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1. BACKGROUND INFORMATION

1.1. Partner country

Serbia, Montenegro, Bosnia & Herzegovina

1.2. Contracting authority

Roma Entrepreneurship Development Initiative Serbia REDI Serbia

1.3. Country background

Serbia is a non-EU country undergoing economic transformation, yet significant disparities remain, particularly affecting marginalized communities like the Roma.

High unemployment and underemployment: Despite having the desire to work, Roma individuals often find themselves excluded from mainstream employment measures. Even those meeting job criteria encounter difficulties accessing job opportunities due to discrimination or lack of support structures . Poverty and financial exclusion: Many Roma-owned businesses operate informally, lack access to capital, or possess insufficient financial literacy. A REDI survey conducted during COVID-19 revealed that 70% of Roma businesses in Serbia had reserves for less than a month, and half could not repay loans if the crisis extended beyond a month . Limited access to business development services: Previous initiatives highlighted that providing only capital or guarantees was not sufficient. Sustainable change requires an integrated model combining access to finance, technical assistance, and advocacy .

1.4. Current situation in the sector

Since 2007, the European Commission, alongside the Council of Europe Development Bank (CEB) and other public social investors, have embraced the notion of enhancing the economic empowerment of vulnerable communities. Recognizing the importance of facilitating access to risk finance as a crucial factor in fostering growth within such communities, European institutions in partnership with civil society organizations have also been working to build partnerships with traditional financial institutions and government agencies to increase the availability of capital for underserved populations. In line with this goal and its own mission, with the first phase of the project EU Support to REDI: Advancing Roma Entrepreneurs in the Western Balkans, REDI has focused its efforts on enabling Roma entrepreneurs in the region to access the necessary financial resources and support them grow their businesses, through training, mentorship, and connections to financial institutions. These efforts are centred on key reform packages that align with the policy areas and targets of the EU Roma Strategic Framework for Equality, Inclusion and Participation 2020 - 2030 and major EU reform and investment plans, such as the Economic and Investment Plan for the Western Balkans (2021-2027), the New Growth Plan for the Western Balkans and the Green and Digital agendas. The efforts are also in line with the 2019 Declaration of Western Balkans Partners on Roma Integration within the EU Enlargement Process (also known as the Poznan Declaration), which set specific targets to increase the employment rate among Roma to at least 25 per cent and increase the employment rate of Roma in the public sector. Ministerial meetings following the Poznan Declaration underscored the importance of actively supporting Roma integration into formal economies and ensuring their inclusion in digital and green transformations. Employability constraints are the primary barriers faced by the Roma community. In addition to low educational attainment, they often lack access to vocational skills, on-the-job training, entrepreneurship programs, and microfinance schemes. Limited access to labor market information and networks, particularly in Roma settlements, hinders job matching. Restrictive labor laws limited flexible work options, and high labor taxes for low-wage and part-time workers also impact employability. Roma women face additional challenges due to negative labor market attitudes, despite similar job aspirations to men. Low availability of affordable childcare in the Western Balkans limits female labor participation, and social norms confining women to household roles further restrict their educational and employment opportunities. Employment rates among Roma in Western Balkans are alarmingly low, from 13 percent in Kosovo* to 22 percent in North Macedonia, far below those of non-Roma neighbours and national averages, and much lower than the EU28 average of 67.6 percent. These figures highlight the critical need to focus on

integrating Roma into the labor market. According to the 2017 Regional Roma Survey, Roma face challenges with a low employment rate of 16.5% overall and 7.33% for women. The Covid-19 pandemic exacerbated their situation, worsened by inflation and energy crises, limiting economic opportunities. Roma are also underrepresented in the public sector. Traditional employment measures like public works and internships have shown limited success. In recent years, there has been a growing emphasis on sustainability and the transition towards a green and digital economy. However, there remains a critical need to ensure the inclusion of marginalized communities such as the Roma in this transition and that relevant socio-economic policies recognise specifically the challenges faced by Roma and ensure that Roma benefit from such policies. Effective green and digital transition policies and strategies have the potential to generate 700,000 new jobs in the EU by 2030 and unlock economic opportunities worth 4.5 trillion dollars. Furthermore, they could contribute significantly to reducing global greenhouse gas emissions by 40%.³ Involving Roma communities in these transitions not only addresses economic disparities but also empowers them to actively engage in and benefit from sustainable, environmentally friendly economic activities.

