

## **ANNEX II: TERMS OF REFERENCE**

### **SERVICES OF SPEECH AND PRESS RELEASES WRITING FOR MINISTERIAL LEVEL EVENTS FOR THE EU DELEGATION TO ALBANIA**

#### **1. BACKGROUND INFORMATION**

1.1. Contractor/beneficiary country  
Albania

1.2. Contracting Authority  
The European Union, represented by the Delegation of the European Union to Albania.

1.3. Relevant background

The current EU Enlargement agenda covers the Western Balkans, Turkey and Iceland. It is based on principles of consolidation, conditionality and better communication with the public, combined with the EU's capacity to integrate new members, pursuant to the renewed consensus on Enlargement. Communication is therefore an important part of the overall EU strategy for enlargement.

Improving common perceptions of the EU and fostering a wider understanding of its institutions, values and procedures is an important immediate, medium and long term project.

Albania is a potential candidate for EU membership.

The Stabilisation and Association Agreement (SAA) was signed in June 2006 and entered into force in April 2009.

Marking an important milestone in relationship with the European Union, Albania applied for EU membership on 28 April 2009. On 10 November 2012, the European Commission concluded that Albania made good progress towards fulfilling the political criteria for membership of the EU, delivering a number of substantial reforms against the key priorities of the Commission's 2010 Opinion. In view of this, the European Commission recommended that Albania be granted EU candidate status, subject to completion of key measures in the areas of judicial and public administration reform and the revision of the parliamentary rules of procedure. The Commission noted that in order to be able to move to the next stage and open accession negotiations, Albania will have in particular to demonstrate sustained implementation of commitments already undertaken and completion of the remaining key priorities which have not been met in full.

The great majority of the Albanian population continues to be strongly in favour of European integration. A survey commissioned by the Delegation for internal use in order to shape communication strategy showed that 80.6 percent of Albanians favour Albania's integration, mainly for pragmatic reasons such as expectations of rising living standards and better chances to be employed. This presents continuity compared with the last year's support numbers which showed 80.7 percent support (AIIS-The European Perspective of Albania: Perception and Realities 2011). 15 percent are against EU Integration and this minor euroscepticism appears to be linked with the economic crisis in the Eurozone, fear for loss of autonomy and loss of national identity.

The communication challenges for the EU Delegation will focus in particular on providing information and raising public awareness about the EU membership obligations, the EU acquis and the financial assistance under the Instrument for Pre-accession Assistance (IPA) provided by the EU to the country.

Albanian authorities and the EU have worked together already to address this issue. Progress has been made in raising awareness and understanding of the EU among Albania's target audiences. But even now there is still not enough debate and dialogue about what integration/accession will

really mean for Albanian citizens. Most citizens make judgements about the EU and their future on the basis of rumour and limited, in some cases misleading knowledge.

In order for the EU integration process to succeed, the involvement of NGOs, workers, employers, entrepreneurs, youth groups and others into the process is of crucial importance. It is necessary to develop a dialogue and debate in multiplayer circles; civil society, academics, social partners, business representatives, that will facilitate the country's progress towards the EU integration and eventual membership.

Raising awareness and providing information/communication about the EU, what integration/accession will mean for Albania and what Albania must do to achieve these goals, is therefore a crucial part of the integration/accession process.

#### 1.4. Current state of affairs in the relevant sector

EU financial assistance to Albania has played an important role during 2010-2012 to further support the country on its way towards European integration. Ongoing IPA projects in the areas of justice and home affairs, public administration reform and fight against corruption have been further advanced and have shown concrete results. Furthermore, there has been progress in infrastructure projects in the water and transport sectors. There have also been many technical assistance projects ongoing in different line ministries or state institutions, and the support to the Ministry of European Integration has had a positive horizontal impact on programming of EU financial assistance.

## **2. CONTRACT PURPOSE & EXPECTED RESULTS**

### 2.1. Overall objective

The overall objective of the contract is to foster a better understanding of the impact of the pre-accession process on life of Albanian citizens and to increase knowledge about implementation of the Instrument for Pre-accession Assistance (IPA) in the country.

### 2.2. Purpose

The purpose of this contract is the provision of services for the EU Delegation in Albania for drafting press releases and speeches for ministerial high level visibility events organised in framework of the Instrument for Pre-accession Assistance (IPA).

### 2.3. Results to be achieved by the Consultant

The Consultant shall provide efficient, reliable, and high-quality drafting services – both linguistically and analytically - in English within the deadline for delivery of the services as specified in article 3.2.

## **3. SCOPE OF THE WORK**

### 3.1. General

#### 3.1.1.

#### 3.1.2. Project description

The Consultant will provide drafting services for the EU Delegation on ministerial high level events or activities, organised in the framework of IPA programme, upon its request.

In case of sickness or prior engagement of the Key Expert, the Consultant shall at his own costs provide the Key Expert's replacement of equal quality, in agreement with the Contracting Authority.

### 3.1.3. Geographical area to be covered

Albania

### 3.1.4. Target group

- Students
- School children
- Academic society
- Government and local institutions
- Media - national and regional
- Journalists
- NGOs - national and regional
- Small/Medium enterprises, Branch Chambers and Employers Unions
- General Albanian public
- Researchers
- Business community

### 3.2. Specific activities

The Consultant shall prepare 50 press releases and 70 speeches.

