



Terms of Reference (ToRs)  
Communication and visibility expert

**Project:** “Support Participation, Accountability and Civil Society Empowerment (SPACE)”

**Reference number:** IPA III/2022/441-234

**Name of the Project:** Support Participation, Accountability and Civil Organisation Empowerment (SPACE)

**Job title:** Project Expert for Communication and Visibility

**Location:** Tirana & Project area / ALBANIA

**Full/Part time:** Part Time

**Duration:** (May 2023 - December 2025)

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## 1. BACKGROUND INFORMATION

### 1.1. Country

Republic of Albania

### 1.2. Contracting authority

Together for Life organisation for Sustainable Development

### 1.3. Background

“Support Participation, Accountability and Civil Organisation Empowerment (SPACE)” project in Albania, was launched on 9 January 2023 and has a duration of 36 months, until January 2026. With the financed support of the European Union (EU).

The action focused and assessed public participation in preparation, implementation and monitoring of legislative drafts, government strategies and budgeting aiming (policy cycle) to increase transparency and accountability in the public sector strengthening CSOs capacities, especially local grassroots CSOs from different regions in Albania.

The project is implemented by the Together for Life (TFL) organisation as coordinator partner and BIRN Albania, Qëndresa Qytetare and Destiny Center for Excellence as implementing partners.

### 1.4. Current situation in the sector

The action will target two crucial sectors: **Health and Education**, as two sectors that has been highlighted by international community, but also action’ consortium CSOs as very problematic sectors.

**Regarding health sector** Albania is ranked 110<sup>th</sup> from Transparency International for its Corruption Perceptions Index, scoring 35 out 100 points during 2021. It also showed that 25% of the public service users paid a bribe in the previous 12 months. The TI reports showed that in Albania the pandemic was also used as an excuse to reduce oversight and accountability for public procurement and foreign aid spending, allowing corruption to spread widely.

**Regarding education sector**, the data shows that public universities during the academic year 2020 - 2021 spent only 0.4% of their budget on research and incurred high costs for furniture, fuel and building security, without publishing the values and details of their contracts. What's even more concerning is that, as a result of the Covid-19 outbreak, the aforementioned academic year was conducted entirely online, and neither free internet access, nor reduced tuition fees were offered to help students. Their empty buildings have been guarded with staggering figures over a calendar year. The University of Tirana spent 555,250 Euros for guards and 236,200 Euros for security cameras. In addition to these expenditures, 332,000 Euros were spent on heating.



## 2. PROJECT OBJECTIVES, PURPOSE & EXPECTED RESULTS

### 2.1. Overall objective

The overarching objective of SPACE is to strengthen the engagement of CSOs in public policy processes/cycle through evidence-based advocacy and monitoring of reforms.

### 2.2. Results to be achieved by the project

This action will provide the following results:

**Outcome 1:** Civil society organizations will work better to demand improved accountability and budget transparency of public institutions (health and education sectors)

**Outcome 2:** Increased public pressure on authorities to respond, change behaviour and reduce corruption;

**Outcome 3:** CSOs, media, youth, state/non-state stakeholders work together to improve the budget transparency and accountability, leading to the better quality of services for the Albanian citizens.

## 3. ASSUMPTIONS & RISKS

### 3.1. Assumptions underlying the project

All of above-mentioned will (impact) contribute to the enhancement of democratic and accountability in central and local level in Albania.

The main assumptions are:

- General public attention is not diverted due to political agenda (elections: local and general, etc.) or Covid 19 Emergency situation
- Sufficient number of CSOs and local government staff are willing to participate in interventions of the Action.
- There will be good information interchange and cooperation between civil society, project staff and the experts involved in the technical support activities.
- The project will have enough time and availability of resources for the fulfilment of all the tasks.
- Civil society organizations will be thirsty for knowledge and improvement
- The public institutions are willing to be more transparent and accountable and more open toward civil society, seeing it as a partner and supporter.
- Targeted audience (academics, students, professionals, civil society, local residents) is responsive to the messages spread by the project

### 3.2. Risks

Key risks facing the project implementation include:

- The main risk is the apathy of local grassroots CSOs and local media toward change. For this reason, the consortium has decided to focus especially on previous cooperation with several local CSOs that have really seen the success achieved after evidence-based advocacy. This is the main reason that the project will start with building capacities, where all the CSOs will have the possibility to be informed about the successful steps for successful advocacy and share best practices.
- The political neutrality of the action will be provided by the steering committee which will be in charge for a careful plan that the SPACE project will not be misused. The successful previous experience and cooperation of "Together for Life" and BIRN



Albania will be an important stepping stone for this risk given that local elections (2023) will take place at the start of the project implementation and general elections (2025) on the last year (project implementation is foreseen for 36 months: 2023-2025). While Qendresa Qytetare and DCE will ensure previous cooperation with youth target group to mitigate the potential risks.

- The lack of will of public officials to cooperate and participate in this project is one of the risk, while the consortium will use previous contacts to explain the importance of this intervention and its objectives.

## 4. SCOPE OF THE ASSIGNMENT

### 4.1. General

#### 4.1.1. Project description

The action will start with a needs assessment of the local grassroots organizations and formal/non-formal groups from different regions of the country (the priority regions will be decided after the needs assessment). Identification of their needs and constraints related watchdog roles towards public policy cycle and advocacy will enable consortium to prepare tailor-made modules of trainings. Especially related organisational development, monitoring, oversight, advocacy and awareness, raising policy formulation skills. Thus, one component will be capacity building of local CSOs which will contribute to be more active in performing their watchdog role. Another component of supporting this target group is supporting them financially to exercise their watchdog role and engaging in advocacy campaign. Thus, the action will open a call for proposal with specific focus in health and education sector.

The call will sub grant 20% of the total budget and will award up to 12 grassroots CSOs from different regions of the country and make sure they work with local CSOs from different geographic areas. The sub-grantees will be invited to implement actions that monitor, advocate and raise awareness for better governance in health and education sector.

In parallel consortium CSOs will engage in monitoring national strategies in health and education sector and will produce alternative monitoring reports. Close cooperation will be made with media, to advocate for policy changes and revision of the existing legislation (advocacy for changes in policies, procedures and practices, while awareness raising and communication campaigns will promote accountability and transparency at national and local level. These activities will support local CSOs with expertise and financial opportunities to increase pressure on public authorities to reduce corruption, while media and local CSOs will pressure public authorities to respond, change behaviour and reduce corruption, which will further contribute to increased public pressure on authorities to respond, change behaviour and reduce corruption.

The action will hold several events, public fora, ideathons, including CSOs, media, journalists, state and non-state actors to promote the right to information, right to public consultations and increased budget transparency and improve dialogue and networking between civil society/the communities they represent and decision-makers, while proposing concrete recommendations for local governments on the transparency and advocacy. Youth workers will be engaged in meetings with other stakeholders to raise awareness on the tools and the importance of budget transparency and accountability of state institutions. These activities will bring CSOs, media and youth to work together to identify the problems and solutions toward improved quality of service for the citizens, while young people are



engaged to improve the capacities of their peers as responsible citizens. It will contribute to CSOs, media, youth, state/non-state stakeholders work together to improve the budget transparency and accountability, leading to the better quality of services for the Albanian citizens.

Geographical area to be covered

Project targeted areas will be all regions of Albania.

#### 4.1.2. Target groups

The main target groups of the SPACE Project are:

- **Local Grassroots CSOs** – The project main target group are the local grassroots CSOs from different regions of the country. In a pre-evaluation phase, the consortium had meetings with several of these CSOs and identified some of their needs related to their watchdogging role, participation and contribution in decision-making processes, as well as in advocacy and raising awareness.

**Media and journalists** – Are an important part of the action as they serve as a link between the community and all other societal actors, including civil society and state/non-state institutions. In the local level, the media and journalists need to better understand their role as watchdogs of the public institutions, identified as a need by the journalists themselves but even during the work in the field, especially from BIRN Albania with its network all over the country.

