

SERVICE CONTRACT NOTICE

Providing Social Media Services for Roma Entrepreneurship Development Initiative REDI Serbia within the framework of the EU Support to REDI Phase II: Advancing Roma Entrepreneurs in the Western Balkans and Türkiye

Location – Serbia

1. Reference

IPA III/2024/457-197/SRB-006

2. Procedure

Single

Programme title

EU Support to REDI Phase II: Advancing Roma Entrepreneurs in the Western Balkans and Türkiye

4. Financing

Budget line 5.8.2 of the Action “EU Support to REDI Phase II: Advancing Roma Entrepreneurs in the Western Balkans and Türkiye” financed by the European Union

5. Contracting authority

Roma Entrepreneurship Development Initiative REDI Serbia

CONTRACT SPECIFICATION

6. Nature of contract

Global price

7. Contract description

The objective of this contract is to strengthen REDI’s digital visibility and strategic outreach to Roma entrepreneurs and relevant stakeholders across the Western Balkans and Türkiye.

The selected contractor will provide expert marketing and communication services, including the design, implementation, and management of paid advertising campaigns across multiple platforms such as Facebook, Instagram, TikTok, YouTube, and LinkedIn.

The services aim to increase audience reach, engagement, and follower growth through monthly post boosting, targeted ad strategies, and real-time performance optimization.

The contractor will also be responsible for monthly reporting on key performance indicators (e.g., reach, engagement, CTR, CPC) and working closely with REDI’s Dissemination Officer to refine promotion strategies.

The ultimate goal is to support REDI’s mission by improving its digital outreach, amplifying its communication impact, and engaging Roma entrepreneurs, civil society actors, and the wider public in a more effective and data-driven manner over a 24-month period.

8. Number and titles of lots

One lot only

9. Maximum budget

EUR 3.048,00 (RSD 357.301,80)

CONDITIONS OF PARTICIPATION

10. Legal basis, eligibility and rules of origin

The legal basis of this procedure is Regulation (EU) No [1529] establishing the Instrument for Pre-accession Assistance (IPA III). See Annex A2 of the practical guide.

For this contract award procedure, participation is open to all natural persons who are nationals of and legal persons (participating either individually or in a grouping – consortium – of candidates/tenderers) which are effectively established in a Member State of the European Union or in an eligible country or territory as defined under Article 11 of Regulation (EU) No [1529] establishing the Instrument for Pre-accession Assistance (IPA III).

Participation in this procurement procedure is open on equal terms to all natural and legal persons falling within the scope of the Treaties.

Participation is also open to international organisations.

11. Number of tenders

No more than one tender can be submitted by a natural or legal person, whatever the form of participation (as an individual legal entity or as leader or member of a consortium submitting a tender). In the event that a natural or legal person submits more than one tender, all tenders in which that person has participated will be excluded.

12. Grounds for exclusion

As part of the tender, tenderers must submit a signed declaration, included in the tender form, to the effect that they are not in any of the exclusion situations listed in Section 2.6.10.1. of the practical guide.

Tenderer included in the lists of EU restrictive measures (see Section 2.4. of the PRAG) at the moment of the award decision cannot be awarded the contract.

13. Sub-contracting

Subcontracting is allowed.

PROVISIONAL TIMETABLE

14. Provisional commencement date of the contract

05.09.2025

15. Implementation period of the tasks

05.09.2025 - 31.08.2027

SELECTION AND AWARD CRITERIA

16. Selection criteria

Capacity-providing entities

An economic operator (i.e. candidate or tenderer) may, where appropriate and for a particular contract, rely on the capacities of other entities, regardless of the legal nature of the links it has with them. If the economic operator relies on other entities, it must in that case prove to the contracting authority that it will have at its disposal the resources necessary for the performance of the contract by producing a commitment by those entities to place those resources at its disposal. Such entities, for instance the parent company of the economic operator, must respect the same rules of eligibility and notably that of nationality as the economic operator relying on them and must comply with the selection criteria for which the economic operator relies on them. **Furthermore, the data for this third entity for the relevant selection criterion should be included in a separate document.** Proof of the capacity will also have to be provided when requested by the contracting authority.

With regard to technical and professional criteria, an economic operator may only rely on the capacities of other entities where the latter will perform the tasks for which these capacities are required.

With regard to economic and financial criteria, the entities upon whose capacity the economic operator relies, become jointly and severally liable for the performance of the contract.

1) Economic and financial capacity of the tenderer (based on item 3 of the tender form). In case of tenderer being a public body, equivalent information should be provided. The reference period which will be taken into account will be the last three financial years for which accounts have been closed.

