



**European
Movement
Serbia**



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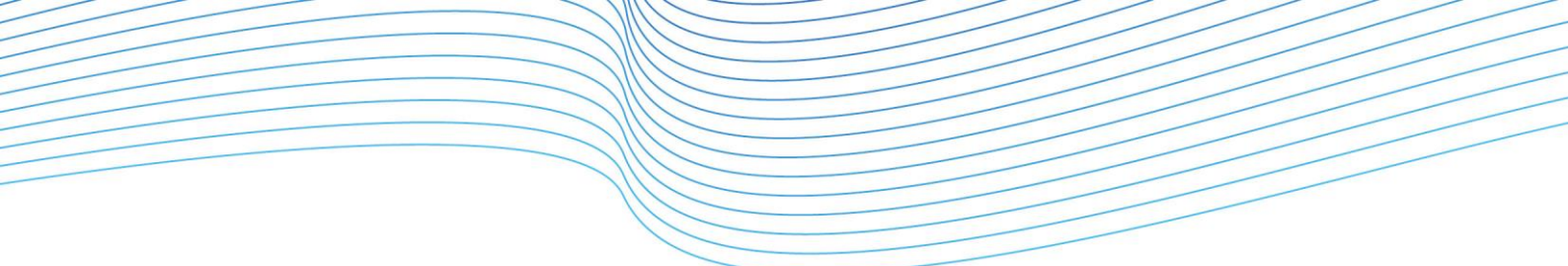
Belgrade, **29th March 2024**

SUBJECT: An invitation letter to participate in tender procurement of services of senior expert in the regional needs assessment analysis and survey for the project “Road-signs to the EU through Western Serbia and Šumadija”

According to the tender procedures, we are hereby extending an invitation for the service of senior expert for the needs of research activities on the Project "Road-signs to the EU through Western Serbia and Šumadija." The project is dedicated to EU integration and the need to engage the population of our country more closely in this process and understand the benefits of accession, as well as to eventually become advocates for EU integration.

The senior research expert sought by this procedure is expected to prepare and to conduct research and survey about the Serbia's EU accession process. This survey will aim to assess the level of awareness among citizens about the benefits and implications of Serbia's EU accession process on their everyday lives, as well as their understanding of the economic, social and cultural interlinkages between Serbia and the EU. The results of this survey will inform the development of communication campaigns that will raise awareness and strengthen deliberative participation of citizens and youth.

More information on the research requirements, profile of the senior research expert, and application procedures, are contained in the Terms of Reference attached to this invitation. We welcome applications from dedicated candidates who share our commitment to the process of EU integration in Serbia, as their expertise is crucial to this project's success. Interested candidates external or among EMinS members' expert pool are invited to submit their application until **12th April 2024**. For any additional inquiries or questions, please feel free to reach out at the email office@emins.org



Thank you for your interest in our project. We are excited to welcome the newest member to our team and work together to make a positive impact in the region of Western Serbia and Šumadija.

Sincerely,
The Team of the European Movement in Serbia

TERMS OF REFERENCE

*For the position of **senior expert** in the regional needs assessment analysis and survey for the project “**Road-signs to the EU through Western Serbia and Šumadija**”*

