

Terms of Reference

Event Agency Services for Outdoor Photo Exhibition under the Project Mostar

Project Mostar – Spaces to Activate and Rejuvenate Mostar, August 2023

People in Need (contracting Authority) is looking for the expert support (Contractor) to handle organization of an outdoor photo exhibition in the scope of the Project Mostar- Spaces to Activate and Rejuvenate (the Project).

1. BACKGROUND

Project Mostar - Spaces to Activate and Rejuvenate is a three-year project, which aims to improve the contents and use of public spaces in Mostar through the active involvement of citizens and support for their initiatives that contribute to the quality of civic, cultural and economic life in the city. The project supports citizens and local authorities to effectively use new skills, tools and mechanisms to address priorities in an inclusive, gender-sensitive, participatory and systematic manner.

Project will directly allocate funds (grant) for the financing of infrastructure projects and interventions in public space, as well as initiatives that will be led and designed by citizens, and which relate to common public space and common activities. Local Partners will implement a series of activities of mobilization and inclusion of citizens with the aim of establishing a dialogue between communities, regarding common priorities, within their spheres of activity.

The project lead is People in Need (PIN), a Czech non-governmental humanitarian organization, while other consortium's equal members are Everyday Peace Indicators (EPI), OKC Abrašević, Local Democracy Agency Mostar (LDA Mostar) and NEŠTO VIŠE (NV). The project is financed by the Government of the United Kingdom.

The photo exhibition seamlessly integrates within the overarching project plan, as it amplifies the achievements of the implemented project activities and events, while providing a honest and authentic account of the undertaken endeavors and their impact on the everyday lives of individuals and communities.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS



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Overall objective

The overall objective of the Project of which this Contract will be a part is as follows: to improve the content and the use of public spaces in Mostar through investments in outdoor and indoor public spaces, activating citizens and funding of cross-community initiatives and joint activities of civil society organizations and local authorities.

Purpose

The purpose of this Contract is to support the organization and promotion of week-long outdoor photo exhibition in the city of Mostar.

Expected Results

Expected result is a seven days long outdoor photo exhibition in the central street/square of Mostar showcasing the up to date delivered results and support within Mostar project (activities, change and human stories). Photo exhibition should show before and after photos and short narrative, with one opening ceremony and announcements and promotion in national and local media.

To be achieved by the Contractor in close cooperation with the Contracting Authority:

- Design, construction, and installation of the outdoor photo exhibition elements (photo stands, PVC forex plates),
- Design, prepress and print of exhibits (PVC forex plates),
- Concept and organization of an exhibition opening event,
- Promotion of the outdoor photo exhibition, Project Mostar and opening event in media,
- Production and provision of visual materials for social media posts.

3. SCOPE OF THE WORK

The Contractor will be responsible for providing an expert design, organizational, and implementation support to the Project Mostar Team in putting together the outdoor photo exhibition and promoting it on the local and national level.

Following tasks are to be implemented by the Contactor in consultation with and subject to the Contracting Authority approval:

Task 1: Conceptualization and visual designing of the outdoor photo exhibition

- **Location selection and preparation:** The Contractor will propose an appropriate outdoor venue in the Mostar central street or square for the exhibition, agree with contracting authority prior to confirmation of particular venue and arrange for any necessary permits, equipment, and infrastructure.
- **Exhibition design and procurement:** The Contractor will design, rent or custom-build the photo stands upon approval of design by the Contracting Authority that are adequate to the outdoor

environment, resilient to the atmospheric conditions and often usage, reasonably easy to install and deinstall.

- **Promotion preparation:** The Contractor will draft a plan of promotion in local and national media, as well as the plan of the opening event, for the consideration of the Contracting Authority.

Note: We require a total of 15 stands, each capable of displaying photos on both sides. The construction material options include wood, metal, or forex panels. It is imperative that the chosen material is durable and able to withstand various weather conditions. These stands can either be rented or custom-built to meet our needs.

Task 2: Installation of the outdoor exhibition elements

- **Logistics:** The Contractor will rent or custom build and install the necessary exhibition stands and other equipment, such as lighting and sound system for the opening event.

Task 3: Organization of the opening event

- **Event management:** The Contractor will secure smooth roll out of the opening event in accordance with the approved program; hire necessary staff/services (e.g. photographer, moderator, catering).
- **Protocol and security:** The Contractor will take care of the security at the event in terms of event registration with the responsible authorities, hiring of stewards. All necessary security details will be agreed in advance with the Contracting Authority.

Task 4: Promotion of the outdoor photo exhibition and the opening event

- **Media announcements:** Contractor will secure media coverage of the outdoor photo exhibition and the opening event in print and digital media.
- **TV and radio appearances:** Contractor will secure short statements given by representatives of the Project Team and the British Embassy in Sarajevo, during the opening event.
- **Social media visual content:** Contractor will provide the Contracting Authority with visual content to be used for social media before and during the outdoor photo exhibition.

Note: Promotional materials should include information about the Project Mostar, Project Partners and Donor, in accordance with the Visibility Guidelines provided by the Contracting Authority.

Project management

Responsible body



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Body responsible for the management of this contract is the Contracting Authority – **People in Need Mostar**, Maršala Tita 95, 88000 Mostar.

