

CONTRACT NOTICE

CALL FOR TENDER: GENERAL INFORMATION

1) Name and address Contracting Authority

Official name: Unija poslodavaca Republike Srpske

Postal address: Trg Republike Srpske 8/13

Town: Banja Luka

Postal Code: 78 000

E-mail: office@unijauprs.org

Internet address: www.unijauprs.org

2) Title:

PR Campaign for project “Contribution of CSOs to improving entrepreneurship impact on socio-economic development of BiH – EISE project”

3) Short description of the contract

One of the components of the Project is building Public relations (PR) through a campaign in a form of communication that is carefully designed to create a positive image of the project activities and results. For project activities, this means that they have long-term successful relationships with various target groups of the public, and they are sensitized to proposals and suggestions coming from the Lead Applicant and Co-applicant. The main goal of PR campaigns will be: to approach everything from the aspect of user interest and the general public, to provide users with a sense of involvement in the communication process, to communicate with users and target groups and not towards them, to maintain consistency and credibility during the project. The PR campaign will last for six months, with a created plan, messages, communication tools, and targeted PR methods in certain crucial moments of the project. The planning and implementation of the PR campaign will be done by a contractor. All materials produced during the campaign will comply with the rules regarding compliance with the EU visibility standard when implementing EU grant contracts prescribed by the document “Communication and Visibility Requirements for EU External Actions” (https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en).

The campaign will use print, electronic, and internet media. Special attention and focus will be on social networks and mini-campaigns conducted through Facebook, Instagram, and Twitter. The existing Lead Applicant and Co-applicant accounts will be used because it is not necessary to work on building followers on them. For the needs of the project, the campaigns through the networks will be additionally branded to know that they are supported by the EU. The PR campaign will last from July 24. 2023. to December 31. 2023, with a created plan, messages, communication tools, and targeted PR methods in certain crucial moments of the project.

4) Estimated total value

Value: 8.584,87 EUR

5) Type of Procedure

Open

6) Information about lots

One lot only

CALL FOR TENDER: INFORMATION PER LOT

7) Description

Lot no.: 1

Title: PR Campaign for the project “Contribution of CSOs to improving entrepreneurship impact on socio-economic development of BiH – EISE Project”

8) Type of contract:

Services

9) Place performance

Bosnia and Herzegovina

10) Award Criteria

Best price-quality ratio.

11) Estimated value

Value: : 8.584,87 EUR

12) Additional information

Not applicable.

Additional services/works

13) Time limit for submission of tenders or requests to participate

Date: July 14, 2023.

Local Time: 16:00h.

14) Minimum time frame during which the tenderer must maintain the tender

Duration in months: As defined in clause 6 within the Instruction to the tenderers.

IV.2.7) Conditions for opening of tenders

Date: July 18, 2023.

Local time: 10:00

July 2023

3. a5e_Contractnotice_enotices_en

Place: Banja Luka