



Finansira
Evropska unija

Podrška Evropske unije u promociji ravnopravnosti spolova i
suzbijanju diskriminacije u Bosni i Hercegovini



EU4 INCLUSION - IMPROVEMENT OF MONITORING AND REPORTING CAPACITIES ON VULNERABLE GROUPS' NEEDS IN BOSNIA AND HERZEGOVINA

Contract no: CN 2024/455-348_EU4INCLUSION

TERMS OF REFERENCE

SENIOR NON-KEY EXPERT – PUBLIC RELATIONS

to support delivery of the campaign of the project and manage public relations

1. Beneficiary country

Bosnia and Herzegovina

1.1 Contracting authority

European Union

1.2 Relevant Project Background

1.2.1 Overall Objective

The overall objective of the Project is to contribute to improving socio-economic situation and living conditions in Bosnia and Herzegovina.

1.2.2 Project Purpose

In the context of Bosnia and Herzegovina's EU stabilisation and association process as regards economic criteria, Bosnia and Herzegovina is at an early stage of establishing a functioning market economy integration. As the country continues to advance along the path of EU integration, there is a growing expectation for it to align its policies, legislation, and practices with the standards and values upheld by the EU. This encompasses the imperative of addressing socio-economic disparities and elevating living standards to meet the established EU norms and benchmarks.

The efforts under the overall objective in relation to specific objectives will prioritize principles of non-discrimination, gender equality, and social inclusion. By embedding these principles into policy frameworks and development initiatives, Bosnia and Herzegovina can create a more equitable and just society, where every individual has the opportunity to thrive and contribute to the country's progress. Ultimately, the objective of contributing to the enhancement of the socio-economic landscape and living conditions in Bosnia and Herzegovina is indispensable to its EU integration journey, representing a commitment to shared values and a prosperous future within the European community

The project aims to achieve two specific objectives:

Specific objective 1. To provide support in development of system for monitoring and reporting on the needs and access to social inclusion services of vulnerable categories (persons with disabilities, Roma, rural women, etc.) to the Ministry of Human Rights and Refugees (MHRR) and other responsible institutions.

Specific objective 2. To strengthen capacities of Ministry of Human Rights and Refugees (MHRR), Gender Equality Agency (GEA), Ombudsman BiH and other relevant institutions in improving the protection of vulnerable categories and promotion of human rights.

The action will target effective implementation of the BiH Anti-Discrimination Law and the BiH Gender Equality Law.

2.2 Based on the analysis, conduct wide-ranging campaign(s) that will address the most critical problems related to phenomena, forms, causes and consequences of discrimination
2.3 Produce relevant promotional materials (to be agreed at the inception phase) and media contents that promote tolerance and respect for diversity and zero tolerance for any form of discrimination
2.6 Mark the International Day of Human Rights through media campaign and organisation of round table

Objective: Raise awareness of discrimination in all its forms, causes, and consequences.

Promote messages of tolerance, diversity, equality, and respect for human rights.

Strengthen public understanding and support for anti-discrimination policies and practices in Bosnia and Herzegovina.

Mark the International Day of Human Rights through a national media campaign and an accompanying round table event.

STAFF	REALISATON PERIOD
<ul style="list-style-type: none"> Senior Non-Key Expert (30 wo/man days) 	Month 18 – Month 24
SUBACTIVITIES	RESULTS
Task 1: Develop and Implement a Public Awareness Campaign (Activity 2.2) Task 2: Produce Promotional and Media Materials (Activity 2.3) Task 3: Commemorate the International Day of Human Rights (Activity 2.6)	Implement at least one wide-ranging national or regional campaign (or several thematic sub-campaigns) focusing on specific forms of discrimination (e.g. against Roma, persons with disabilities, women, LGBTIQ+ persons, etc.). Ensure visibility and outreach through digital, print, broadcast, and outdoor media. Collaborate with journalists, influencers, and local media to ensure positive and factual reporting on equality and human rights. Design and execute a media campaign marking 10 December (International Human Rights Day), reinforcing the project's core messages.
OUTPUTS	INDICATORS

- guidelines for NGOs on how to recognize and report discrimination.
- Agenda, training materials, and participant lists for all workshops conducted.
Evaluation forms collected and analyzed from each workshop.
- Final evaluation report including follow-up findings and practical recommendations.

- Campaign strategy and creative concept approved
- Implementation plan and media dissemination plan
- Promotional materials and media content produced
- Media and outreach report for implemented campaign(s)
- Human Rights Day media campaign and round table organized

II. Description of the Assignment

The expert will:

Task 1: Develop and Implement a Public Awareness Campaign (Activity 2.2)

- Based on project analysis and findings, design a communication strategy and creative concept addressing the most pressing issues related to discrimination.
- Identify target audiences, communication channels, and key messages.
- Implement at least one wide-ranging national or regional campaign (or several thematic sub-campaigns) focusing on specific forms of discrimination (e.g. against Roma, persons with disabilities, women, LGBTIQ+ persons, etc.).
- Ensure visibility and outreach through digital, print, broadcast, and outdoor media.
- Include mechanisms for monitoring reach and public response.

Task 2: Produce Promotional and Media Materials (Activity 2.3)

- Produce promotional materials agreed during the inception phase (e.g. leaflets, posters, infographics, video spots, radio jingles, social media content, and digital storytelling formats).
- Develop and disseminate media content that promotes tolerance, diversity, and zero tolerance for discrimination.
- Collaborate with journalists, influencers, and local media to ensure positive and factual reporting on equality and human rights.
- Ensure materials are inclusive, accessible, and in line with EU and project visibility guidelines.

Task 3: Commemorate the International Day of Human Rights (Activity 2.6)

- Design and execute a media campaign marking 10 December (International Human Rights Day), reinforcing the project's core messages.
- Organise a public event or round table bringing together key stakeholders (institutions, civil society, media, and international partners) to discuss progress, challenges, and solutions related to discrimination and human rights protection in BiH.
- Prepare press releases, media briefs, and coverage to maximise visibility of the event and campaign results.

IV. Qualification and skills of SNKE:

Minimum general professional experience and competencies

- A degree in social sciences

Specific professional experience in relation to the specific assignment

- At least 10 years of relevant professional experience in the field of public relations, marketing or media
- At least 5 years of specific experience in the field of realisation of communication project and campaigns
- Proven experience in the work in media in BiH
- Relevant experience on EU funded projects
- Experience in working on human rights related activities will be considered an asset.