



# Terms of Reference

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Consultancy Services for the Baseline Study on Awareness and Knowledge of  
the Benefits of the Spatial Data Infrastructure (SDI FBiH)

- SURVEY NO. 1 -

Sarajevo, August 2025

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# **1. Introduction and Background Information**

## **1.1. The GIVE Project**

The Geospatial Infrastructure and Valuation Enhancement (GIVE) Project is implemented on the basis of the Loan Agreement between Bosnia and Herzegovina and the International Bank for Reconstruction and Development (IBRD). The objective of the GIVE Project is to improve the accuracy, accessibility, and transparency of land administration information in the Federation of Bosnia and Herzegovina (FBiH). The GIVE Project represents a transformative initiative that will support modernization of land administration through digitization, harmonization, and standardization of data, ensuring that services delivered to citizens, businesses, and institutions are both more efficient and more reliable.

The Project is structured around four main components. Component A focuses on supporting the establishment of the Spatial Data Infrastructure (SDI) of FBiH, with activities including the adoption of standards compliant with the INSPIRE Directive, harmonization of datasets, digitization of priority archives, and the creation of an SDI Centre and platform. Component B focuses on the development of the Building Register through methodology design, data collection, IT systems, and scaling to selected municipalities. Component C is dedicated to establishing a mass real estate valuation system, including improvements of the Sales Price Register, valuation standards and methodologies, and an information portal with analytical tools. Component D addresses capacity building and project management, including awareness raising and educational activities that ensure sustainability of investments.

The GIVE Project is managed by the Federal Administration for Geodetic and Real Property Affairs (FGA), through the Project Implementation Unit (PIU). The PIU includes both civil servants and contracted experts with professional competence in geospatial data management, valuation, procurement, and project monitoring.

## **1.2. The Spatial Data Infrastructure of the Federation of Bosnia and Herzegovina**

The establishment of the SDI of FBiH is grounded in the Law on Spatial Data Infrastructure, which defines it as a system of technologies, standards, agreements, services, human resources, and procedures enabling the effective integration, sharing, and use of spatial data. The SDI FBiH seeks to resolve long-standing challenges in Bosnia and Herzegovina concerning fragmented data ownership, duplication of data collection, and limited public access to spatial information.

The SDI consists of spatial data sources, metadata catalogues, interoperability standards, sharing agreements, and the SDI Geoportal, together with mechanisms for coordination and oversight. It is designed to rationalize collection and use of spatial information, to provide consistent quality, and to enable cross-sectoral usage in domains such as spatial planning, infrastructure development, natural resource management, disaster risk management, environmental monitoring, and taxation. Spatial data is widely recognized as a critical enabler for sustainable development and as a foundation for evidence-based decision-making across society.

Strategy of the Spatial Data Infrastructure of the Federation of Bosnia and Herzegovina for the period from 2023 to 2027 (after: FBiH SDI Strategy 2023–2027) is an integrated, multi-sector strategic document that represents a new initiative in the public administration sector of the FBiH and is part of the strategic approach to the European initiative that connects spatial data infrastructure. The main objective of the development of SDI Strategy 2023–2027 is to define priority goals, projects and activities that will contribute to the improvement and further development of the spatial data infrastructure of the FBiH and to meet the requirements of the EU directive, and the purpose is to create prerequisites for servicing spatial data on the territory of the FBiH, BiH and the wider region, all in accordance with directives and trends in the European Union.

The FBiH SDI Strategy 2023–2027 emphasizes the importance of SDI as a fundamental mechanism for improving the quality and interoperability of spatial data, supporting sustainable development, more efficient planning, environmental protection, and better resource management. Challenges related to data standardization, accessibility, and reuse are identified, and the need for strengthening coordination, institutional accountability, and awareness of spatial data as a national resource is emphasized.

### **1.3. Introduction**

The past years of the Strategy implementation were marked, among other things, by intensive work on improving the presence and recognition of the SDI FBiH among the professional community, users and the public. As the Coordination Body of the SDI FBiH, the Federal Administration for Geodetic and Real Property Affairs (FGA) took a leading role in this process to ensure that the visual identity of the SDI FBiH reflects the identified values and goals of the SDI FBiH. The SDI FBiH Council during Year 2023 formally adopted all elements of the new visual identity and supported their use for all aspects of communication related to the SDI FBiH and the activities being carried out.

