



**Pre and elementary schooling of Roma:  
Fostering Opportunities for Greater Attainment and Early School  
Leaving Reduction  
(RECI)  
A project funded by the EU**

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**Joint Single Tendering Procedure  
TERMS OF REFERENCE  
for  
A Project Designer**

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FEBRUARY 2016

World Vision Austria  
With  
AgroInvest Foundation Serbia  
Western Balkans Institute  
Cultural and Information Center PRALIPE  
Pre-School Teachers Education College Mihailo Palov





An EU funded project

## I Background



EUROPEAN UNION SUPPORT TO INCLUSIVE SOCIETY



Ministry of Labour, Employment,  
Veteran and Social Affairs

<b>Project Title:</b>	Pre and elementary schooling of Roma: fostering opportunities for greater attainment and early school leaving reduction (RECI)
<b>Executive summary</b>	The project aims at increasing Roma children participation in early child education and care systems (pre-school education level) and prevention of Roma children early school leaving (elementary education level). The project aligns different kinds of expertise within the project consortium to build a strong and holistic approach to Roma inclusion. With World Vision Austria (WVA) as main applicant, there are four co-applicants: Agroinvest Foundation Serbia (AFS), Western Balkans Institute (WEBIN), Cultural-information center "Pralipe" (CSOs) and the Preschool Teacher Education College "Mihailo Palov" Vršac (higher education institution). Project Associates include the three local self-governances (LSGs) of the municipalities where the project will be implemented – Bela Palanka, Knjazevac and Prokuplje. The LSGs will help to build an enabling environment for the implementation of a holistic "child-oriented" community action.
<b>Activities start and end dates:</b>	December 2016 – October 2017

## II Purpose

The purpose of a project designer is to create specific design solutions throughout the project implementation period enabling enhanced project visibility vis-à-vis different target groups, beneficiaries of the action and the wider public.

## III Activities

The following activities are suggested in order to realize the required outputs:

- Familiarising with project scope, timeline and target groups
- Performing design activities in line with donor's rules and Communication and Visibility Manual for EU External Actions

## IV Outputs

Expected outputs are as follows:

- Project logo



Visoka škola strukovnih studija za vaspitače  
„Mihailo Palov“ - Vršac

### Pre and Elementary Schooling of Roma: Fostering Opportunities for Greater Attainment and ESL Reduction

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- Design solutions of project materials to be produced, e.g. notebooks, folders, mesh banners, roll-up, posters, pencils/pens, certificates.
- Lay-out and design solutions of project publications (expected outputs of this kind 3-5)

## V Methodology

The following methods are suggested:

- Consultations with the project representatives, a tailored approach to each material/output.
- Intensive communication with the project director and possibly project coordinator (project management unit) that need to approve all the materials designed in a written form.

## VI Authority and Responsibility

The consultant/group of consultants will hold the ultimate responsibility for the success of the project materials design solutions. In this role, they will:

- 1) Manage the logistics necessary to gather essential information, review the information and make analysis and designing solutions accordingly. Support will be offered by the project team in identifying the most important processes and timeline.
- 2) Write and edit the deliverables within the given time period (draft version must be submitted, then after receiving comments and making edits, a final version must be submitted). The project staff will offer feed-back but will not edit the deliverables. Design consultant/s are responsible for doing this themselves or work with a professional editor within the existing budget (no additional budget is available for editing services nor travelling expenses).

The project staff (project director and coordinator) and partners will be responsible for the following tasks:

- 1) Provide a clear ToR
- 2) Introduce the Consultant(s) to relevant internal and external stakeholders
- 3) Provide information on existing documents upon request
- 4) Be available for interviews, clarifications, etc.
- 5) Review drafts of required deliverables and suggest necessary changes.
- 6) Approve final versions of deliverables and make payments accordingly.

## VII Award Criteria

Consultant/s will be chosen with the following criteria in mind:

- 1) Fluency in English and Serbian (writing and speaking)
- 2) Experience in similar consultancies
- 3) Operational capacities
- 4) Comfortable interacting with a broad range of people and in different cultures





- 5) Flexibility with regards to tailored approach to each partner and output.
- 6) Overall quality and value of the offer provided

## VIII Time frame

The indicative activity time frame is provided in the table below. This time frame can be modified according to project needs.

	ACTIVITY	Implementation months (December 2015 - October 2017)			
		February 2016	March 2016	April – Sept 2016	April 2016 – October 2017
1	Familiarization with the project scope, time, targets	X			
2	Design of project logo	X			
3	Design solutions of project materials			X	
4	Design solutions of project publications				X

## IX Logistics

The designer will work with their own equipment (ex. laptop, mobile phones, skype equipment, etc.).

## X Intellectual Property Rights

The final outputs are the joint property of World Vision Austria, AFS, PRALIPE, WEBIN and PTEC.

## XI Contact Person

The contact persons for this ToR is Ana Opalic, project director that can be reached at [office@wb-institute.org](mailto:office@wb-institute.org)



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