1. Background

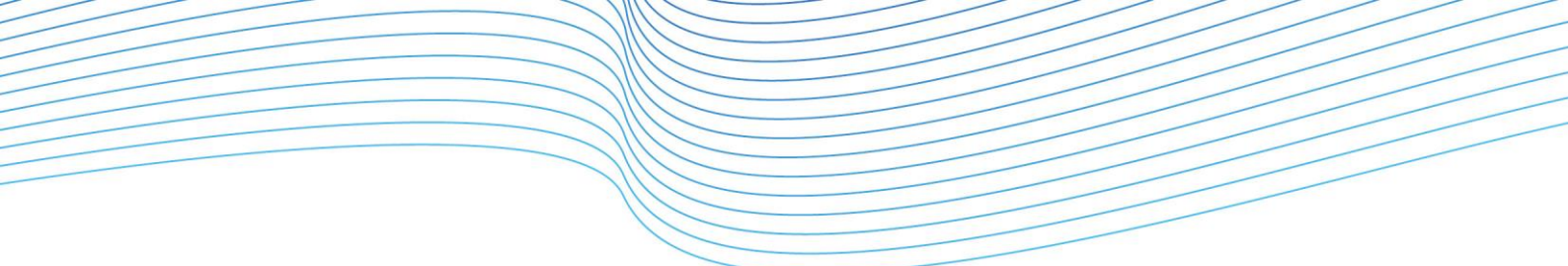
A project “**Road-signs to the EU through Western Serbia and Šumadija**” funded by the European Union in collaboration with three partner organizations in Serbia. The project is dedicated to EU integration and the need to engage the population of our country more closely in this process and understand the benefits of accession, as well as to eventually become advocates for EU integration. It is a fact that support for Serbia's membership in the European Union has been declining for years, with numerous prejudices surrounding the issue (including a strong campaign of disinformation in the media regarding the process). Therefore, the goal of our project is to highlight the importance and necessity of EU integration, as well as to inform citizens about all the advantages of integration. Additionally, the often complicated and bureaucratic language of Brussels administration is one of the causes of misunderstanding regarding all the benefits of integration.

Hence, the project aims not only to inform the citizens of Western Serbia and Šumadija about the EU integration process but also to involve them in this process. Furthermore, one of the significant objectives is to dispel prejudices about the EU and actively combat all narratives coming from opponents of Serbia's EU accession.

The project spans three years, with the first year focusing on researching the socio-economic challenges facing people in the mentioned regions in order to gather data crucial for the communication strategy.

2. Scope of the assignment

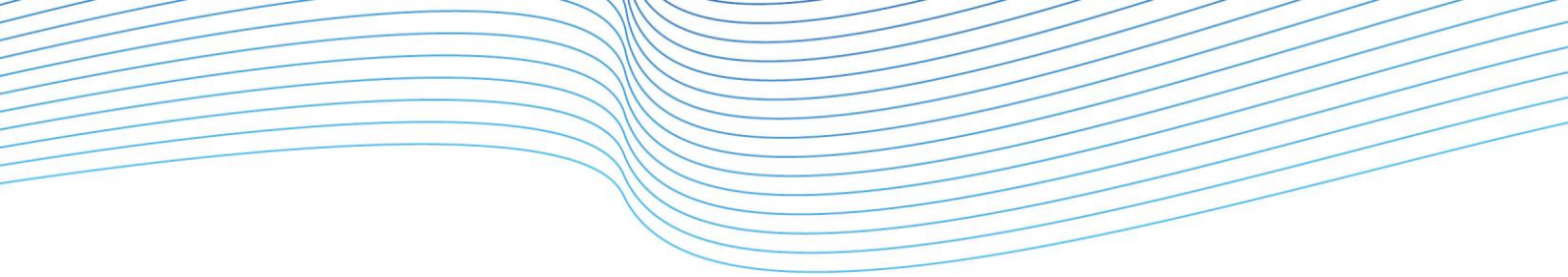
European Movement in Serbia, as a leading organization in the above-mentioned project intends to hire a senior research expert to support its research activities in the



course of the project. The research expert will be contracted for the duration of the project which ends on 31.12.2026. The total estimated workload is assessed at 15 working days. The senior research expert will conduct the survey and preparation of the Regional Assessment analysis and survey on regional needs. The collected data from regional assessment and survey will partially inform the creation of the communication strategy and plan.

This survey will aim to assess the level of awareness among citizens about the benefits and implications of Serbia's EU accession process on their everyday lives, as well as their understanding of the economic, social and cultural interlinkages between Serbia and the EU. The results of this survey will inform the development of communication campaigns that will raise awareness and strengthen deliberative participation of citizens and youth.

