## Call for Expression of Interest for Organisations[[1]](#footnote-2) to support the promotion and advocacy of inclusive education in Serbia

## EU-supported "Enhanced Equal Access to and Completion of Pre-University Education for Children in Need of Additional Support in Education" project

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| The purpose of the Call for Expression of Interest is to identify an eligible Civil Society Organisations for prospective partnerships with UNICEF Serbia in the area of inclusive education. Eligible Civil Society Organisations (CSOs) are invited to submit proposals for partnership to support the achievement of results for children outlined in the section 1.3 below.  **Organisations that wish to participate** in this Call for Expression of Interest **are requested to register their submissions electronically on the UN partnership portal** - [**https://www.unpartnerportal.org/**](https://www.unpartnerportal.org/)  **Only registered partners will be eligible to apply.**  Applications must be sent by **13th April 2023.**  Applications must be submitted in the **English language**.  An info session on the tasks and activities envisaged by this partnership, (including a Questions and Answers panel) will be held online on Thursday, **5th April 2023**. **from 12:00 to 14:00 for all interested CSO’s.** Requests to participate in the Info session should be sent in writing to Snezana Prvulovic, e-mail: [**sprvulovic@unicef.org**](mailto:sprvulovic@unicef.org)  Any requests for additional information should be sent in writing by 10th **April 2023** at the latest to Snezana Prvulovic, e-mail: [**sprvulovic@unicef.org**](mailto:sprvulovic@unicef.org) **.**    UNICEF responses to any queries or clarification requests, will be sent to a compiled mailing list of partners, after the Info session and before the deadline for submission of applications.  Applications will be assessed by an evaluation committee to identify CSOs that have the mandate, capacities and comparative advantage to support the achievement of results for children using criteria outlined in section 3 below. It should be noted, however, that participation to this Call for Expression of Interest does not guarantee the CSO will be ultimately selected for partnership with UNICEF.  Selected CSOs will be invited to review and finalize partnership agreements in accordance with criteria outlined in section 3.4 below and applicable policy and procedures on partnership with CSOs.  Applicant CSOs will be informed of the outcome of their submissions by communication sent out to the email/ postal address that is indicated in the CSO submission. |

