

TERMS OF REFERENCES

for

Strategic Communication Execution for Railway Level Crossing (RLC)

1. Background information

1.1 Beneficiary country: Republic of Serbia

Client: Ministry of Construction, Transport, and Infrastructure of the Republic of Serbia (MCTI).

1.2 Project information

The International Bank for Reconstruction and Development (IBRD) launched the Multiphase Programmatic Approach (MPA) to support the Government of Serbia in the continuation of institutional, physical and operational modernization of the railway sector in an integrated manner by providing financial support to Serbia Railway Sector Modernization Project as part of the Multiphase Programmatic Approach to be implemented in three overlapping phases over the ten year period.

For financing Serbia Railway Sector Modernization Project, Phase 1 of the MPA (the Project), IBRD and the Agence Francaise de Développement (AFD) jointly, granted to the Republic of Serbia EUR 102 million loans to support enhancing the efficiency and safety of existing railway assets and improving governance and institutional capacity of the railway sector.

The Project is managed by the Ministry of Construction, Transport and Infrastructure (MCTI) through the Project Implementation Unit (PIU) supplemented by the Project Implementation Teams (PITs) in Railway Directorate (RD) and railway companies, respectively, Serbian Railway Infrastructure (IZS), Serbia Voz (SV) and Serbia Cargo (SC). Primary responsibility for Project execution lies on PIU, which ensures that the Project development objectives are met.

1.3 General information

The position of Serbia in the European railway network is such that it forms part of the shortest traffic line between West and South-East Europe. The length of the railway lines in the Republic of Serbia is 3,438 km, of which 3,059 km are single-track and 288 km of double-track railway lines. The total length of electrified railways is 1273 km. This network consists of railway lines which are part of the Pan-European corridors, lines of international importance connecting Serbia with neighboring countries, and regional-local lines. Along the Serbian Railway Network, there are 2,121 RLCs in total, out of which:

The MCTI, through its Department for Railways and Intermodal Transport, is implementing a project for introducing new light signaling systems at level crossings across railway lines, following new national regulations and European standards.

The new system entails the installation of traffic lights with red and yellow signals, arranged either vertically or horizontally. The purpose of introducing this signal is to enhance the safety of road users, reduce the number of accidents, and promote traffic culture, especially in locations where level crossings are not equipped with barriers.

Given that this change represents a significant and wide-reaching modification to visual communication in traffic, a comprehensive public awareness campaign is necessary to ensure that the new rules are communicated and understood.

2. Objective of the Services

The objective of the Services is to engage a highly qualified firm to implement an informative and educational campaign aimed at raising public awareness about the new signaling at level crossings. The campaign is intended to inform, educate, and encourage safe behavior among road users, primarily drivers of motor vehicles, but also pedestrians.

3. Scope of work

The Consultant is expected to perform the following activities as a part of the Services:

3.1 Research and Preparation Phase

- Research best practices in communication campaigns related to railway safety and level crossing awareness.
- Develop an analysis and report of these examples to serve as a foundation for the campaign's creative development.
- Define the communication strategy, including key messages, target groups, tone of communication, and communication channels.

3.2 Campaign Identity

- Develop a recognizable slogan and visual identity for the campaign.
- Create base visuals in various formats for billboards, city lights, digital platforms, and social media.

3.3 Creative Materials Development

- Prepare scripts for:
 - a 30-second TV commercial,
 - a shortened 10-second version,
 - a 30-second radio ad,
 - an explanatory video (up to 60 seconds).
- Design visuals and animations for digital distribution.

3.4 Video Production

The Client is required to carry out the full production of the TV commercial and its shortened and digital versions, in line with high production standards. This includes:

- Engaging the complete production team (director, director of photography, set designer, costume designer, makeup artist, casting director, production assistants, and technical staff),

- Using cinematic-grade cameras such as ARRI Alexa, RED Komodo, or equivalent, with a professional lens set (anamorphic or prime),
- Securing filming locations, ideally including an actual level crossing, along with all necessary permits, on-site security, and technical support,
- Recording moving vehicles, using car-to-car, drone, and steady cam techniques as needed,
- Providing professional sound editing, audio post-production, and original music in alignment with the campaign tone,
- Editing and color grading according to standards for both TV and digital platforms,
- Preparing final video versions in the following formats:
 - 30-second TV version (Full HD or 4K)
 - 10-second TV cut-down version
 - Vertical and square formats for social media
 - Bumper ads (up to 6 seconds)
 - Digital animated explanatory video (up to 60 seconds)

3.5 Advertising and Media Plan

- Develop a media plan that must include:
 - at least three national TV stations,
 - national and local radio stations,
 - printed daily newspapers,
 - Google Ads / digital advertising (YouTube, GDN, Search)
- Adapt all video and media formats for distribution through the selected media channels.
- Ensure content distribution and advertising and monitor campaign performance.

3.6 Final Phase

- Prepare a final campaign report, including:
 - Media clipping summary,
 - Performance metrics per channel,
 - Recommendations for future activities.

4. TECHNICAL REQUIREMENTS

- TV commercials must be delivered in Full HD (1920x1080) with audio mastered to broadcast standards.
- The radio ad must be 30 seconds long and mixed for multi-platform broadcasting.
- Digital materials (banners, bumper ads, videos) must be optimized for Google Ads and social media.

- Visuals must be prepared in horizontal (16:9), vertical (9:16), and square (1:1) formats.
- All materials must include the logos of the contracting authority and the project, following branding guidelines to be provided.

