**Annex A**

**Terms of Reference and Scope of Services**

# Position: Blogger on the Blog on Social Inclusion

**Duration:** March 1, 2021 – December 15, 2021

**1. Background**

**The social inclusion policies in Serbia are defined by a wider concept of Human Resources and Social Development (HRSD) sector** comprising a number of national strategies in the area of poverty reduction, social inclusion, social protection, education, employment, health and social housing, as well as strategies aimed at improving the position of excluded groups, such as women, people with disabilities, Roma, youth, migrants and others. **Serbia developed two national documents that directly relate to the challenges of social inclusion and poverty reduction – The Economic Reform Program (ERP) 2017-2019 and the Employment and Social Reform Program (ESRP).** ERP represents a vital instrument in the EU integrations process by setting out the measures for restructuring the Serbian economy and a number of structural reforms, of which a number contributes to increasing social inclusion. The ERP has integrated the Social Impact Assessment principle which helps identify the effects of structural reforms on the position and quality of life of excluded groups. The ESRP implementation process represents both a challenge and an opportunity for social inclusion and poverty reduction in Serbia and it requires long-term support.

The European Commission 2016 Report for Serbia recognized the importance of adoption of the first ESRP, which “has marked an important step in addressing policy challenges in the employment and social areas, which continue to be affected by scarce public finances and limited institutional capacity”. ESRP is one of the bolder documents in terms of targeted indicator values by 2020 and is perceived as an integrated HRSD Strategy[[1]](#footnote-1) that will ensure a coherent strategic and policy direction in this sector. National Reports on Social Inclusion and Poverty Reduction in the Republic of Serbia are regularly produced and contain recommendations and lines of action in these fields. The reports are adopted by the Government and provide medium-term projections and priorities.

The Government’s response to the requirements of EU accession, the continuing economic crisis, and the reforms required within the Government itself in order to be more effective require a coordinated effort grounded upon solid evidence of what works. The Swiss Confederation has provided assistance to the Government of Serbia to promote the social inclusion process in the Republic of Serbia (phase 3). The Program phases 1 (2009–2013) and 2 (2013–2017) have been pivotal for improving the Government of Serbia’s awareness and capacities to deal with poverty and social exclusion. The Program phase 3 includes the establishment of the Social Inclusion and Poverty Reduction Unit (SIPRU) within the Office of the Prime Minister. The SIPRU operates at the central government level in Serbia, working across all ministries and government agencies with the ultimate aim of supporting poverty reduction and social inclusion processes. The SIPRU is responsible for supporting Government’s efforts to develop and implement social inclusion policies based on the European best practices. Furthermore, the SIPRU shall support the Office of the Prime Minister to monitor, report and provide advice on the Government’s efforts in promoting social inclusion process in the Republic of Serbia (phase 3).

**2. Introduction**

The **overall goal** of the Program phase 3 is to contribute to enhanced social inclusion and active participation of all in order to enable better quality of life for all in Serbian society. The Program phase 3 will have three outcomes:

* **Outcome 1:** Relevant national and local institutions apply more effectively selected principles of good governance (with focus on participation, equality and non-discrimination) in addressing social inclusion priorities in line with international standards, in the fields of social inclusion related policies (social welfare, education, health, employment and housing),
* **Outcome 2:** Local level institutions in targeted municipalities respond better to the needs of the poor and excluded citizens, and
* **Outcome 3:** People experiencing social exclusion (particularly women, youth, Roma, migrants and persons living with disabilities, especially in rural and high poverty concentration areas) are empowered by supportive environment to benefit from quality, integrated and inclusive social welfare, education, employment, health and housing services.

This specific Terms of Reference is related to achievement of **Outcome 3** and following key Output:

Output 5. General population, local communities and members of excluded groups are better equipped to embrace diversity and support development of individual potentials.

**3. Objective of the Assignment**

The goal of the initiative is to promote social inclusion related topics and help mainstream social inclusion by engaging bloggers of different professional profiles and backgrounds who shall write blog posts related to different aspects of the concept of social inclusion. Also, the aim is to promote good practices in the field of social inclusion.

**4. Scope of Work and Tasks**

The blogger’s tasks will be to:

* Produce texts in a simple form of blog on selected social inclusion issues. The blog may be textual (at least 3600 characters or more), video blog (about 5 minutes of edited video material; video must be posted on YouTube, Vimeo or another video sharing channel and sent to SIPRU via a link), photo blog (about 10 author photos in minimum resolution 1024x768 and description containing not more than 500 characters), etc.
* Check and reply to comments posted by readers on the produced blog;
* Respect the defined deadlines for delivering materials.

Moreover, the consultant should guarantee the authenticity of blog posts he/she produces and share the content of the blog posts with third parties by using the link to the Blog on Social Inclusion web page.

**5. Outputs/Deliverables**

Produced and authored 6 blog issues on social inclusion on the webpage <http://www.socijalnoukljucivanje.gov.rs/blog/>

* First, second and third blog not later than July 30th 2021.
* Fourth, fifth and sixth blog not later than December 10th 2021.

**6. Reporting**

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

**7. Duration of the Assignment**

The assignment will be done in the period from March 1st 2021to December 15th 2021.

1. <http://www.evropa.gov.rs/Documents/Home/DACU/12/193/HRD%20evaluation%20report%20vol1and2.pdf> [↑](#footnote-ref-1)