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| **Section 1: Background** | |
| 1.1 UNICEF mandate | UNICEF is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. |
| 1.2 UNICEF Programme of Cooperation in Serbia | In Serbia, UNICEF works with the government and other partners to support national efforts towards social inclusion of vulnerable and marginalized families and children, in line with international human and child rights standards and national sustainable development and inclusion strategies. Further information on UNICEF’s programme can be found on <https://www.unicef.org/serbia/>.  With support from the European Union, UNICEF and the Ministry of Education have embarked on accelerating the reform process in the area of inclusive education through the "Enhanced Equal Access to and Completion of Pre-University Education for Children in Need of Additional Support in Education" project, taking a multi-faceted approach to accelerating progress in the inclusive education agenda with the overarching goal of ensuring equal access to education for all children, including children with disabilities.  Through this initiative capacities of different stakeholders will be strengthened on three levels: national, local, and school levels, while the component on promotion of inclusive education aims to raise awareness and promote inclusive education (IE) as quality, equity, open and accessible education for every child.  At the local level, support to 20 selected local self-government units (LSGs) is being provided to develop local networks for inclusive education (LIEN), develop and improve their local inclusive education polities, and further enhance and develop new mechanisms of additional learning support to children and students. For this purpose, 20 selected LSGs will receive grants, to promote IE and develop IE best practices (*inter alia)* through LIENs which will implement and promote activities prioritized in the assessment of the situation and priorities identified. Professionals with various backgrounds and responsibilities (see paragraph below) from selected 20 LSGs will receive comprehensive capacity development trainings in the field of desegregation, inclusive education, the provision of additional support to children and students and drop-out prevention, by using developed, piloted and evaluated models of trainings provided by accredited trainers, based on the needs of selected municipalities, followed up with mentoring support and horizontal learning organized by experienced experts.  LIENs will consist of diverse professionals and stakeholders at the local level: professionals from the education, health and social protection sectors, professionals in the LSG government and administration, representatives of the Health Insurance Fund and the National Employment Service, local ombudsman, intersectoral committees (ISCs), diverse LSG bodies (mobile teams for Roma inclusion, health councils, gender equality bodies, etc), as well as representatives of the respective local CSOs, and representatives of parents’ associations (CSOs, local parental counsels, etc), as well as influential and genuinely IE interested individuals in respective local communities.  The role of LIENs is twofold. One is to create demand and support local governments to develop local inclusive policies (local legal and strategic documents), create mechanisms for IE monitoring, planning and implementation, develop new and enhance existing support measures for children and students, and strengthen the role of existing bodies relevant to the implementation of IE, particularly ISCs. For this purpose, MoE and UNICEF are partnering with the Centre for Social Policy (CSP).  The other LIENs role is to become a strong and comprehensive resource of advocacy, support, mentoring, horizontal learning, and IE promoting in their local communities. As and implementing partner, CSP will develop a Communication and Visibility Plan, and 20 local communication plans, based on UNICEF’s Social and Behaviour Change (SBC) Strategy and Advocacy Strategy, and will organize 20 local campaigns.  Additionally, through joint efforts and own networking, LIENs will advocate and promote IE at the national level. The LIENs’ networking on the national level will support the demand side (general public, parents), promote IE among public policy bodies, general public and advocate for monitoring, implementation and further development of IE at the national level and with more systemic approach.  **Social mobilization and awareness-raising** is one of the key pillars to raise awareness on the importance of quality and inclusive education and will support the ongoing reform of inclusive education in Serbia and ensure that all target audiences, as well as the general public, possess sufficient and reliable information about the need to implement the reform. Specific objectives are related to communication on the benefits and importance of equal access to and quality inclusive pre-university education, and the objectives, results and impact achieved by improving the quality and inclusiveness of education for all children. It will aim to change perceptions, and attitudes towards children with disabilities and children belonging to vulnerable groups, and inclusive education, as well as to build alliances with relevant stakeholders to create political and societal will and commitment around the issue. Target groups include beneficiaries, the general public in Serbia, the EU wider public and key stakeholders, as well as specific target groups of stakeholders (teachers, parents, children).  The capacity building of 20 LSGs, support to establishment of LIENs, provision and monitoring grants for 20 LSGs, planning and implementation of the local level actions, development of communication plans, and organisation of a public campaign in 20 LSGs, have been entrusted to the Centre for Social Policy (CSP), as an implementing partner. In order to ensure the best possible results, as envisaged in this Call, the selected CSO will have close cooperation and will work in synergy with CSP and will have clearly defined responsibilities as to avoid overlapping and thus enable synchronised activities of both selected the CSO and CSP. |