1.5. Related programmes and other donor activities

The “EU Support to REDI Phase II: Advancing Roma Entrepreneurs in the Western Balkans and Türkiye” project aligns with the Council of Europe’s Roma Integration III initiative, creating valuable synergies that enhance the impact of both actions.

The Council of Europe’s Roma Integration III program focuses on improving socio-economic conditions for Roma communities by supporting national governments in implementing effective inclusion policies. A key component of this initiative is to advocate for measures related to employment and green and digital skills, which complements REDI’s mission to strengthen Roma entrepreneurship and financial inclusion.

The synergy between the two initiatives is in the following areas:

- **Policy Alignment & Advocacy** – Both programs work towards enhancing Roma access to employment and self-employment opportunities. REDI leverages insights from Roma Integration III’s policy recommendations to advocate for stronger financial inclusion policies and institutional support for Roma entrepreneurs, and contributes to the Council of Europe’s program by providing valuable insights from the field.
- **Institutional Cooperation** – REDI’s collaboration with government ministries, employment agencies, and financial institutions aligns with Roma Integration III’s efforts to improve public policy implementation in the Western Balkans. Joint participation at high level events help integrate Roma-specific business support measures into broader economic development strategies.
- **Regional Impact & Knowledge Sharing** – REDI and CoE Roma Integration III have opportunities to exchange best practices and research findings, particularly in areas related to Roma financial inclusion, entrepreneurship, and business networking.

By leveraging these synergies, REDI ensures that its activities complement broader Roma inclusion strategies, leading to more coordinated and sustainable economic empowerment efforts across the Western Balkans and Türkiye.

2. OBJECTIVES & EXPECTED OUTPUTS

2.1. Overall objective

The overall objective (Impact) to which this action contributes is :

General relevance

The primary goal of the Advancing Roma Entrepreneurs in the Western Balkans and Türkiye project is to deliver comprehensive, direct support to at least 3,000 Roma entrepreneurs and unemployed individuals across the Western Balkans and Türkiye. Within the project, REDI Regional Business Centers aim to

empower Roma entrepreneurs and job seekers by providing essential resources, customized mentorship support, networking opportunities, and pathways to employment.

The REDI Business Centers are designed to serve as one-stop resource hubs that provide direct, hands-on support that will promote the growth, formalization, and sustainability of Roma businesses, ultimately enhancing the economic inclusion of Roma communities. Additionally, the centers will offer targeted training programs and expert guidance to help unemployed Roma start and sustain their businesses.

- **Key Responsibilities and Expected Deliverables**

The primary objective of the Contractor is to prepare, organize, and provide eight (8) in the 2-year timespan end-to-end events services for Incubation, Acceleration and Growth Training programs, matchmaking events, and Regional Conference Event (REDI Summit). The event management services include but are not limited to regional transport costs, local transport costs, accommodation, and meals.

All 8 events are envisaged to take place in Serbia, Montenegro or Bosnia and Herzegovina starting from mid September 2025, and the rest of events to be held until the end of the Project (August 30th, 2027). The Contracting Authority will provide the Contractor with all the relevant information regarding each particular event minimum 1 month in advance. The Contractor should not take any actions prior to the Contracting Authority written request regarding the particular event.

The financial offer (budget) for transport costs, accommodation, and meals should be presented **per participant (unit cost)**.

CONFERENCE VENUE

The Contractor should identify and reserve appropriate venues for conferences, workshops, and meetings based on location, size, and amenities, and offer to the Contracting Authority several options for a Conference venue as follows:

- Incubation, Acceleration and Growth Programs Training: 20-40 participants per Event (5 Events)
- Matchmaking Events: 15 participants per Event (2 Events)
- Regional Conference (REDI Summit): approximately 120 participants (1 Event)

The Conference venue should be within the hotel where the participants are accommodated, or in the range of the walking distance not more than 500 meters away. The hotel, and the Conference venue (if in a different hotel) should be placed near the city center and should not be graded less than three (3) hotel stars, providing mid-range accommodations that offer a good balance of comfort, quality, and affordability, with a large and clean Conference venue.

