



Republic of Serbia  
MINISTRY OF AGRICULTURE, FORESTRY  
AND WATER MANAGEMENT  
Directorate for Water  
325-00-174/1/2021-07  
April 7, 2021  
Belgrade

**NOTIFICATION OF CONTRACT AWARD**  
**West Balkans Drina River Basin Management Project**  
**GER Trust Fund No. TF0A2319 and SCCF Grant No. TF0A2322**

Selection of consultancy services for “Public Awareness Campaign for the Drina River Protection” ref no. SRB-WBDRBM-CQ-CS-2-21/16 as set in the World Bank’s Guidelines: *“Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers dated January 2011 revised July 2014”* (“Consultant Guidelines”)

The Request for Expression on Interest was published on the daily newspaper “Politika” on March 5, 2021 and web site of the Directorate for Water with the deadline for submission March 12, 2021.

Five Expression of Interest were received by the deadline by the following companies:

- “ADA System” d.o.o., Novi Sad
- “Balkan Media Tim” d.o.o., Beograd
- “Ninamedia kliping” d.o.o., Novi Sad
- “Keynote Communications” Beograd
- “Kreativna umetnicka scena”, Beograd

“Kreativna umetnicka scena” Beograd was selected as the most qualified candidate and invited to submit Technical and Financial Proposal.

Scope of contract:

The contract was signed on March 24, 2021 in the amount of 1.433.500, 00 RSD. Contract duration is from March 24, 2021 until April 30, 2021.

The consultant shall deliver:

1. Video material/jingle(s) (no longer than 1 minute total) on current state on the Drina River with focus on current pollution, reasons why pollution occurred and activities local communities and individuals shall take to contribute to improvement of environmental state of the river. Video material/jingle(s) shall raise understanding on importance of natural heritage preservation as well as the roles individuals can take in order to preserve Drina River Basin.. Video material/jingle(s) shall be played in at least three local TVs with coverage of communities living on the Drina River Basis. Video material/jingle(s) shall also be available on the YouTube and web site of the Directorate for Water and Public Utility “Srbijavode”. The Consultant shall identify local TVs and made arrangements on playing the video material in the period May – August 2021. The Consultant shall develop a proposal for the video material based on the explanation above and its own understanding of the task.
2. Audio material – Radio jingle based on the creative narrative and slogan of the campaign. Radio jingles will be offered to all TV and Radio Stations in the Drina River basin and will be included in the broadcasting plan.
3. Preparation of visual identity to be printed on canvas bags, tea cups and wooden keychains.