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# BACKGROUND INFORMATION

## Partner country

Republic of Serbia

## Contracting authority

Special hospital for psychiatric diseases “Dr. Slavoljub Bakalovic” Vrsac, Podvršanska 13, 26300 Vršac, Republic of Serbia

## Country background

Europe, as well as the cross border regions of South Banat and Caras-Severin face an enormous challenge of providing an optimal quality of life and health care to its aging citizens. This challenge has to be tackled in a sustainable and efficient way. The high prevalence of cognitive illnesses, along with Dementia taking the lead is a major challenge - it's one of the most common mental illness, which is not yet curable, but is manageable, if treated in a timely manner. In the EU as a whole life expectancy at age 65 is projected to increase by 6.1 years for males and by 6.6 years for females over the projection period 2015-2080. As a consequence of population ageing, prevalence and incidence projections indicate that the number of people with Dementia will continue to grow. The total number of people with dementia worldwide in 2010 is estimated at 25,6 million and is projected to nearly double every 20 years, to 65,7 million in 2030 and 115,4 million in 2050. Taking all of the mentioned into consideration, it is imperative to start implementing preventive measures to slow down the incidence of Dementia, as well as to improve the quality of life and health care to existing and future patients.

The cross-border region is no exception - according to WHO data published in 2020 regarding Alzheimer's Dementia and other Dementia for Serbia, the death rate is 2,81 %, while in Romania, the percentage is 1,22 % of total deaths, both of which are concerningly high. However, experts on both sides of the border think that at least 30 % of dementias have gone unnoticed, due to the lack of general awareness of the illness and it's characteristics.

## Current situation in the sector

The cross-border region is no exception - according to WHO data published in 2020 regarding Alzheimer's Dementia and other Dementia for Serbia, the death rate is 2,81 %, while in Romania, the percentage is 1,22 % of total deaths, both of which are concerning high. However, experts on both sides of the border think that at least 30 % of dementias have gone unnoticed, due to the lack of general awareness of the illness and it's characteristics.

In Serbia, using the data from the Institute for public health published in 2020, there are currently 200.000 persons suffering from Dementia, while in Romania (from the data published by WHO in 2018), there are 279.607 dementia patients. Of course, by extending the global life-span, one can only expect number of dementia patients to grow, as mentioned before.

Thankfully, modern medicine and psychopharmacotherapy has provided medication which can significantly improve the quality of life and treatment of dementia patients - they cannot, however, completely cure the disease. Research on new medicine is ongoing and there is hope in the future that more efficient drugs will be available world-wide to help tackle the challenge which is Dementia.

## Related programmes and other donor activities

This Project is complementary to other national and programmes financed by EU.

# OBJECTIVES& EXPECTED OUTPUTS

## Overall objective

Ensuring equal access to health care and fostering resilience of health systems, including primary care, and promoting the transition from institutional to family and community based care

## Specific objective(s)

The contract will support Special hospital for psychiatric diseases “Dr. Slavoljub Bakalovic” Vrsac in the process of implementation EU funded project ” Early Diagnosis – Living Well With Dementia” financed under INTERREG-IPA CBC Romania-Serbia Programme. Contractor is expected to produce Printed materials.

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Printed materials necessary of project implementation and promotion are produced and delivered to Contracting Authority

# ASSUMPTIONS & RISKS

## Assumptions underlying the project

Not applicable.

## Risks

Not applicable.

# SCOPE OF THE WORK

## General

### Description of the assignment

For this contract Contractor should develop printed promotional materials as well rebranding of project logotype and graphic solution. All of the content should be made in accordance with the Visibility manual of the EU, which may be found at the INTERREG IPA CBC Romania Serbia programme website: <http://www.romania-serbia.net/> and approved by Contracting Authority prior print. Graphic design of materials is obligation of Contractor. In case that graphic design need copyrighted pictures costs related are also obligation of Contractor. Graphic Design will be given to Contracting Authority by Contractor at the end of Contract and become property of Contracting Authority after Contract is finished.

### Geographical area to be covered

City of Vršac, Serbia

### Target groups

Project implementation team.