Conference venue technical specifications:

- Conference room setup (U-shape, classroom, theater, etc.) - TBD, as requested by the Contracting Authority
- Audio-visual equipment (projectors, microphones, screens, speakers, etc.)
- Internet connectivity (Wi-Fi and wired access)
- Breakout rooms or additional spaces where needed - TBD, as requested by the Contracting Authority
- Technical support during the event

Please note that all Conference venues should be PWD-friendly and accessible (persons with disabilities).

ACCOMMODATION

The Contractor should identify and book appropriate accommodation for events, and offer to the Contracting Authority several options for accommodation options per each event, as follows:

- Incubation, Acceleration and Growth Programs Training: 13-20 participants per Event (5 Events)
- Matchmaking Events: 15 participants per Event (2 Events)
- Regional Conference (REDI Summit): approximately 80 participants (1 Event)

All accommodation arrangements for all Events should be B&B (bed and breakfast) per participant. The hotel should be placed near the city center and should not be graded less than three (3) hotel stars, providing mid-range accommodations that offer a good balance of comfort, quality, and affordability. Please note that all accommodation arrangements should be PWD-friendly and accessible (persons with disabilities).

TRANSPORT COSTS

The Contractor should identify and book in coordination with the Contracting Authority relevant transport and travel opportunities for participants for each event, and offer to the Contracting Authority several options for ground transportation and flight arrangements per each event, as follows:

- Incubation, Acceleration and Growth Programs Training: approximately 25 participants per Event (5 Events) - Ground transportation costs
- Matchmaking Events: 15 participants per Event (2 Events) - Ground transportation costs
- Regional Conference (REDI Summit): approximately 10 participants, total 20 Inbound and Outbound flights (1 Event)

MEALS, COFFEE AND REFRESHMENTS

The Contractor should identify and provide appropriate meal arrangements (catering, and hotel meal, coffee and refreshments offers during the event time in hotel conference venue) for participants for each event, and offer to the Contracting Authority several options for meal arrangements, coffee and refreshments for each event, as follows:

- Incubation, Acceleration and Growth Programs Training: approximately 13-20 participants per Event (5 Events, event duration approx. 5 hours) - one meal and one coffee break per participant (external catering type)
- Matchmaking Events: 15 participants per Event (2 Events, event duration approx. 6 hours) - one meal and one coffee break per participant (external catering type)
- Regional Conference (REDI Summit): approximately 100 participants (1 Event, one-day event) - one lunch break and two coffee breaks per participant (hotel meal and refreshment offers)

EVENT MANAGEMENT FOR REGIONAL CONFERENCE (REDI SUMMIT EVENT, BELGRADE)

The Contractor should identify and provide offers to Contracting Authority for the following services:

- Moderator for the REDI Summit Event (one-day event) - The event moderator facilitating, managing and executing the event schedule prepared by the Contracting Authority
- Video production and digital services - Event videography, live stream sessions, event coverage (document key moments from the event) for the REDI and partner's Social Media

Deliverables:

- Comprehensive logistics plan for each event
- Booking confirmations for all travel and accommodation (participants and REDI representatives)
- Layout and schedule of venue setup for each event
- Menus and catering arrangements for each event
- On-site coordination support for each event

2.2. Specific objective(s)

Objective of the Contract

The objective of this contract is to support and foster Roma entrepreneurship through the organization and management of project events, with support by REDI Serbia if needed and where applicable. Events will be held in Serbia, Montenegro, and Bosnia & Herzegovina. The purpose of events is to merge Roma entrepreneurs, promote their businesses, as well as to promote REDI Serbia project activities and goals.

The Contractor plays a critical role in the event implementation by managing the end-to-end event organization process, completing all the necessary steps for organizing events at the regional Western Balkan level, including participant transportation, accommodation, meals and refreshments, conference venue arrangements, conference facilitators, and other related logistical services, ensuring seamless execution.

2.3. Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

Outcome 1: High-Quality Events Execution.

