



Issuance Date: November 1st, 2024

Questions Deadline: November 14th, 2024 by 5 p.m. CET

Proposal Deadline: November 15th, 2024 by 5 p.m. CET

Request for Proposals

ICT Hub within the framework of the "Justice for All" project is seeking experts to carry out activities:
**Development and Implementation of Promotional Campaign and Startup Engagement For The
Justice Innovation Incubator program**

Contracting Authority:

Association of Citizens for the Development of Technological Entrepreneurship ICT Hub
Kralja Milana 10
Belgrade, Serbia

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1. About the Project

The USAID "Justice for All" project is a five-year initiative designed to assist the Government of the Republic of Serbia in addressing legal issues faced by citizens and facilitating their access to justice through strengthening the judicial system and its stakeholders, and achieving the guaranteed rule of law. The "Justice for All" project will empower Serbian citizens to understand better and utilize law and their rights by establishing a partnership between judicial actors and local communities to develop innovative approaches and solutions to legal problems, thereby improving legal services.

2. Background

ICT Hub is an implementation partner for components of the program dedicated to justice innovation. As a partner on the "Justice for All" project, ICT Hub is tasked with activities related to improving the accessibility of legal services, establishing networks for justice innovation, and support the development of digital solutions that empower citizens.

In Serbia, vulnerable groups such as persons with disabilities, women and victims of gender-based violence are not familiar with the rights they have and do not know enough about the legal system and the mechanisms available to them. Due to insecurity and lack of information, their access to justice is limited, and they also underutilize free support services.

The Justice Innovation Incubator aims to nurture startups developing innovative solutions to address barriers in accessing justice, particularly for vulnerable groups such as persons with disabilities, women, and victims of gender-based violence. The program will provide startups with the necessary support to prototype, validate, and scale solutions that improve awareness of legal rights, offer support services, and increase access to justice.

3. Scope of Work

The Request for Proposal (RFP) is intended to find a service provider to develop and implement Promotional Campaign and Startup Engagement for Justice Innovation Incubator program, which will incubate startups working on justice-related innovation. The program should foster the growth of startups focused on building tools and solutions to address access-to-justice challenges in Serbia.

3.2 Activity Objective

To design and implement a targeted promotional campaign for the Justice Incubator, ensuring broad visibility, effective outreach to potential participants, and structured support for the startup selection process. This includes planning and executing promotional activities to maximize engagement before and throughout the incubator program.

3.3 Activity Description

Campaign Strategy and Messaging

- Develop an overarching campaign strategy, focusing on the mission of the Justice Incubator and its appeal to justice-focused startups and stakeholders.
- Craft key messages tailored to different audiences, highlighting the benefits of participating in the incubator, the resources available, and the impact on justice innovation.

Promotional Activities and Timeline

- Create a detailed timeline for the promotional campaign, specifying activities before, during, and after the application period.
- Design a mix of promotional activities, including online advertising, email outreach, social media campaigns, virtual events, and partnerships with industry organizations.

Outreach to Targeted Startups

- Develop a database of potential startup candidates and relevant networks, including legal tech hubs, justice reform organizations, and startup accelerators.
- Conduct direct outreach via targeted emails, calls, and personalized invitations to encourage high-potential candidates to apply.
- Establish partnerships with ecosystem players such as universities, innovation centers, and industry associations to promote the incubator and reach a broader audience.

Startup Selection and Evaluation Support

- Collaborate in defining clear selection criteria and metrics for evaluating applicants to ensure alignment with the incubator's goals.
- Assist in developing a structured application and screening process, including assessment tools and evaluation templates.

4. Timeline and Milestones

- Submit your offers by **November 15th**
- Selected experts informed by **November 19th**
- Campaign and preparation activities will run from **November 22, 2024, until end of January 2025.**
- The Incubator program will take place **from February to April 2025.**

5. Resources:

The activities will be organized in cooperation and coordination with experts from ICT Hub.

6. Submission requirements

ICT Hub will select the proposal with the best price-to-quality ratio and the applicant's expertise, which should align with the call's requirements.

To apply for the role of an Ideathon organizer, please submit your offer with the following information:

- Send us the **CV of the leading expert** engaged in the project, along with a portfolio demonstrating previous experiences.
- An **offer including the price** for the service as described in the public request for proposal

The deadline for submitting proposals is **November 18th, 2024**

Please send your offers and any questions to the following email address: olga.arsenovic@icthub.rs.