| 1.3 Specific results | Within this framework, and as set out in the reform initiative, working with government and other partners, and in order to take the necessary coordinated action to strengthen inclusive education, UNICEF will contribute to achieve the following result:  **Raised awareness of professional and general public on IE as quality, equity, accessible and open education and the right of every child**  Under this Call for Expression of Interest, the role of the selected organisation will include the following envisaged activities and corresponding results and outputs:  **Result 1. Support advocacy and promotion activities of 20 LIENs**  Based on UNICEF’s Social and Behaviour Change (SBC) Strategy, UNICEF Advocacy Strategy, Communication and Visibility Plan and communication plans for 20 LSGs developed by CSP, the selected CSO will support the development and organisation of promotional and advocacy activities of LIENs at both local and national levels, synchronised with 20 local public campaigns, developed and organised by CSP.  This includes:  1.1 Development of scenarios (goal, messages, event/activity flow, etc) of at least three advocacy and/or promotional activities of each LIEN  1.2 Organisation and implementation of at least three advocacy and/or promotional activities of each LIEN  Please note when creating the Project Proposal, that the below listed expected results are **a minimum** expected by the Project.  **Minimum expected results and outputs**   * At least 60 scenarios of LIEN advocacy/promotional activities * At least one scenario for national level LIEN advocacy/promotional activity * Reports on organized LIEN advocacy/promotional activities.   **Result 2. Support LIENs networking and mobilisation on the national level**  Mobilisation of LIENs and its members on the national level will build on LIENs’ networking as well as on external existing partnerships and bodies such as networks of CSOs, government units and teams (i.e., the Council for the Rights of the Child, the Coordination Body for the Monitoring of Implementation of the Strategy for Social Inclusion of Roma), the Standing Conference of Cities and Municipalities, academia, etc.  Joint actions of LIENs’ (and external partners, networks and bodies) at the national level include, but are not limited to, the promotion of good IE practices and developments related to IE among professional and the general public, initiatives, and public advocacy activities.  This includes:  2.1. Organisation of networking events for 20 LIENs, one of which should include participation of other stakeholders, including from the national level (CSOs, governmental bodies, the Standing Conference of Cities and Municipalities, etc)  2.2. Supporting the development of advocacy material of LIENs’ network  2.3. Support LIENs’ network promotional, communication and visibility activities  **Minimum expected results and outputs**   * At least two networking events for 20 LIENs organized * At least two LIENs’ network IE advocacy material developed (statements, policy briefs, best practices for advocacy purposes, etc) * At least two scenarios for promotional, communication and visibility activities of LIENs’ network developed.   **Result 3. IE Awareness raising and promotion**  Based on the UNICEF Social and Behaviour Change (SBC) Strategy, UNICEF’s Advocacy Strategy, and the findings of the IE Awareness Report (which serve as a baseline for monitoring changes in the perceptions around IE), awareness raising and promotional activities will aim to change perceptions, and attitudes towards IE, children with disabilities and belonging to vulnerable groups. Target groups should include those already identified in the UNICEF SBC Strategy.  Based on the UNICEF SBC Strategy, Advocacy Strategy, and the Project’s Communication and Visibility Plan, the selected CSO will develop an IE awareness raising and IE promotion plan, targeting national audiences, which will be synchronized and strongly connected with communication plans and promotional, advocacy and networking activities in 20 LSGs. For this purpose, the selected CSO will strongly cooperate with CSP, UNICEF and other implementing partners engaged by UNICEF within the Project. Based on the IE awareness raising and IE promotion plan, CSO will develop content (scenarios, etc) and approach (selection of participants, including teachers, parents, students, celebrities, influencers from business sector etc.), define target groups, create video, audio and visual materials, etc.  The IE awareness raising, and IE promotion plan will be branded in a recognizable manner, so that our target audiences will be able to recognize it and associate it with the topic of Inclusive Education. The branding will be used in all communication and promotional activities of the programme. Create the Visual Identity Guidelines for the project in accordance with UNICEF SBC Strategy and UNICEF and EU communication guidelines.  This includes:  3.1. Development of IE awareness raising and IE promotion plan with defined target groups, and approach  3.2. Create the Visual Identity Guidelines for the IE awareness raising and IE promotion plan  3.3. Development of scenarios and detailed approach for activities  3.4. Organisation and implementation of the plan  3.5. Design of visuals including logo, posters, and banners  3.6. Development of IE slogan  3.7. Development of video and audio and other promotional material.  **Minimum expected results and outputs**   * Developed IE awareness raising and IE promotion plan with defined target groups, approach, and brand and visibility guidelines * Developed scenarios and detailed approach for activities * Design of visuals including logo, posters and banners * Development of IE slogan * Developed video and audio and other promotional material. * At least 10% of general population reached through promotional activities   **In addition to activities mentioned above, work assignments will also include:**   * Monitoring of the activities, in line and in relation to the project M&E framework * Reporting– regular progress update quarterly report annual report     With following expected results:   * Monitoring reports based on developed M&E framework and instruments * Reports on progress update * Quarterly reports   **Project Timeline:** the project is expected to start on 15 May 2023 and last no longer than 31 March 2024. |
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| **Section 2: Application requirements and timelines** | | |
| 2.1 Documentation required for the submission | The expression of interest shall include the following documentation:    1) Attachment I - Programme Document (Detailed Project Proposal)  2) CV’s of proposed team members | |
| 2.1 Indicative timelines | Call for Expression of Interest issue date | 23 March 2023 |
| Deadline for submissions of CSO proposals | 13 April 2023 |
| Online Info session with CSO’s | 5 April 2023 |
| Deadline for requests of additional information/ clarifications | 10 April 2023 |
| Review of CSO submissions | 23 April 2023 |
| Notification of results communicated to CSO | 5 May 2023 |