- Output 1 to Outcome 1: Full logistical coordination of events, including booking and managing venues, transport, meals, and accommodation.
- Output 2 to Outcome 1: Timely and accurate travel arrangements for all participants (e.g., flight tickets, ground transfers).
- Output 3 to Outcome 1: Enhanced reputation of the REDI and overall promotion of the Project.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

Public institutions willing to support the REDI Serbia program initiatives and project activities

- Public institutions and organizations are eager to participate in regional events, presenting similar activities implemented by governmental institutions and aligning mutual goals.

Professional Travel Agency (Contractor) is fully equipped with the specific Event management knowledge and experience.

- Skilled Agency personnel and teams are retained for event planning, organizing, and management, event logistics delivery, pre- and during-event communication, and follow-up support.

The socio-political climate remains stable and conducive to project implementation.

- No significant changes in national or regional governance or policies that would restrict Roma and other relevant stakeholders' participation or economic activity.

3.2. Risks

Risk	Likelihood	Impact	Mitigation Strategy
Low participation from Roma entrepreneurs due to distrust or lack of access	Medium	High	Strengthen outreach through Roma Business Clubs, peer-to-peer engagement, and use of Roma facilitators and mentors.
Digital divide and lack of infrastructure among target beneficiaries	Medium	Medium	Ensure flexible, mobile-friendly and offline materials; provide basic digital literacy sessions before advanced modules.
Lack of suitable and available conference venues in target countries due to high market demand	Medium	Medium	Ensure in-depth implementation of market research and book several months in advance to acquire the most suitable conference venue.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

The Contracting Authority engages the Contractor to perform a full logistical coordination of events, including booking and managing venues, transport (ground and air transport), meals (catering and hotel meals arrangements), conference moderators and facilitators, and accommodation. The Contractor is expected to implement timely and accurate travel arrangements for all participants (e.g., flight tickets, ground transfers), as well as to ensure professional venue setup with required equipment, visibility, and technical support, upon request for dates and place by the Contracting Authority.

The Contractor is expected to provide the Contracting Authority with a dedicated point of contact from the Agency for all communications and updates, participant travel detailed tickets and itineraries, rooming lists, participant on-the-field needs (in cooperation with REDI staff), and equipment and logistics check-ups before each event.

Availability of on-site support staff for registration, coordination, and troubleshooting.

4.1.2. Geographical area to be covered

Serbia, Montenegro, and Bosnia & Herzegovina

4.1.3. Target groups

- Public sector representatives
- Business sector representatives
- Entrepreneurs
- Roma entrepreneurs
- Roma unemployed
- Roma women, and

- Roma youth

4.2. Specific work

The Contractor should undertake the following tasks in order to achieve the described outcome of the contract:

Pre-Event Tasks

- Book and manage venues for events
- Arrange transportation for participants (e.g., flight tickets, ground transfers)
- Organize meals, coffee breaks, refreshments, and accommodation for participants
- Hire and manage conference moderators and facilitators
- Hire and manage video production, and digital support service provider
- Ensure professional venue setup with required equipment and technical support
- Provide detailed participant travel itineraries and tickets
- Create rooming lists for accommodations
- Conduct equipment and logistics list and overall final check with the Contracting Authority

Event Execution Tasks

- Ensure timely and accurate travel and commuting arrangements for all participants
- Provide a dedicated point of contact for all communications and updates, both via email and on the field
- Coordinate with REDI staff to meet participants' needs and requirements
- Manage venue setup and technical support during the event, and perform equipment and logistics check-ups with REDI staff and the venue representatives
- Ensure visibility and branding requirements are met and comply with the latest Communication and Visibility Requirements for EU-funded external action, laid down and published by the European Commission

Accessibility and Inclusivity Tasks

- Ensure venues are accessible for people with reduced mobility (PRMs)
- Provide accommodation for participants with disabilities
- Arrange for accessible transportation options
- Ensure all event materials are accessible (e.g., braille, large print)

Post-Event Tasks

- Provide final reports and feedback to the Contracting Authority
- Ensure all event-related documentation is complete and accurate

Communication and Coordination Tasks

- Maintain regular communication with the Contracting Authority and REDI staff
- Provide updates on event planning and execution
- Coordinate with vendors and suppliers to ensure smooth event execution