## Specific work

Promotional materials:

* The contractor will be obliged to draft and prepare the promotional materials, along with drafting the rebranding the logotype of the project and corresponding graphic solutions, while providing the CA with promotional materials consisting of: 10000 leaflets, 10000 brochures, 5 rollups, 5000 pencils, 1000 USB drives and 1000 notebooks, all branded in accordance with the visibility rules and in coordination with the CA:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Item | Pages | Format | Print method | Material: | Qty |
| 1 | Leaflets | 1 | A4 folded once or twice  (accordion style) | Offset, full colour 4/4 | Coated kunstdruck 135 g/m2matte | 10000 pcs |
| 2 | Brochures | Book covers + 12 more pages | A3 folded in half for A4 page | Offset, full colour 4/4 | Coated kunstdruck 200 g/m2matte, for covers and coated kunstdruck 135 g/m2matte for pages | 10000 pcs |
| 3 | roll-up banners self standing | 1 | (90-120)cm x200cm  Depending on design | full colour 4/4 | Textile, paper or plastic with metal mechanism | 5 pcs |
| 4 | Pencils | n/a | Classic ball-type pen | Single colour | Plastic, metal | 5000 pcs |
| 5 | USB drives | n/a | Card type | Single colour | Plastic, metal | 1000 pcs |
| 6 | Notebook | From 80 to 100 | A5 + - 5 % | Covers only branding, single colour | Covers need to be cardboard or leather or plastic, or similar thicker material, pages inside regular paper, from 70 – 100 g | 1000 pcs |

The contractor will draft the contents of the leaflets and brochures and coordinate with the CA during that process, all the while observing the provisions of the visibility manual of the Programme (see <https://romania-serbia.net/> for more information). The brochure will be the main element used in promotion of the project via direct contact, and needs to contain detailed information regarding the project, the programme, the SHPD Vrsac and its previous activity with photographs, while maintaining aesthetically comfortable style. The leaflets and the brochure need to be written in Serbian and English language.

Educational materials:

* The contractor will coordinate with the CA for drafting and preparing the educational materials, consisting of a brochure containing reader-friendly guidelines mean for general public containing practical information about dementia, how to recognize it and similar subjects. The CA will provide the contents, while the contractor is obliged to form, draft and prepare the brochure and conform it to the visibility rules of the Programme (see <https://romania-serbia.net/> for more information).

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Item | Pages | Format | Print method | Material: | Qty |
| 2 | Brochures | Book covers + 12 more pages | A3 folded in half for A4 page | Offset, full colour 4/4 | Coated kunstdruck 200 g/m2matte, for covers and coated kunstdruck 135 g/m2matte for pages | 20000 pcs |

The brochure needs to be written in Serbian and English language. Translation is obligation of Contractor.

## Project management

### Responsible body

The Contractor is responsible for all the activities regarding this contract.

### Management structure

The responsible person for implementation of the tasks related to this contract, in the Contracting Authority is Jelena Đokić, Legal Representative.

### Facilities to be provided by the contracting authority and/or other parties

Contractor will provide office/work space and equipment for implementation of this contract.

# LOGISTICS AND TIMING

## Location

Vršac, Serbia

## Start date &period of implementation of tasks

The intended start date is date of signature of contract by both parties and the period of implementation of the contract will be 6 months. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are not required

### Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

## Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English in one original:

* **Interim Report** The contractor will prepare interim reports on the implementation of the tasks, at the 2nd month of contract service implementation. The report shall contain a sufficiently detailed description of the different options to support an informed decision on service performed. The interim reports report must be provided along with the corresponding invoice. The approval of the interim report by the Contracting
* **Final report** The contractor will prepare final report on the implementation of the tasks, at the end of this contract. The report shall contain a sufficiently detailed description of the different options to support an informed decision on service performed. The final report must be provided along with the corresponding invoice. The approval of the final report by the Contracting Authority will be the basis for issuing final payment as indicated in the Special Conditions.

## Submission and approval of reports

The report referred to above must be submitted to the Legal Representative identified in the contract. Legal Representative is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

The indicator of the successful implementation of the contract is “Services provided in timely, quality and quantity manor, as required in these Terms of Reference”

## Special requirements

Not applicable