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| **Section 3: Process and timelines** | |
| 3.1 Review & evaluation of CSO submissions | CSO submissions are assessed by the Partnership Review Committee in consultation with technical specialists, using criteria outlined in section 3.2 and 3.3 below.  Only CSO submissions which comply with the requirements of the eligibility and exclusion criteria will be eligible for further evaluation.  Results from the review will be used for purposes of mapping and selection of CSOs in relation to the specific results outlined in section 1.3 above.  It should be noted that participation to this Call for Expression of Interest however does not guarantee CSOs will be ultimately selected for a partnership agreement with UNICEF. UNICEF reserves the right to invite selected partners to review and finalise proposals for partnerships in line with criteria outlined in section 3.4 below and in accordance with applicable policy and procedures on partnership with CSOs. |
| 3.2 Eligibility & exclusion criteria | **Eligibility criteria:**  CSO must:   * Be registered in country of origin and * Not be an entity named on any of the UN Security Council targeted [sanction lists](http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml).   **Exclusion criteria:**  CSO submission which:   * are not sent before specified deadline. * do not include all required documents duly completed and signed or do not comply with specifications set in this Call for Expression of Interest. * are not submitted in English language.   will be excluded from the selection process. |

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| 3.3 Selection criteria | UNICEF office will review evidence provided by the CSO submission and assess applications based on the following criteria. | |
| Proposal relevance, quality, and coherence (50%) – 50 points | Includes review of the proposed programme:   * Relevance of proposal to achieving expected results -   Understanding of the project (match between the proposed approach and requested scope of the project) –10 points   * Clarity of activities and expected results - 10 * Innovative approach – 5 * Sustainability of intervention - 5 * Adequacy and clarity of proposed budget -10 * Proposed timelines - Realistic workplan and level of efforts of the team - 10 |
| Institutional capacity and sustainability (40%) – 40 points | Includes a review of the CSO:   * Expertise, experience and capacity of the project team for advocacy initiatives, development and implementation of communication, visibility, advocacy and promotional activities and delivery and monitoring complex promotion and advocacy activities (public campaigns portfolio)- 10 * Management ability - Experience of the applicant CSO in leading large-scale projects - 5 * Expertise and experience in the sector/area – Experience in the education projects/social inclusion/Inclusion – 5 * Developed cooperation and partnerships with governmental and non-governmental stakeholders in the area of IE- 5 * Experience in coordinating local/national/regional networks, * Experience in coordinating advocacy actions and promotion - 5 * Local experience, presence and community relations - 5 * Experience working with UN/UNICEF – 5 |
| Other (10%). – 10 points | Includes additional points for the project team. For this call, CSO and its team members should have following mix of competencies and experience – 10 points:   * Have inclusive education experts * Have PR and communication experts * Have advocacy experts * Have monitoring experts * Have IT experts |

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| 3.4 Prospective partnership agreement | All applicants will be informed of the outcome of their submissions by communication sent out to the email/ postal address that is indicated in the CSO submission.    Applicants whose proposals are assessed as having a specific comparative advantage to achieve results for children outlined in 1.3 above may be invited to jointly review and finalise the partnership agreement based on the following criteria:   * Prioritisation of proposed intervention in line with the work plan * Availability of funding to support proposed intervention * Complementarity or proposed action with ongoing interventions     Upon finalisation at technical level, the proposal for partnership will be submitted to the Representative for review and approval. It should be noted however that the Representative has the final authority to approve or reject any proposed partnership agreement on behalf of UNICEF. |