- **Local and central government (health and education institutions)** – public institutions are a target group of the action as well as beneficiaries. The action will involve the representatives of public institutions in the meetings with community, civil society and media, aiming to increase their links and their attitude (change behaviour).

- **Youth** are target groups and beneficiaries of this action. Albania is considered one of the countries with a young population, whose average age is 37.6 years (INSTAT, 2021). Changes and dynamics of current development require the energy and will of young people to engage in achievement SDG goals and in this case in education and health sectors. Their engagement in the action, constitute a milestone to improve a governance system in Albania.

#### 4.2. Specific work for this assignment

Expert for Communication and Visibility or Company is responsible for ensuring that project information is effectively communicated to stakeholders, partners, and the public. He helps to build project visibility, credibility, and support, and direct contributes to the project's success.

Specific works for this assignment are:

- Developing and implementing the Communication and Visibility Plan that outlines the key messages, target audience, communication channels.
- In close collaboration with project staff, partners and designs expert and relevant experts, the communication and visibility expert will be ensured that respected the visibility rules of European Union across all communication materials, including logos; reports, infographics, podcast and videos; social media posts, and publications.
- He/she would be responsible for updating social media accounts with news, events, and other relevant information. They would also track and analyse website and social media metrics to evaluate the effectiveness of communication efforts.
- Engagement during the project in increasing the visibility and administration of PR regarding the activities that the project will implement.



- Identification and implementation of methods and ways of communication to increase accessibility, visibility of the campaign and project activities, promotion of sensitizing messages to target groups.
- Planning, implementation, monitoring of the strategy for increasing public awareness on anti-corruption and transparency and accountability
- In cooperation and collaboration with all partner organisations the Communication and Visibility Expert will organize events include conferences, workshops, meetings and media outreach and campaigns to promote the project's objectives and achievements.
- The Communication and Visibility Expert would track and evaluate the impact of communication activities on stakeholder engagement, project awareness, and perception. They would use data and feedback to continuously improve communication strategies and tactics.

#### 4.3. Assignment management

##### 4.3.1. Responsible body

Together for Life organization for Sustainable Development

##### 4.3.2. Management structure

Decision-making process is regulated by Contracting Authority.

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

N/A

## 5. LOGISTICS AND TIMING OF THE ASIGNMENT

### 5.1. Location

The Experts will be located in Tirana and serve in the SPACE project all country.

### 5.2. Start date & period of implementation

The assignment will start in 01/05/2023 until 31/12/2025.

## 6. REQUIREMENTS FOR THE ASIGNMENT

### 6.1. Qualifications and skills

- University degree in Communication and design, Social Sciences, Public administration or other related fields (diploma on the academic achievements).
- Previous relevant work experience with EU or other donors funded projects will be an asset.
- Good managing and coordination skills and high sense of responsibility (reference letters).

### 6.2. General Work Experience indicating the required qualification as the following:

- At least 5 years of work experience relevant to the assignment, as communication/visibility officer.

If the tender is submitted by a Company:



- At least 7 years' experience in the field of communication and visibility

### 6.3. **Specific Work Experience indicating the required qualification as the following:**

The offers of candidates must include:

- CV of the Applicant in EU format
- Letter of Interest
- Financial offer which indicates the daily fee for this assignment

If the tender is submitted by a Company must include:

- legal documents of the company
- A company CV describing similar engagements in the past;
- CV of the staff responsible for the performance of tasks based on the contract.

Company / Expert must be independent and free from conflicts of interest in the responsibilities they take on.

### 6.4. **Fee-based**

This is a fee-based contract.

Expert daily fee should include all costs related to the implementation of the assignment, including travel, accommodation, etc., if any.

The payment will be done in one instalment, following the submission of the main deliverables.

The payments will be proceeded in accordance to: BL 5.8.1 Communication and visibility expert on Project Budget.

## 7. **REPORTS**

### 7.1. **Reporting requirements**

Main deliverables of the assignment include the following:

- Timesheets (signed originals), subject of approval by the Contracting Authority.
- Invoice, after approval of the deliverables.
- Report