

TERMS OF REFERENCE

“SUPPORT TO PROMOTION AND AWARENESS RAISING OF INCLUSIVE EDUCATION”

BACKGROUND

Through the project "Enhanced Equal Access to and Completion of Pre-University Education for Children in Need of Additional Support in Education" UNICEF and the Ministry of Education (MoE), with the support of the EU, have reinforced reforms in the field of inclusive education (IE) in order to ensure equal access to education for all children, including all those marginalised, and to promote IE as quality, equity, open and accessible education for every child.

Through already implemented activities the support is provided to 20 local self-governments (LSGs) in the development of local networks for inclusive education (LIENs) consisting of education and social protection sector professionals, LSGs representatives, representatives of the Health Insurance Fund, the National Employment Service, local ombudsman, intersectoral committees and representatives of the relevant local civic society organisations (CSOs).

One of the tasks of LIENs has been delivering advocacy, support, mentoring, horizontal learning, IE promoting and promotion of IE best practices in their local communities and at the national level for which the aforementioned 20 LSGs utilised grants.

Also, a communication and visibility approach has been developed, together with 20 local communication plans (based on UNICEF's Social and Behaviour Change (SBC) Strategy, Advocacy Strategy, and other relevant documents). Therefore, in order to further raise awareness on the importance of IE and to support the ongoing reform of IE in Serbia, 20 local campaigns are to be organised and should include beneficiaries, the general and professional public, key stakeholders, as well as specific target groups of stakeholders (teachers, parents, children). In addition, national level promotional activities will be designed and organized, to target wider public in a manner which will contribute to the social and behaviour change and change of attitudes towards inclusive education among key stakeholders and general public.

In close consultation and cooperation with the MoE, UNICEF and other partners, it was decided that an agency proficient in marketing and promotional campaigns should be engaged to contribute to raising awareness of the professional and general public on IE as quality, equity, accessible and open education. Also, through the campaign, education as the right of every child needs to be promoted in order to support the smooth implementation of the project activities.

Raising awareness activities should be planned and implemented following all relevant existing documents such as UNICEF's Social and Behaviour Change (SBC) Strategy (e.g., a system-oriented, human rights based, people centred approach), UNICEF Advocacy Strategy, Communication and Visibility Plan and communication plans for 20 LSGs, as well as synchronisation of all the related local and national efforts.

PURPOSE OF THE ASSIGNMENT

As mentioned, the overall goal of the assignment is to raise awareness of the different target groups on IE as quality, equity, accessible and open education and the right of every child to education which will be achieved through:

- Guiding 20 LIENs to conduct local advocacy and/or promotional activities by development of scenarios for the local level and provision of support in organisations and implementation of them in 20 local communities.
- Development of an Inclusive education awareness raising and inclusive education promotion plan, targeting national audiences, which will be synchronized and strongly connected with communication plans and promotional, advocacy and networking activities in 20 LSGs, as well as with communication plans and promotional, advocacy and networking activities of diverse implementers (schools, future model schools for inclusive education, resource centres).

ASSIGNMENT

Programme is looking for an agency competent and experienced in marketing and promotional campaigns that will be responsible for IE awareness raising, promotion and will provide support to the conceptualisation of local promotion/advocacy events, development of message and advocacy/promotional events scenarios etc. since the local level efforts should be closely connected and interrelated with the national level outreach.

Awareness raising and promotional activities will aim to change and/or improve perceptions, and attitudes towards inclusive education, and children belonging to vulnerable groups, at the national level, and should include different target groups important for the UNICEF SBC Strategy (policy makers, parents, educational professionals, other professionals, children, private sector).

Also, activities will include the development of the Inclusive education awareness raising and inclusive education promotion plan with defined target groups, and approach, the creation of Visual Identity Guidelines (e.g., following UNICEF and EU communication guidelines, etc.), including the design of visuals (logo, posters, and banners) and development of IE slogan, as well as the development of video, audio and other promotional materials as agreed among relevant partners.

The branding will be used in all communication and promotional activities of the Programme and will be supported by the social media networks of all partners (e.g., public relation service of MoE and LSGs, UNICEF, other partners' social networks, etc.).

The agency will work in close cooperation with the representatives of UNICEF, Centre for Education Policy and other project partners. The agency will be provided with all relevant materials including visual identity guidelines as well as UNICEF's Social and Behaviour Change (SBC) Strategy, UNICEF Advocacy Strategy, Communication and Visibility Plan and communication plans for 20 LSGs.

EXPECTED RESULTS AND OUTPUTS

The agency will be responsible for the following deliverables:

- Developed Inclusive education awareness raising, and inclusive education promotion plan based on target groups' inputs collected in the participative process, brand and visibility guidelines, ensuring synchronisation between promotion activities at the national and local level, which include various implementers, stakeholders, and target groups,

- Developed scenarios, and detailed approaches for promotional activities including media plan),
- Design of visuals including logo, posters and banners,
- Development of an Inclusive education slogan,
- Developed video, audio and other promotional materials.

The agency will be asked to provide professional feedback on the concept of local promotion/advocacy events, the main message, and advocacy/promotional events scenarios.

At least 10% of the general population should be reached through promotional activities.

All the partners will be asked to contribute to a common cause with their available public relation expertise and resources, such are public relations (PR) services of the MoE, UNICEF (e.g., UNICEF ambassadors), LSG's public relations services, etc.

TIMEFRAME AND DURATION OF THE ASSIGNMENT

All activities should start no later than 15 September 2023 and last no longer than 30 June 2024.

Deliverable	Timeframe
Preparation of the IE awareness raising and IE promotion plan and all materials related to the plan (e.g., slogan, visuals, video materials etc.) based on the target groups' inputs collected in the participative process, and acceptance by partners	September - November 2023
Implementation of the IE awareness raising and IE promotion plan	December 2023 - June 2024
Providing feedback on the concept of local promotion/advocacy events, the main message, and advocacy/promotional events scenarios	September 2023 - June 2024

QUALIFICATIONS AND EXPERTISE

The successful entity/agency is required to meet the following criteria:

- Proven experience in planning and executing successful awareness raising campaigns related to social matters, ideally related to education,
- Proven experience in designing visuals, brand and visibility guidelines,
- Proven experience in designing video, audio and other promotional materials.

Experience working with UNICEF, international and national organisations, and CSOs will be considered as an advantage.

As the application, an entity/agency should provide the following:

- CV or team profile,
- Letter of application including details of relevant experience and containing examples of the most successful similar assignments,
- Financial offer.

The application should be sent to cep@cep.edu.rs no later than August 28th, 2023.