## Attachment I – Programme Document (to be completed by CSO Applicant)

**PROGRAMME DOCUMENT**

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| eTools Reference No. |  | |
| Document Type | Regular Programme Document    Simplified Programme Document        (Humanitarian)  (Contingency) | |
| UNICEF Office |  | |
| Organization Name |  | | |
| Programme Title |  | |
| Planned duration | Start date: | End date: |
| Geographical coverage |  | |
| Budget | UNICEF Cash:                                    Supplies:                                   Capacity-Strengthening cost:                Total: | |
| Partner Cash:                                      Supplies:                                                                                                Total: | |
| Total | Currency:                                             Total: | |

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| **Strategy** |
| **Context:** |
| **Implementation Strategy & Technical Guidance:** |
| **Capacity Development:** |
| **Other Partners** **involved**: |

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| **\* Gender, Equity and Sustainability *(optional for Simplified Programme Document)***  This section briefly mentions the importance and practical measures taken in the programme to address gender, equity and sustainability considerations |
| **Gender Rating:**            None **;** Marginal **;** Significant **;**              Principal  *Narrative*: |
| **Equity Rating:**              None **;** Marginal **;** Significant **;**              Principal  *Narrative*: |
| **Sustainability Rating:** None **;** Marginal **;** Significant **;**              Principal  *Narrative*: |

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| **\* Risk & Proposed Mitigation Measures *(optional for Simplified Programme Document****)*  Programme interventions may encounter a variety of risks. This field outlines key risks identified and proposed mitigation measures. These risks should inform programme design and monitoring. | |
| Social & Environmental: | *Proposed Mitigation Measures:* |
| Financial: | *Proposed Mitigation Measures:* |
| Operational: | *Proposed Mitigation Measures:* |
| Organizational: | *Proposed Mitigation Measures:* |
| Political: | *Proposed Mitigation Measures:* |
| Strategic: | *Proposed Mitigation Measures:* |
| Safety & security: | *Proposed Mitigation Measures:* |

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| **Workplan Result** | | | | | |
| Result statement | Performance indicator/s  *Disaggregation* | Location | Baseline | Target | Means of Verification |
| Corresponding output from Country programme/ Humanitarian Response Plan | - Corresponding RAM indicator  - Xxx |  |  |  |  |
| Programme document Output 1  Service or product resulting from the programme | List each indicator in a separate line  *Gender (Male; Female; other)* |  |  |  |  |
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| Programme document Output 2 |  |  |  |  |  |
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| Result Level | Result/activity | Timeframe | Total (CSO+ UNICEF) [currency] | CSO Cash contribution | UNICEF Cash Contribution |
| Prog. Output 1: | Country programme Output    Programme document output | | Sub-total output 1 | Sub-total output 1 | Sub-total output 1 |
| Act 1.1 | Activity statement | Q1 ; Q2 Q4 |  |  |  |
| Input | Input level budget 1 |  |  |  |  |
|  | Input level budget 2 |  |  |  |  |
| Act 1.2 | Activity statement |  |  |  |  |
| Sub-total for the outputs | | |  |  |  |
| Prog. Output | Effective and efficient programme management | | Sub-total output 4 | Sub-total output 4 | Sub-total output 4 |
| Act 4.1 | In-country management & support |  |  |  |  |
| Act 4.2 | Operational costs |  |  |  |  |
| 4.3 | Planning, monitoring, evaluation, and communication |  |  |  |  |
| Sub-total for programme costs | | |  |  |  |
| Capacity strengthening cost (7%) | | |  |  |  |
| Total Cash budget | | |  |  |  |

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| **Supply Contribution Plan** | | | | |
| **Item Details** | **Provided by** | **No. of units** | **Price/unit** | **Total Price** |
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| **Total Supply cost** |  | | | |

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| **Others** | |
| **\***1Partner non-financial contribution *(optional for Simplified Programme Document)* |  |
| Cash Transfer modality | DCT;     Reimbursement;     Direct Payment |
| Activation Protocol for Contingency SPD |  |
| Additional reporting required (*Special report/Humanitarian Reports)* | *Report type and frequency:* |
| Programmatic Visits |  |

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| Signatures and date | |
| CSO Authorised Name:    Signature:    Date: | UNICEF Authorised Name:    Signature:    Date: |

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1. Community Based Organisation (CBO), National NGO, Academic Institutions [↑](#footnote-ref-2)