5. Timeline and deliverables

5.1 Timeline

The Services are expected to start in January 2026. The commencement date will be seven (7) days from the contract award date. The period of implementation of the contract will be 3 months starting from the commencement date.

The entire campaign must be executed within 45 days from the commencement day. All formats and advertising materials must be delivered in final form no later than 10 days before the campaign's end date. The final report with supporting documentation and results must be submitted no later than 10 days after the campaign concludes.

The Consultant will carry out the Services in line with a detailed schedule to be submitted as part of his proposal.

5.2 Reports and other outputs

The Consultant shall prepare, at minimum, the below-listed reports and other outputs during the period of execution of the Contract. All reports and other outputs (draft and final versions) shall be prepared in Serbian. The Consultant shall be paid for the services provided after the Client approves each report and other outputs as a percentage of the Lump Sum amount.

The reports and other outputs should be delivered in accordance with the following timetable.

Reports and other outputs	Description	Due date
Communication strategy	Define the communication strategy, including key messages, target groups, tone of communication, and communication channels	10 days after commencement
Creative Materials and Video production	Develop Campaign Identity, Creative Materials and carry out the full production of the TV commercial and its shortened and digital versions, in line with high production standards, described in 3.2, 3.3 and 3.4	30 days after commencement
Advertising and Media Plan	Develop a media plan and adapt all video and media formats for distribution through the selected media channels and ensure content distribution and advertising and monitor campaign performance., described in 3.5	45 days after commencement

Final campaign report	Prepare a final campaign report, described in 3.6	55 days after commencement
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6. Client organization, Services input and Contract Monitoring

6.1 Client organization

- a) MCTI is the final beneficiary of this technical assistance, and it will nominate competent and dedicated employees i.e. staff with the necessary qualifications to provide full support to the Consultant;
- b) In addition, PIU/MCTI shall be involved in the decision-making processes regarding the Contract implementation and shall be kept informed in all stages related to the contract(s) monitoring and implementation. The cooperation with the final beneficiary will be sustained and managed by the PIU.

6.2 Contract monitoring

All reports and other outputs, if any must be written in Serbian and English language. The draft version of the reports (electronic copy) shall be submitted to PIU for distribution to the Client.

The commenting period for the outputs is 1 week. In case of no reaction to the submitted outputs, such status will be interpreted as “no objection” and shall be deemed as approved.

All reports and other outputs are subject to approval by the Client.

Consultant shall prepare the Minutes of Meetings (MoM) for the meetings with Client. All Meetings must be ensured to lead to clear decisions, persons in charge and deadlines. The Consultant will distribute MoM. MoM must be commented on within 3 calendar days by participants.

All reports and other outputs will be sent as electronic copies to PIU. Hard copies of the reports and other outputs will be sent to the address of PIU of the SRSB project, presently 3, Uzun Mirkova 3, First floor, 11000 Stari grad, Republic of Serbia.

7. Consultant Requirements

7.1 Personnel

The firm shall establish its Team following the needs and requirements of this ToR. The Team shall consist of a core team of key experts with the qualifications and skills defined in Table 3 below and non-key experts, as needed.

The firm is obliged to ensure adequate staff in terms of expertise and time allocation, as well as needed equipment, to complete the activities required under the scope of work and to achieve the objectives of this Contract in terms of time, costs, and quality. The Consultant is expected to be flexible in terms of travelling.

Note that staff of the public administration of the beneficiary country (Republic of Serbia) cannot be proposed as experts.

All the team members assigned by the Consultant must be able to communicate effectively in Serbian.

The Consultant shall provide adequate administrative staff (secretary, translators, drivers accountant) needed to support the expert team.

7.1.1 Key experts

The team should include key experts with the qualifications and experience listed below and non-key experts, if necessary. As a minimum, the Consultant shall provide the following experts:

Title	Qualifications/Experience
Team leader – Media planning and buying Expert	<u>Education:</u> - Have as a minimum BSc. Degree in Media, Marketing, Management, Economy, or other relevant discipline - Knowledge of Serbian language <u>Professional experience:</u> - At least 15 years of general professional experience; - At least 5 years of experience in transport field - At least 4 successfully managed/implemented media campaign
Producer	<u>Education:</u> - Have as a minimum BSc. Degree in Media, Economy or other relevant discipline - Knowledge of Serbian language <u>Relevant professional experience:</u> - At least 15 years of general professional experience; - At least 5 years of experience in videos production in the area of transport
Director	<u>Education:</u> - Have as a minimum BSc. Degree in Dramatic Arts or other relevant discipline <u>Relevant professional experience:</u> - At least 10 years of general professional experience; - At least 3 years of experience in in directing videos in the area of transport

7.1.2 Non - Key experts

Consultants may include other positions they consider necessary for the assignment in their proposals. If so, the CVs for non-key experts should be submitted in the proposal. However, they will not be subject to evaluation.

8. Location and travel

The operational base for the Contract will be Belgrade. Internal travel within the RoS might be required. The Consultant is expected to be flexible in terms of travelling.

9. Office accommodation

The Consultant will provide office accommodation for each expert working on the Contract.

The Consultant shall ensure that experts are adequately supported and equipped.

No equipment is to be purchased on behalf of either Client (MCTI) or PIU as part of this service contract or transferred to the Client or beneficiaries at the end of this Contract.

10. Terms of Payment

The Consultant should note that the proposed contract for this assignment will be Lump Sum payments with milestones against the submission of deliverables.

11. Conflict of Interest

The engaged Consultant firm must not be involved in any other related activity to this Project