

Request for Applications

Culture of Living-Environment & Tourism Campaign

The USAID Cluster Competitiveness Activity (CCA) supports economic growth in BiH by working to improve the competitiveness of the wood processing and tourism sectors. CCA invites its cluster members and partners in BiH to submit its applications for implementation of Culture of Living-Environment & Tourism Campaign.

From February to December 2006, CCA implemented the first campaign to raise public awareness of the economic value of the tourism industry in BiH. The results of a public opinion survey taken to measure the effects of the campaign indicated that the BiH public sees the lack of proper management and maintenance of the BiH natural and urban environment as one of the greatest obstacles to tourism development. CCA conducted another baseline survey in May 2007 focused entirely on cleanliness issues in BiH. Two-thirds of citizens are dissatisfied with the state of cleanliness of the BiH environment, and over 80% believe that it is a major obstacle to tourism development.

As a follow on to the 2006 effort, CCA will provide substantial technical assistance to its BiH partners in implementing a public awareness campaign over the Summer 07-Spring 08 period. The Campaign will be implemented in close collaboration with government authorities, tourism associations, BiH non-governmental organizations, and private sector partners. A Campaign Steering Group has been formed consisting of the two entity ministries responsible for tourism, the State- and entity-level tourism associations, and key NGO partners, to achieve the highest level of campaign buy-in, visibility, and effect. These organizations will provide both financial and technical support to the Campaign.

In addition, CCA will help identify corporate sponsors for the campaign, whose contribution is crucial for its media promotion.

Objectives of this assignment

The campaign, entitled "Culture of Living - Environment & Tourism" is focused on promoting the cleanliness, maintenance, management, and protection of BiH's general, urban, and forest recreational environments. The overall objective of the Culture of Living -Tourism & Environmental Campaign (hereinafter COL T&E) is to upgrade and promote general cleanliness and management of BiH urban, rural, and forest environments for the benefit of tourism development.

The more specific goals are to increase government budgetary allocations to tourism and the environment, to incite better management and maintenance of urban environments and forest recreational areas (including more government action for development of sanitary landfills in BiH), and to encourage much more responsible behavior by BiH citizens and businesses with respect to environmental cleanliness.

The Campaign will target opinion leaders and decision-makers in BiH, the local population (with a particular youth focus), and media.

Specific tasks

Selected applicants will conduct a range of activities under the Culture of Living - Environment & Tourism Campaign, including:

1. Create an outline design for the Campaign;
2. Propose and conduct educational programs for children;
3. Develop and implement advocacy campaigns on crucial environmental issues, relevant for tourism development;
4. Organize round table discussions that will incite public-private dialog regarding the Campaigns' goals;
5. Organize and manage clean up activities and programs, and an awards program for clean-up activities;
6. Design and implement effective media campaigns, include songs, TV clips and outdoor print materials (in line with the adopted Campaign design).

Cost Proposal

Bidders are requested to provide a breakdown of the total cost. For all costs, adequate detail should be provided so that the basis of the estimate can be understood.

Selection Criteria

Bidders will be evaluated based on the following selection criteria:

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| 15% | References, clients and portfolio |
| 50% | Proposed idea solutions |
| 25% | Cost proposal |
| 10% | Timeline |

All applications will be reviewed under conditions set up within the CCA Small Grants Fund.