

## **Terms of Reference (ToR)**

### **External Consultant – Mapping of Advocacy Initiatives, Key Stakeholders and Policy Landscape Relevant to Socio-Economic Inclusion of Roma and other marginalised groups in Serbia**

#### **1. Background**

HEKS/EPER, along with its local partners REDI and Kamenica, works to improve the socio-economic inclusion of marginalised groups, particularly Roma, women, and youth, in rural communities in South Serbia. The project has so far invested in providing information, skills, and opportunities to these marginalised groups to find and/or create jobs. As of 2026, the program aims to enhance its understanding and engagement with civil society advocacy initiatives. This mapping exercise should inform the strategic positioning and advocacy approach of HEKS/EPER and its partners by identifying relevant actors, thematic priorities, and policy entry points at national and regional levels.

#### **2. Purpose of the Assignment**

The purpose of this consultancy is to:

- 1) identify, categorise, and analyse existing advocacy platforms, coalitions, and initiatives in Serbia and the Western Balkans that directly or indirectly impact the socio-economic position of marginalised groups in South Serbia;
- 2a) Map and summarise key national and EU policies, strategies, and 2b) donor programmes relevant to this agenda, to support the development of an advocacy roadmap.

#### **3. Scope of Work**

The consultant will be expected to conduct:

##### **a) Advocacy and Stakeholder Mapping and b) Policy and Strategic Framework Analysis**

Identify and analyse active advocacy platforms, networks, coalitions, or campaigns in Serbia (and in WB6 if they could have an impact on target groups in South Serbia); as well as map relevant national and EU policy frameworks and strategies in areas such as:

1. Roma Inclusion & Anti-Discrimination
2. Gender Equality
3. Youth Inclusion & NEETs
4. Rural Development & Entrepreneurship
5. Labour Rights & Decent Work (including seasonal work)
6. Green and Digital Transitions

(Consultants may propose other areas as well)

### **c) Donor Programmes Review**

Identify and present relevant major donor programmes (EU, bilateral, multilateral, private foundations) that are:

- Supporting socio-economic inclusion
- Funding advocacy or policy reform

Also, include information on focus areas, geographical scope, relevant calls, and contact points.

### **d) Strategic Recommendations**

- Provide strategic recommendations to inform HEKS/EPER's advocacy planning and partnership building
- Identify priority entry points, potential alliances, and emerging opportunities for engagement

## **4. Deliverables**

The following deliverables are expected:

Deliverable	Description	Timeline
Inception Report	Summary of understanding of the assignment, proposed methodology, timeline, and data needs (max 5 pages)	By 15 October 2025
Mapping Report	Report (max. 20 pages + annexes) covering: - Identified advocacy actors/platforms - Key policies and	By 31 October 2025

	strategies - Donor landscape	
Database of Initiatives and Programmes	Structured Excel table (filterable) with metadata and contacts for each advocacy initiative and donor programme	By 15 November 2025
Final Consultancy Report	Summary of findings, methodologies, limitations, and lessons learned, including targeted recommendations for HEKS/EPER's advocacy planning and engagement approach (max. 10 pages)	By 30 November 2025

## 5. Duration and Timeline

The consultancy will take place from the end of September to the end of November 2025.

## 6. Consultant(s) Profile

The ideal candidate will have:

- Minimum 5 years of experience in civil society, policy research, or advocacy
- Proven experience in mapping studies and policy analysis
- Excellent knowledge of the socio-political landscape in Serbia (WB6 preferably)
- Familiarity with EU policies and donor frameworks related to inclusion and development
- Strong analytical and communication skills
- Fluent written and spoken English

## 7. Reporting and Supervision

The consultant will report to the HEKS/EPER Country Representative in Serbia. Coordination and feedback will be ensured through regular check-ins.



## **8. Application Procedure**

Interested consultants or teams should submit the following to [info-serbia@heks-eper.org](mailto:info-serbia@heks-eper.org) by September 15 2025, with the subject line: Advocacy Mapping:

- CV(s)
- Technical proposal (max. five pages): methodology, work plan, analytical tools proposal
- Financial proposal (daily rate and estimated total budget)
- Up to two examples of similar assignments