Criterion for legal persons:

- the average annual turnover of the tenderer must exceed the maximum budget of the contract

Requested proof documents:

- for legal persons – annual financial reports (balance sheet, profit and loss account) for 2022, 2023 and 2024

2) Professional capacity of the tenderer (based on items 4 of the tender form).

The reference period which will be taken into account will be the last three years preceding the submission deadline.

Criteria for legal persons:

- The legal entity provides services relevant to this contract and at least one staff member is currently working for the tenderer on permanent or contract basis in the fields related to this contract

The objective of this criterion is to examine whether or not the tenderer (i.e. the consortium as a whole, in the case of a tenderer from a consortium):

- Is a registered marketing or communication agency (legal entity)
- Has at least 5 years of experience in strategic communications and campaign management
- Has proven experience working with civil society organizations or development projects
- Has a portfolio demonstrating successful media and digital marketing campaigns
- Possesses multilingual capacity (English is mandatory; regional language skills are an advantage)
- Demonstrates a data-driven approach to digital promotion and audience targeting
- Shows cultural sensitivity and understanding of inclusive communication practices, especially in working with marginalized communities such as the Roma
- Is proactive and responsive, with the ability to work closely with REDI's communication team and integrate feedback
- Is reliable and accountable in managing monthly budgets for paid promotions and producing consistent performance reports
- Has strong organizational and time-management skills, ensuring timely execution of ad campaigns and reporting deliverables

Requested proof documents:

- CV of the abovementioned staff member
- Portfolio of the company

3) Technical capacity of tenderer (based on items 5 and 6 of the tender form). The reference period which will be taken into account, will be the last two years preceding the submission deadline.

Criterion for legal persons

- The tenderer successfully rendered services relevant to this contract at least 3 contracts, implemented at any moment during the following period: 15/06/2022-15/06/2024.

This means that the service contract the tenderer refers to could have been started at any time during the indicated period but it does not necessarily have to be completed during that period, nor implemented during the entire period. Tenderers are allowed to refer either to service contracts completed within the reference period (although started earlier) or to service contracts not yet completed. Only the portion satisfactorily completed during the reference period will be taken into consideration. This portion will have to be supported by documentary evidence (-statement or certificate from the entity which awarded the contract, proof of payment) also detailing its value. If

a tenderer has implemented the service contract in a consortium, the percentage that the tenderer has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided if the selection criteria relating to the pertinence of the experience have been used.

Requested proof documents for natural and legal persons:

- statement issued by the client with required details and/ or contract concluded for such services.

Previous experience which would have led to breach of contract and termination by a contracting authority shall not be used as reference. This is also applicable concerning the previous experience of experts required under a fee-based service contract.

17. Award criteria

Best price-quality ratio.

TENDERING

18. Deadline for submission of tenders

The deadline for submission of tenders is specified in point 8 of the instructions to tenderers.

19. Tender format and details to be provided

Tenders must be submitted using the standard tender form for simplified procedures, the format and instructions of which must be strictly observed. The tender form is available from the following internet address: [https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes#Annexes-AnnexesB\(Ch.3\):Servicecontracts](https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes#Annexes-AnnexesB(Ch.3):Servicecontracts), under the zip file called Simplified Tender dossier.

The tender must be accompanied by a declaration on honour on exclusion and selection criteria using the template available from the following Internet address:

[https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes#Annexes-AnnexesA\(Ch.2\):General](https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes#Annexes-AnnexesA(Ch.2):General)

Any additional documentation (brochure, letter, etc.) sent with a tender will not be taken into consideration.

20. How tenders may be submitted

Tenders must be submitted in English exclusively to the contracting authority, using the means specified in point 8 of the instructions to tenderers.

Tenders submitted by any other means will not be considered.

By submitting a tender tenderers accept to receive notification of the outcome of the procedure by electronic means.

21. Alteration or withdrawal of tenders

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

Any such notification of alteration or withdrawal shall be prepared and submitted in accordance with point 9 of the instructions to tenderers.

22. Operational language

All written communications for this tender procedure and contract must be in English.

23. Additional information

Financial data to be provided by the candidate in the standard application form must be expressed in RSD. If applicable, where a candidate refers to amounts originally expressed in a different currency, the conversion to RSD shall be made in accordance with the InforEuro exchange rate of month and year correspond to the month and year of the publication of the present contract notice or the month and year corresponding to the deadline for submitting applications, which can be found at the following address: <http://ec.europa.eu/budget/graphs/inforeuro.html>.