The project will target **a) the general public** – which can be divided into different categories: those in support of the EU, those against the EU (Eurosceptics), and those with ambivalent opinion. Citizens with a negative perception of the EU are those who fear the membership in the EU will disrupt their lifestyle or exacerbate the socioeconomic problems they already face. The Regional assessment and survey, along with the realization of the communication strategy and plan covering the territory of the Western Serbia and Šumadija, will inform the Action's log frame, monitoring plan and activities about the percentage of the sub-groups within the general public, their sentiments, needs and additionally assist in directing suitable communication messages to address the need for each target group. **b) youth** – who are likely to have a positive interest in the process, because membership in the EU complements their education through a whole range of different opportunities, as well as minorities because it provides them with additional guarantees for their rights. The activities directed to them will consider that this group has different media behaviors, interests and attitudes. Even though they are in general favorable of the EU, their understanding of the EU process is low, thus their "positive" attitudes need to be strengthened to prevent rejection through more innovative and receptive social media engagements; **c) local CSOs from Western Serbia and Šumadija** – which includes local registered and non-registered civil society organisations, and local youth organizations from Western Serbia and Šumadija. It is of great importance to ensure that local CSOs have the necessary knowledge to communicate with the local public and to participate in supporting the acquis related reform processes associated with specific clusters, influencing local authorities to producing changes. More so, it is extremely important to bring the EU integration process closer to the citizens, explaining what it is and what it means for their everyday life.



The **senior research expert** shall work under the direct supervision of the project manager. Also, the selected researcher will work closely with EMinS' partner organizations, collaborating on research activities aimed at providing comprehensive insights into the socio-economic landscape of the region. This collaborative effort will contribute to our understanding of the region's developmental needs and challenges within the broader framework of European integration.

The senior research expert is expected to participate in the following tasks:

Task 1: Conduct a comprehensive regional needs assessment analysis and baseline survey in the Western Serbia and Šumadija region.

Task 2: Generate a detailed report summarizing the findings of the comprehensive regional needs assessment, including identified needs, challenges, and opportunities within the region in the context of EU integration.

Task 3: Draft a report providing an overview of the current situation in the Western Serbia and Šumadija region, serving as a reference point for future assessments and evaluations.

Task 4: Develop a framework outlining the methodology, tools, and procedures used for data collection during the needs assessment and baseline survey analysis.

3. Profile of the senior researcher

The researcher is expected to have the following qualifications:

Education: University degree in one of the following areas: political, social or European studies, economics, law, or other relevant social sciences. A master or PhD degree will be considered an asset.

General experience: At least 10 years of professional experience in or in relation region of Western Serbia and Šumadija. Solid track record of working in or with civil society organizations.

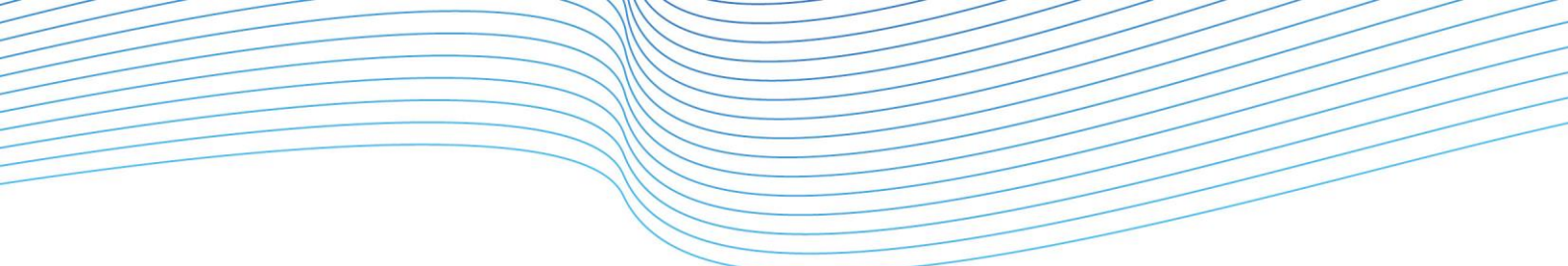
Specific experience: At least 5 publications/studies (research reports, policy papers etc.) in relevant areas (economics, political or social studies, EU integration).