Management structure

The Contractor will perform all tasks and duties as instructed by the **Communication Coordinator for Bosnia and Herzegovina** and the **Project Manager**. The outputs of the Contractor are subject to the prior approval of the Contracting Authority.

Project Manager from PIN is responsible for review of reports, other project documents, consultants' invoices, addenda to the Contract and any other requests related to the Contract.

Communication Coordinator for Bosnia and Herzegovina will supervise and monitor the implementation of the Contract on behalf of the Contracting Authority.

Contractor will present the Final Report to the **Project Manager**.

4. TIMING

The intended start date is **August 21th, 2023** and the period of implementation of the contract will be at least 30 working days from this date (**September 29, 2023**).

Task	Deliverables	Deadline
Task 1: Conceptualization and visual designing of the outdoor photo exhibition	<ol style="list-style-type: none"> Draft exhibition design (including location, stand design) Permits, licences, etc. Draft plan of promotion and opening event 	August 31, 2023
Task 2: Installation of the outdoor exhibition elements	<ol style="list-style-type: none"> Finalized exhibition design Construction Printing Installation Deinstallation 	September 10 -28, 2023
Task 3: Organization of the opening event	<ol style="list-style-type: none"> Finalized plan of event Media announcements Event management 	September 15, 2023
Task 4: Promotion of the outdoor photo exhibition and the opening event	<ol style="list-style-type: none"> Finalized plan of promotion PR and media relations Press clipping 	September 10 –29, 2023

5. REQUIREMENTS

Staff



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All staff mobilized by the Contractor under this Contract must:

- Language skills: be proficient in English and B/H/S;
- Proven experience in implementation of similar tasks, samples of previous work assignments
- Proven experience in designing and organizing exhibitions
- Team members with expertise in different fields, namely interactive designs, graphic design, construction of exhibitions, event management, media relations and PR, etc.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

6. BUGET

The total budget for organization and promotion of an outdoor photo exhibition in the city of Mostar should not exceed EUR 11.000 This budget should cover all expenses related to procurement of goods and services, renting of equipment, media buying and any other necessary expenses for the implementation of the outdoor photo exhibition, the opening event and promotional activities.

Please note that any agency fee should be competitive and within the overall budget for the project and is up to the bidder to offer. Bidders should provide a detailed breakdown of their proposed budget and should ensure that all costs are clearly stated and within the allocated budget.

7. REPORTS

Reporting requirements

The Contractor will submit the following reports in English language by e-mail:

- **Final report** of maximum **3 pages** (main text, excluding annexes). The deadline for sending the final report is 7 days after submitting the final output. The report shall contain the sufficiently detailed description of the deliverables, the course of implementation, and evaluation of the results with means of verification if applicable (e.g. press clipping). The final report must be provided along with the corresponding invoice.

Submission and approval of reports

The reports referred to above must be submitted to the **Communication Coordinator** and to **Project Manager** identified in the Contract.

The **Project Manager** is responsible for approving the final report.

8. MONITORING AND EVALUATION

Definition of indicators

The performance of the Contractor will be judged upon reaching the purposes of this Contract, as well as obtaining its results, as indicated in the above Section 3.

Special requirements

Any products made as part of this Contract are exclusive property of the Contracting Authority and cannot be under any circumstances used by the Contractor.

9. OFFER PROCEDURE

If You require any clarification relating to the ToR, such question should be sent to PIN by e-mail to the following e-mail address: procurement.bih@peopleinneed.net

No questions will be answered over the phone or in person. Bidders must write their questions in English.

Questions could be answered only until **Monday, 14th of August 2023**. PIN does not guarantee that all questions will be answered.

Offer must remain valid for the period of 60 days from the date of closing unless withdrawn in writing before the close of tenders.

Offers have to be submitted to PIN at the following email address: procurement.bih@peopleinneed.net before closing date and time: **Wednesday 16th of August, 2023 at 15:00**. Bids received after the closing date & time will not be considered.

Email subject line should contain the following text: Event Agency Support – “Company Name/Name of expert”.

9.1. Qualification and Evaluation criteria

- a. Each bidder must meet and properly prove the following qualification criteria with relevant documentation:



- Organisational/company's/consultant's profile (including CVs of the team leader, leading experts and staff).
- Technical offer/proposal – methodology to include draft promotional plan (free form).
- Financial offer (lump sum quotation for all services and costs, including possible travel, accommodation and food allowance in BAM, including VAT) – free form

b. The evaluation committee will evaluate and award the contract on the basis of the following evaluation criteria:

- Price – 60%
- Methodology – 40%

c. Evaluation method (performance of evaluation criteria):

Point evaluation (weighted points) – Each evaluation criteria will obtain between 0 and 10-point, 10 points being the maximum, 0 points the minimum and the points obtained will be multiplied by criterion weight.

For price, the following formula will be used: $\text{Price A/Price B} * \text{criteria weight}$.

Price A = most convenient price for PIN from all submitted offers

Price B = actual price offered by the Bidder.

For each Bidder marks for all criteria are summed up to obtain Total Evaluation. Supplier with highest sum of marks is the winner of this Procurement process.

In case of equal number of points, the winning bid will be the one with the lowest price.