In general, the Contracting Authority will notify the Consultant about the event s/he will cover **at least 5 working days in advance**. However, the Consultant may exceptionally be requested to provide services on short notice. The Consultant may not be requested to provide more than 3 speeches per week, unless the Consultant agrees to the task.

The Consultant shall provide the requested services (speech/press release) at least 48 hours before the event.

In cases when the Consultant provides reasoning that s/he is unable to respond to the urgent task, s/he will not be obliged by article 3.1.1. and the EUD's internal staff shall be responsible for the preparation of the speech and/or press release.

The Contracting Authority will send in electronic form by e-mail a specific assignment, and a set deadline for delivery of services, in compliance with the minimum advance notice of 5 working days.

The Contracting Authority shall brief the Consultant prior to the event on context and content, focusing on the main messages to be conveyed.

Whenever possible, briefings should take place through meetings between the Consultant, the Head of Delegation, the Head of Political, Economic and Information (PEI) Section, the relevant officer/project manager and the Press and Information Officer. Where relevant, other Heads of Sections may also participate in the meetings.

In cases when this is not possible, the Contracting Authority will provide the briefing via e-mail or by phone. Other needed information materials may also be sent by e-mail.

The Consultant will deliver the speeches and press releases to the Head of Delegation, Head of PEI Section and Press and Information Officer. Relevant officers/project managers and Heads of Sections shall be kept in the correspondence as appropriate. Comments of EUD staff on the draft speeches and press releases may come to the Consultant from and through the Head of PEI Section and Head of Delegation.

The Consultant should keep record of all services requested and provide these records upon request to the Contracting Authority.

No supplement will be paid for urgent work.

### 3.3. Project management

#### 3.3.1. Responsible body

The Delegation of the European Union to Albania will be responsible for managing this contract.

#### 3.3.2. Management structure

The Consultant will be responsible for implementation of the contract under the overall direction of the Press and Information Officer, Mrs Artes Butka [artes.butka@eeas.europa.eu](mailto:artes.butka@eeas.europa.eu)

Requests of the EUD for speeches and press releases shall be coordinated by the PEI Section.

#### 3.3.3. Facilities to be provided by the Contracting Authority and/or other parties

No facilities or equipment will be provided by the Contracting Authority.

## 4. LOGISTICS AND TIMING

### 4.1. Location

Albania

### 4.2. Commencement date & Period of execution

The intended commencement date is 01 January 2013. The period of execution of the contract is 12 months from the commencement date.

The contracting authority may, at its own discretion, extend the project in duration and/or scope, subject to the availability of funding, up to a maximum not exceeding the length and value of the initial contract. Any extension of the contract would be subject to satisfactory performance by the contractor.

## 5. REQUIREMENTS

### 5.1. Personnel

The expert who has a crucial role in implementing the contract is referred to as Key Expert.

#### **Key Expert: Policy Analyst**

##### Qualifications and skills

- University degree in journalism or political sciences;
- Excellent in Albanian and in English language;
- Knowledge and understanding of the European Union policies;
- Studies on EU policies or EU institutions would be an asset;

##### General professional experience

- At least 3 years of experience in drafting press releases, speeches and policy research papers.

### Specific professional experience

- At least 2 years of experience in drafting services for international organisations or entities which deal with EU affairs.

Cost for backstopping and support staff, as needed, are considered to be included in the financial offer of the tenderer.

#### 5.2. Office accommodation

Not applicable

#### 5.3. Facilities to be provided by the Consultant

Not applicable

#### 5.4. Equipment

No equipment is to be purchased on behalf of the Contracting Authority as part of this service contract or transferred to the Contracting Authority at the end of this contract.

#### 5.5. Incidental expenditure

Not applicable

#### 5.6. Expenditure verification

Not applicable

## **6. REPORTS**

### 6.1. Reporting requirements

The expert will submit reports every month summarizing the advancements done in terms of products produced, as defined under the Section 3.2 of these Terms of Reference.

The reports shall be submitted in English to the Contracting Authority.

The final report shall consist of a narrative section concerning the overview of the services provided and final outcome of those services.

**Draft final report** of maximum 2 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 concerned parties on the draft report. The final report shall be provided by the latest 15 days after the reception of the comments on the draft final report. The report shall contain a sufficiently detailed description of the tasks carried out to permit an informed decision. The final report must be provided along with the corresponding invoice.

## **7. AWARD OF THE TENDER**

An evaluation committee will evaluate the offers according to the following score (maximum score 100 points):

- 1) Technical (maximum score 80 points)

10 points	Motivation letter
10 points	Qualification and skills
40 points	General professional experience
20 points	Specific professional experience

Only offers with score of at least 64 points from technical evaluation will qualify for financial evaluation.

80 points will be attributed to the tenderer with the highest score.

The technical part is weighted in the total scoring with 80%.

The following formula will apply:

**score of tender X / score of the highest scored tender \* 80**

2) Financial (maximum score 20):

The price quoted is not an objective element and cannot be marked.

20 points will be attributed to the tenderer with the lowest price.

The financial part is weighted in the total scoring with 20%.

The following formula will apply:

**lowest price / price of tender X \* 20**

**The maximum contract amount will be 20,000 EUR.**

**Costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.**