**Terms of Reference**

**The Social Inclusion and Poverty Reduction Unit - “From Education to Employment – E2E“**

**Position:** CreativeDesigner

**Duration:** 16th November 2020 – 31st December 2021

**Resources:** On-call basis

**Position: Consultant**

# Background

The accession to the EU is one of the key priorities of the Government of Serbia and at the same time the main driver of structural reforms. Negotiations for EU acquis chapter 19 – Social Policy and Employment – and relevant Action plan concluded that Serbia is moderately prepared in the area of social policy and employment. Some progress was made in further aligning the legislation with the acquis, mainly in the area of working conditions. In the coming period, Serbia should ensure adequate financial and institutional resources for employment and social policies to more systematically target the young, women and long-term unemployed, a priority indicator of the E2E in the second phase. The Social Inclusion and Poverty Reduction Unit (SIPRU), a part of the Prime Minister’s Office, will support this process of social dimension of EU accession and relevant youth employment policies.

In the previous period, the Instrument for Pre-Accession Assistance (IPA) funds were unsuitable for developing and testing ideas for policy reforms before the wider implementation. The Government of Serbia (GoS) has invited Switzerland to support the ESRP process within the E2E main phase, as the Swiss support to the GoS reforms so far has been assessed as the very influential in the social and economic field. As Switzerland also leads the Human Resources and Social Development (HRSD) Sector Working Group, in the frame of donor coordination, and within the already established strategic partnership with SIPRU, Switzerland is well positioned to influence positively youth employment policy framework through proposed interventions. The good reputation is further supported by the excellent results of the Swiss engagement in the education reform support.

The education system still fails to develop skills relevant for the Serbian labour market. This mismatch between skills supply and demand on the labour market affects mainly young persons and among them the young women that face a long transition from school to work and thus often become long-term unemployed or even inactive. The impact hypothesis of E2E is reflected in the strategic policymaking approach whereby improved employment policies and capacities of institutions are built up to promote a more efficient use of public resources in the field of employment and education.

The Project “From Education to Employment – E2E“ is part of the larger E2E program launched by the Agency for Development and Cooperation (SDC) in 2015 with the overall goal to increase decent youth employability in Serbia in a socially inclusive and sustainable way. E2E improves the position of youth on the Serbian labour market through modernization of youth employment policies and the development of young skilled labour demanded by the private sector.

The E2E program supports evidence-based approaches in the youth employment policies in Serbia. Under the lead of the SIPRU, it facilitates the policy dialogue between key national and local stakeholders. By including good practices from the main phase’ pilot regions, SIPRU advocates changes in the youth policy framework. The key line ministry in charge of the implementation of the youth employment and employability policies in Serbia relevant for implementation of the E2E is the Ministry of Labor, Employment, Veteran and Social Affairs (MoLEVSA) with the support of the Ministry of Education, Science and Technological Development (MoESTD). Line ministries were actively involved in the design and implementation of the main phase and the 2nd phase is continuation of the joint efforts for youth employment up to 2021.

1. **Introduction**

The overall goal of the E2E programme is to increase decent youth employability in Serbia in a socially inclusive and sustainable way. The project has two outcomes:

* Outcome 1: Relevant national and local key stakeholders apply effective and evidence-based policies on youth employment and employability through increased performance capacities and diversified funding portfolio.
* Outcome 2: Young jobseekers are better able to position themselves on the labour market through employment promotion measures and non-formal training offers required by the private sector in selected regions of Serbia.

These specific Terms of Reference are related to achievement of both Outcomes and following key Outputs:

for Outcome 1:

Output 1.1: Legal and policy framework for youth employment and training is more effective and responsive to the needs of the private sector.

Output 1.2: Improved quality of existing and new public services to promote employment and employability.

Output 1.3: Established competence of local labor market players to ensure funding for and provide better services for young people - building up local networks and alliances.

for Outcome 2:

Output 2.1: Work-Based Learning opportunities and private sector industry solutions for young people in selected regions of Serbia.

Output 2.2: Established Career Guidance & Counselling and Traineeship Matching Services for young people in Serbia.

Output 2.3: Socially innovative and inclusive models for youth employment and employability are disseminated and regularly practiced within the supported CSOs/broker organizations.

1. **Objective of the Assignment**

The designers are expected to design all the relevant materials within the Project “From Education to Employment – E2E“. Specifically, the designers will prepare and design promotional materials, documents and publications for printing or online usage according to the SIPRU book of rules and graphic standards. All developed graphic solutions must follow the guidelines from the SIPRU book of rules and graphic standards and must be submitted in the requested format.

1. **Scope of Work and Tasks**

Graphic designer tasks will be able to:

* Design all the relevant materials within the Project “From Education to Employment – E2E“
* Design or edit promotional materials, documents and publications and prepare the materials for printing or online usage.
1. **Outputs/Deliverables**

The consultant will be responsible in delivering the following outputs:

* Designed publications, brochures, leaflets etc. (prepared for printing, if necessary)
* Time sheet with hours spent working on designing or editing materials.
1. **Consultant Requirements**

The consultant shall have the following skills, experience and qualifications:

* At least 5 years of work experience;
* University degree in art and/or applied science, technical science or social sciences;
* Adequacy for the assignment (previous experience in art/graphic design/graphic solutions);
* Previous work experience with organizations/institutions dealing with social inclusion and/or vulnerable groups will be considered as an asset.
1. **Reporting**

The consultant shall report about all implemented tasks to the SIPRU Team Manager.

1. **Duration of the Assignment**

This assignment will be done in the period from November 16th 2020 to December 31st 2021.