Venue Technical Requirements:

- Venue capacity:
 - Type 1 for smaller Events: up to 50 participants
 - Type 2 for the Regional Conference (REDI Summit): up to 150 participants
- Sound system: Professional PA system with main speakers, and side fill speakers (not mandatory)

- Lighting: Adequate lighting with adjustable spotlights and stage lighting
- Stage: A stage with a minimum size of 10-16 square meters
- To be in the city center or near the city center
- To be PWD-friendly and accessible (persons with disabilities)
- Technical support: On-site technical support for sound, lighting, and other equipment
- Adequate ventilation and climate control
- Sufficient power outlets and electrical distribution
- Fire safety measures, including smoke detectors and emergency lighting

4.3. Project management

4.3.1. Responsible body

Roma Entrepreneurship Development Initiative Serbia REDI Serbia

4.3.2. Management structure

The Contractor will report to the Regional Business Center Coordinator.

Regional Business Center Coordinator and REDI Serbia staff will support the Contractor in the delivery of the Event Management Services.

The Contractor is expected to provide a report on the delivery of Pre-Event, During Event, and Post-Event tasks. The Contractor is also expected to provide feedback and recommendations for improving the Event Management Services.

4.3.3. Facilities to be provided by the contracting authority and/or other parties

N/A

5. LOGISTICS AND TIMING

5.1. Location

- Serbia, Belgrade;
- Montenegro, Podgorica or Budva or Tivat;
- Bosnia & Herzegovina, Sarajevo or Bjeljina or Višegrad;

5.2. Start date & period of implementation of tasks

The intended start date is 12/09/2025 and the period of implementation of the contract will be 24 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

6. REQUIREMENTS

6.1. Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

6.1.1. Key experts

Key experts are not required.

Qualifications and skills

- Event Management Expertise: Proven track record of successfully managing events of similar scope and complexity
- Communication Skills: Excellent communication, coordination, and problem-solving skills
- All assigned personnel are expected to be fluent in English, and Serbian (written and spoken); knowledge of additional regional languages is an asset

General professional experience

The Agency shall provide a dedicated team, including members listed below, with a minimum of 5 years of experience in organizing high-end professional events:

1. Team Leader: Responsible for overall event planning and execution
2. Logistics Coordinator: Responsible for venue management, transportation, and accommodations
3. Communication Specialist: Responsible for communication with vendors, REDI staff, and participants

Professional Conduct: All assigned personnel must demonstrate strong organizational, communication, and problem-solving skills, and maintain a high standard of professionalism and client service

Availability: Team Members must be available throughout the planning and execution phases of the event, and must attend coordination meetings as requested and previously agreed with REDI staff

Specific professional experience

Preferably, but not mandatory:

Education: Relevant academic background in event management, hospitality, tourism, or a related field is preferred.

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

6.1.2. Other experts, support staff & backstopping

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer, as well as all additional costs that may arise within the implementation of this contract services.

6.2. Office accommodation

N/A

6.3. Facilities to be provided by the contractor

The Contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate

on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The contractor will submit the following reports in Serbian in one original and one (1) copy (s):

- The Contractor is expected to provide reports on the progress of the implementation of the tasks, along with the invoice for Event Management Services completed.

7.2. Submission and approval of reports

The report referred to above must be submitted to the Regional Business Center Coordinator identified in the contract. The project manager and Regional Business Center Coordinator will be responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Output 1: Full logistical coordination of events, including booking and managing venues, transport, meals, and accommodation.

Indicator: Successfully delivered all end-to-end Event Management Services

- Output 2: Timely and accurate travel arrangements for all participants (e.g., flight tickets, ground transfers).

Indicator: All itineraries are timely prepared and acquired within the budget with no additional costs and delivered to the Contracting Authority

- Output 3: Enhanced reputation of the REDI and overall promotion of the Project

Indicator: All visibility matters are duly aligned with the EU external projects' obligations and rules, as well as the REDI Serbia mandatory specifications

8.2. Special requirements

Any discriminatory behavior, regardless of severity or context, will not be tolerated and will result in predetermined consequences, such as disciplinary action, suspension, or termination of this Contract.