Language proficiency: Fluency in English is mandatory, both in written and oral language.

Competences: Strong research and analytical skills, ability to synthesize and draw conclusions, excellent written and oral communication skills

4. Methodology of the research

When applying for the position of the senior researcher, in addition to documentation, it is necessary to submit a brief research methodology, and to propose his/her



approach to survey according to the methodology outlined in these conditions. When creating the outline, you may use the following points as a guide:

- **Research Approach:** Selection of a methodological approach that best suits the survey objectives (quantitative, qualitative, or mixed-method approach), along with justification for why the chosen approach is the most suitable for the survey.
- **Data Collection Methods:** A detailed description of the methods to be used for data collection, including instruments, techniques, and procedures.
- **Sample:** Planning the sample to be used for the survey, including sampling strategies, sample size, and criteria for participant selection.
- **Data Collection Process:** Description of the steps to be taken during data collection, including the process of identification, contacting, and engaging research participants.
- **Data Analysis:** Planning analytical methods and techniques to be used for processing and analyzing the collected data to address the survey questions.
- **Validity and Reliability:** Consideration of strategies to ensure the validity and reliability of research results.
- **Research Ethics:** Inclusion of ethical principles and guidelines to be followed during the conduct of the survey, including issues of anonymity, participant consent, and data protection.
- **Schedule Planning:** Definition of the timeframe and schedule of activities to be carried out during the survey.

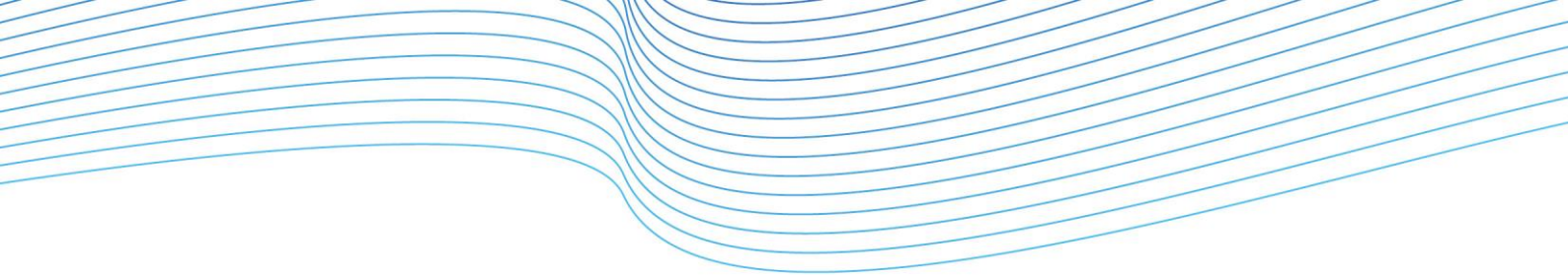
5. Application process

Interested candidates external or among EMinS members' expert pool are invited to submit a **CV with relevant previous assignments, cover letter (not longer than 1 page), copy / scan of diplomas, key references about professional experience and proposed methodology to office@emins.org with the subject: The proposal for senior expert, until 12th April 2024.** Any additional questions should be addressed to the same email address.

6. Evaluation criteria

Maximum: 100 points

- university degree in a relevant area = 10 points, MA = 15 points, PhD = 20 points.
- years of experience: 10 years = 15 points, over 10 years = 20 points.

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- English language proficiency = 10 points.
 - 5 previous publications = 5 points, 5-10 publications = 10 points, more than 10 publications = 20 points.
 - The proposed methodology of the research: a system of ranking will be applied and points will be applied according to the number of offers received, with 50 points for the most suitable offer.

REMARK: Candidates may be invited for an interview and proof of their previous experience may be requested if deemed necessary.

7. Payment

The research expert will work in close cooperation with the EMinS' team on the preparation of the above-mentioned tasks. The payment will take place after the completion of the expert's work and within two weeks from the approval of expert's report and invoice of the project coordinator.