

### **1. General information about the activities**

#### **Geographical area to be covered:**

Bosnia and Herzegovina

#### **Target population**

Citizens of Bosnia and Herzegovina

#### **Overall objective:**

The overall objective is to start delivering to the citizens of Bosnia and Herzegovina the standard of government service,

employment opportunities, and personal security that they have been denied for much too long, and to do this through a renewed focus on meeting the “five plus two” agenda laid down by the PIC. The strategy is completely consistent with and complementary to the simultaneous effort by the reinforced EU presence in BiH to make progress on implementing the SAA and the European Partnership.

### **Specific objective:**

The specific objective is to reach a point where it is reasonable for the Peace Implementation Council to make a positive assessment of the situation in Bosnia and Herzegovina based on full compliance with the Dayton Peace Agreement.

### **Results:**

- BiH citizens will understand clearly that progress is possible;
- Each step of implementation of the “five plus two” agenda will be explained, and the benefits that come from taking each step will also be explained;
- Diverse illustrative examples of how BiH can go further and faster will be communicated;
- The role (positive and negative) of politicians will be clarified; and
- BiH citizens will clearly understand that implementation of the SAA and positive assessment of the situation in BiH are being brought closer amid systematic improvements in social, economic and political conditions.

### **Requested outputs :**

## **1) Creative realization of the campaign:**

- The contractor should provide services to deliver requested outputs within the following parameters:
  - a. Contractor should create methodology and organization of the campaign.
  - b. Contractor should produce 4 video spots with real-life stories based on the four key sectors. Each story should last 60 sec and should be focused on the 4 key sectors as specified in point I (Background, 4 key sectors)..
  - c. Contractor should produce 4 radio jingles (based on TV spots).
  - d. Contractor should produce two press advertisements.

## **2) Placement of campaign in media:**

- a. Contractor will prepare plan of media activities for broadcasting of spots on following TV stations (BHT, RTRS, FTV, Hayat, Pink BiH, ATV i BNTV) in period 16:00-22:00, and plan of broadcasting of jingle on radio stations (BH radio, BN radio, Radio Federacije BiH). Press ads should be published in Dnevni avaz, Euroblic, Press and Oslobodjenje.
- b. Contractor will prepare plan of placing of campaign on internet.
- c. Contractor should demonstrate that campaign will reach target population.

## **Indicator of Success:**

Contractor shall be requested to provide methodology of the indicators of successful project implementation and achieved

results.

## **TIMELINE:**

1. Contract will be signed by 09<sup>th</sup> June 2011, latest.
2. Preparation period and production of materials – 30 days.
2. Placement in media 10<sup>th</sup> July – 10<sup>th</sup> August 2011.

## **BUDGET:**

**Maximum budget available: 100.000 EUR (excluding VAT)**

## **APPENDIX**

### **EXPLANATION OF 4 KEY SECTORS**

#### **1. Good Government**

It is absurd that offices at every level of government, from municipalities through cantons and entities right up to the BiH Council of Ministers, are housed in rented accommodation. This makes government in BiH

- unnecessarily expensive
- makeshift
- less than optimally efficient

Acres of office space are available but cannot be utilised because their ownership is unclear. In many cases this property is being rented out illegally by individuals and agencies that have no claim to ownership.

Good government needs proper premises.



Campaign elements could include a short film showing the work of a government office that is located at an inconvenient distance from clients or in cramped or otherwise unsuitable premises.

## **2. Investment and Job Creation**

The deadlock over state and defence property is a massive disincentive to inward investment and job creation. Substantial publicly owned real estate and industrial plant cannot be turned into profitable investment because of disputed ownership.

In concrete terms this prevents actual investments.

It also compounds the job-destroying message that Bosnia and Herzegovina is not open for business – the perception that this country is not a credible investment destination.

Campaign elements could include an interview with an investor who wants to buy, for example, a barracks and turn it into a hotel but cannot do so because it's not clear who owns the barracks. The same film could also look at investor experience in, eg, one of the Balkan states or Croatia or Slovenia, where there may be success stories involving former defence property.

## **3. Economic Management**

Bosnia and Herzegovina has one of the most efficient and successful indirect tax systems anywhere in the world (astonishing but true!)

This is important to highlight – because it shows that things CAN work efficiently and well in this country.

The problem arises when it comes to allocating funds that have been collected.

This is a microcosm of the whole economy.

Bosnia and Herzegovina has the potential to be one of the most prosperous economies in Southeast Europe. Instead, half its population are living on or below the poverty line.

Political disagreements have resulted in a serious lack of sound economic management (significantly, poverty and chronic economic dysfunction are not limited to one entity – they are experienced in every part of the country).

The fiscal system has to be consolidated so that it can support and stimulate the Single Economic Space which is a prerequisite for turning the BiH economy around.

Campaign elements could include a film about successful economic management in comparable EU economies (eg, Finland, Denmark, the Baltic states or Slovenia) – where simple strategies such as administrative streamlining, effective SME development, competitive tax and labour rates and vocational training have contributed to tangible improvements in living standards.

#### **4. Citizen Safety**

BiH citizens should not have to live in fear – this is very clearly not the European way. Justice sector reform has clear objectives – help the police catch criminals, help the courts put convicted criminals in prison, give citizens real access to legal protection by making the courts more efficient and more transparent.

Attacks on, for example, the State Court, efforts to confuse the whole issue of war crimes, and wholesale complicity of the political elite in corrupt and untransparent practices do not

serve the interest of BiH citizens.

Yet – remarkably and damagingly – this is by no means clear to the general public.

Yet, citizens routinely tell opinion polls that crime (usually along with economic hardship) is their biggest worry.

It is necessary to establish a connection in the public mind between justice sector reform and the real prospect of making Bosnia and Herzegovina safer and less corrupt.

Campaign elements could include a film showing how the environmental police try to close down an illegal dump and take the company responsible to court, or how researchers from the State Court travel into the countryside to gather evidence in a war-crimes trial.