**Promoting Alternative Dispute Resolution (ADR) in Turkey**

**TERMS OF REFERENCE FOR SERVICE PROVIDER**

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| |  | | --- | | ***ER-3: Leadership role of the MoJ in strategic planning, policy development and co-ordination of the ADR mechanisms is strengthened.***   1. **A.3.5 Developing an awareness raising strategy and carrying on the selected information campaigns**    * + **Renting billboards** | |

1. **ABOUT THE PROJECT**

EU-CoE Joint Project on “Promoting Alternative Dispute Resolution in Turkey” is co-funded by the European Union and the Council of Europe and implemented by the Council of Europe. The Ministry of Justice of the Republic of Turkey – Directorate General for Criminals Affairs and Directorate General for Legal Affairs are the end beneficiaries of the Project. The Central Finance and Contracts Unit is the contracting authority.

Project’s overall objective is to improve the effectiveness of the justice system and access to justice by providing a faster dispute resolution for the citizens, businesses, legal persons and other organisations and institutions at large.

Project’s specific objectives are:

i) To enhance the scope and application of the conciliation and to implement it effectively, by ensuring that the rights of minors, victims and offenders are protected, and skills and professionalisms of the staff of the Directorate General for Criminal Affairs (DGCA) within the Ministry of Justice (MoJ), as well as conciliators, legal professionals and conciliation prosecutors are strengthened.

ii) To enlarge the scope of mediation and arbitration as well as to increase the use and scope of mediation and arbitration in civil law by enhancing the capacity and qualifications of the staff of the Directorate General for Legal Affairs (DGLA) within the MoJ, as well as mediators, legal professionals and judiciary, for a consistent and efficient mediation and commercial dispute resolution.

iii) To enhance the capacity of the MoJ and the staff of the relevant Departments in strategic and policy development of Alternative Dispute Resolution (ADR) mechanisms, including and issues pertinent to the design, management and financing of its services.

1. **OBJECTIVE OF THE ASSIGNMENT**
2. Renting billboard space and producing the banners to be displayed on the billboards.
3. **SCOPE OF THE WORK**

The project "Promoting Alternative Dispute Resolution in Turkey" will carry out an awareness raising activity to reach the general public. This awareness raising activity includes renting billboards and it will take place in Istanbul and Ankara. In that context, it is looking for a Provider for the provision of services related to renting billboard space and producing the banners to be displayed on the billboards.

**Renting billboards and designing banners to be displayed on billboards**

The project "Promoting Alternative Dispute Resolution in Turkey" will carry out an awareness raising activity to reach the general public. This awareness raising activity includes renting billboards and it will take place in Istanbul and Ankara.

**Technical specifications**

* The service provider company is asked to provide billboards in both cities for a minimum of one week between the dates of 01 and 15 September 2024. The offered dates cannot be changed and bids must include these dates.
* Service providers must prove that they have previously worked for an internationally funded project. Service providers team must include a designer, CV of the designer should bu presented with the offer.
* The service provider will be responsible for renting billboard space during these dates to display 2 separate banners.
* The content of the banners will be provided by the project team, the service provider will be responsible for designing, printing and hanging and/or digitally displaying the poster in the designated billboard areas.
* Design and printing in accordance with billboard sizes is the sole responsibility of the supplier and if/when reprinting costs are incurred, the supplier must cover these costs.
* Designs must be submitted for approval in accordance with EU and CoE visibility regulations prior to printing. Service provider will not be paid for unapproved services.
* The billboard areas must be located in densely populated areas of Ankara and İstanbul, including but not limited to the areas of Kızılay, Sıhhiye, Çukurambar in Ankara and the areas of Kartal, Bakırköy, Çağlayan in Istanbul.
* Billboard areas must be accessible to the public. Billboards in buildings, shopping centres, private areas are not considered appropriate.
* Billboards on public transport in Ankara and Istanbul are acceptable, but taxis and private cars, minibuses are not considered appropriate.
* 2 separate banners must be divided equally to the proposed number of billboard spaces. (For example, if the advertiser is offering 30 billboards, each of the 2 separate banners must be shown on 15 billboards).
* 2 separate banners cannot be shown on consecutive billboards. To avoid the risk of mixing messages, there should be enough space between 2 separate billboards with different banners.
* 2 separate banners must be divided equally between the proposed locations of the billboards. (e.g. advertiser cannot place one banner in one neighbourhood and the other one in another neighbourhood; each designated neighbourhood must have equal number of banners)
* 2 separate banners must have the same proposed number of bilboard days.
* The **quality of the offered service** is calculated according to the formula of offered billboard spaces and billboard days. **The formula is**:

‘Number of billboard spaces x Number of billboard days = Total number of the offer’

(E.g.: if the service provider offers 30 billboards for 7 days, the total number of offer, which will be taken into consideration for quality is 30 x 7 = 210)

*(Please note that "30 billboards" is just an example to make the conditions clear. The number which will be offered by service providers must be decided by themselves in accordance with the limits of the threshold.)*

**Concept and content of the banners to be displayed on billboards**

* The content of the banners to be displayed will be provided by the project to the service provider. The content will be followed strictly without any changes.

**Visibility rules**

* The communication/visibility/awereness raising materials that will be produced under this assignment/contract must be in line with both visibility rules for external actions of Council of Europe in general and the Project of “Promoting Alternative Dispute Resolution (ADR) in Turkey” in specific.
* Visibility Rules guidelines will be provided by the project team to the consultant company/service provider.

**Copyright and licences**

* The music, illustrations and drawings to be used in the video shall be free of copyright infringements, might be original and new or selected from copyrighted catalogues on producer’s expense. In both cases, the copyright will belong to the Project and the Council of Europe.
* The Council of Europe will be granted the right to make copies. The original footage will be shared and the Council of Europe will be given permission to adapt, use and share these materials.

**Other items**

* Copies of the materials to be produced will be delivered to the Council of Europe Ankara Programme office on separate USB discs and sent as online.

1. **PAYMENT SCHEDULE**

Payments will be done according to following schedule:

* Final payment of **100%** upon the submission and acceptance of the final versions of the deliverable.