

TERMS OF REFERENCE

For promotion of 10 campaigns on Youth portals

Reference number: GPS ID 236543

Youth 4 Inclusion, Equality & Trust
(Implemented by Ana and Vlade Divac Foundation)

The activity is carried out by UNFPA Serbia and Ana and Vlade Divac Foundation through the Project "Youth 4 Inclusion, Equality and Trust" in cooperation with UNDP Serbia, UNESCO and UN Women, with the financial support of the UN Secretary General's Peace Building Fund.

As a part of the project, Ana and Vlade Divac Foundation announcing the public call for the promotion of 10 campaigns on Youth portals created within Youth media literacy programme.

Young people, ages 15-30, in the region live in a shared societal construct of distrust and intercultural misunderstanding based on a violent conflict that ended before young people were born or were old enough to be fully aware of its origins. They are repeatedly exposed to negative narratives and hate speech both online and offline. But young people are the central actors in the societal choices being made daily to either build sustainably peaceful societies or to contribute to continued rhetorical conflict and social distance in the Western Balkans. They share a common cultural heritage with young male and females alike recognizing these similarities across people groups between the countries. In the decades since active conflict faded from the daily reality of citizens of the region, young people under the age of 30 are uniquely positioned to be active agents of reconciliation, leading with their actions to address the continued divisions driven by prejudice and false stereotypes about people of other ethnicities, nationalities, confessions and identities within and across the borders. It is crucial to provide meaningful opportunities for the engagement of the nearly 1 in 5 young people across these countries who have no form of economic participation and therefore lack a sense of agency in their economic futures. Education and employment play an important role in agency – across all societies, young people who have a higher level of education or are employed also have higher self-efficacy beliefs than their peers. Gaps exist between female and male youth, and those with minority identities experience greater exclusion, discrimination and isolation increasing the risk that this exclusion may perpetuate the myths of 'the other' as unsafe and closing opportunities for sharing common experiences with youth from other countries with whom they share similar identities and perspectives on life.

The goal of this programme is to enhance the skills and capacities of young people on media literacy and critical thinking, reporting on toxic masculinities and online hate speech, mediation, dialogue and violence prevention, in collaboration with educational stakeholders (formal and non-formal), youth organizations, youth community leaders, journalists and influencers and social media platforms to elaborate community guidelines on negative narratives and advocate for positive social change. This project activity will involve youth leaders across Serbia (18-30, including students, young media professionals, members of youth organizations, and individuals engaged in media reporting) in capacity building program that will enhance their skills to create and promote constructive and gender sensitive narratives. Activity will involve the set of trainings and mentorship support on media literacy and critical thinking that will enable selected young people to recognize and fight toxic narratives.

Description of the assignment and results delivered:

The purpose of this contract is as follows:

- Youth portal will promote 10 campaigns already created within the on Youth media literacy programme on its website
- Youth portal will promote 10 campaigns already created within the on Youth media literacy programme on its social media platforms

Start date & period of implementation of tasks

The intended start date is 01.02.2024. and the period of implementation of the contract will be 3 months from 01.02.2024 until 15.04.2024. It is expected that the assignment will be completed:

Deliverables	Deadline
Promotion of 10 campaigns on Youth portal's website	15.04.2024.
Promotion of 10 campaigns on Youth portal's social media platforms	15.04.2024.

Reports:

Contractor shall provide final media report by 25.04.2024.

General professional qualifications of the applicant

Letter of Interest containing the following information:

- Portal's portfolio demonstrating previous experience in working with youth and vulnerable groups on the national and local level
- Number and type of media placement on Youth portal and its social media covering all 10 campaigns
- Financial offer – lump sum gross amount

Qualified and interested agencies are asked to submit their applications in person or via mail to the following address:

Fondacija "Ana i Vlade Divac, Ilije Garašanina 53a/7, 11000 Beograd

NOTE: Tender _DIVAC-YAP- 07

The applicant must include a financial offer together with all other requested documents, taking into consideration the objectives of the assignment, the tasks to be performed and deliverables requested. Please note that the financial offer must include all costs (including travel costs, communication costs and other costs that may occur during the task).

Deadline for submitting the application is 26.01.2024.

The contract will be awarded to the tender offering best price / quality ratio in accordance with the principles of transparency and fair competition and taking care to avoid any conflict of interest.

Contractor is bound by a Declaration of Impartiality and Confidentiality to be signed before starting each phase of the assessment. If an assessor believes there might be a situation of conflict of interests, he/she must inform the Ana and Vlade Divac Foundation immediately. In addition, strict confidentiality is required from the experts involved in the implementation of this Contract, notably on the assessments of the project.