One of the most significant changes is the redesign of the official SDI FBiH website, <https://ippfbih.gov.ba/>, which now provides an improved user experience and facilitates access to information about the SDI FBiH and related activities. The website also contains up-to-date links to all developed web applications (SDI web browser, Metadata Catalog, SDI Registers).

The new logo and slogan that reads - "Connecting data and space for a sustainable future" - clearly reflect the mission of connecting spatial data with the aim of supporting a sustainable future for all citizens of the Federation of Bosnia and Herzegovina.

In the period 2024, a Communication Plan and a multi-year activity plan were developed that will monitor all phases of the SDI implementation and include all participants and their mutual obligations. The communication activity plan follows and is time-aligned with the SDI FBiH Strategy and the action plan for the period 2023-2027. The purpose of the procurement of services was to enable multi-year implementation of SDI promotion activities at all levels in the FBiH, recognition and visibility of the importance of SDI FBiH for the public. The communication plan describes who the communication will be with (target/sub-target groups), objectives (message we want to share), and tools and methods that will be applied.

In order to spread awareness and inform the local and wider public about SDI FBiH, informative material (brochures, flyers, newsletter) and promotional material including posters and roll-up banners, folders, diaries, pens, etc., which will be used at workshops/conferences, have been created. Furthermore, in order to provide a greater number of communication channels for different types of content and media, we created profiles on the most popular social networks LinkedIn, Facebook, Instagram, and YouTube. Through these platforms, we will regularly inform the public about news, events and materials relevant to the work of the SDI FBiH and related bodies.

In order to educate the stakeholders and inform the narrow and wider public, in the course of 2024 educational-informative materials (short films) about SDI were created. The goal is to bring the FBiH SDI closer to the end user, whether as a citizen or SDI subject when entering data into SDI applications, through the creation of interesting and informative promotional and educational video materials that effectively promote and communicate the advantages, functionality and significance of SDI for the Federation of Bosnia and Herzegovina. The films will be used at all educational and promotional events and are posted on the website and YouTube channel of SDI FBiH.

## **2. Objectives of the Assignment**

The assignment aims to design and implement a baseline study on the awareness and knowledge of the benefits of the SDI in FBiH, to be conducted in the first year of the GIVE Project. The specific purpose is twofold:

- (i) to establish a clear methodological framework that defines how awareness and knowledge will be measured, including identification of indicators, target groups, and data collection methods; and
- (ii) to conduct the first, comprehensive baseline survey and analysis of awareness levels in order to generate reliable data for monitoring the progress of the GIVE Project and for comparison with the planned follow-up study in year five. This activity directly supports Indicator D.2.3.3 from the Results Framework.

The study will not only provide insight into current awareness and understanding among different categories of stakeholders, but will also guide the design of communication, outreach, and training activities that are integral to Component D of the GIVE Project.

## **3. Target Groups**

The research shall address a variety of stakeholder groups, recognizing that awareness and knowledge of the SDI FBiH may differ depending on institutional role, professional background, or societal function. The following groups are considered essential for inclusion:

- *General Public (Citizens)*: Citizens are the ultimate beneficiaries of improved access to spatial data, through better services, transparency, and access to information relevant for everyday life such as property, environment, and infrastructure.

- *Professional Users from the Private Sector*: This includes surveyors, planners, engineers, real estate agencies, IT companies, and consultants whose daily business activities depend on timely and reliable spatial information.
- *Institutions of Public Administration*: Government institutions at state, entity, cantonal, and municipal levels are both producers and users of spatial data, and their awareness is key to fostering interoperability and cooperation.
- *Academic Staff and Researchers*: Professors, researchers, and scientific staff represent an important group in promoting innovation, teaching new generations, and applying spatial data in research and development.
- *Students*: Students of geodesy, geography, architecture, environmental sciences, and IT represent future professionals and need to be familiar with the benefits and uses of the SDI.
- *Media Representatives*: Journalists and media institutions have a role in disseminating information about the SDI to the broader public and shaping public opinion.
- *Civil Society and NGOs*: Non-governmental organizations active in environmental protection, urban development, disaster risk management, and transparency initiatives can use SDI data for advocacy and monitoring purposes.

## 4. Phases of the Implementation

The Consultant is expected to carry out the assignment in three distinct but interrelated phases:

### 4.1 Phase 1: Inception Phase

**Objective:** Establish a shared understanding of the assignment's scope, methodology, and implementation plan.

**Key Activities:**

- Familiarization with existing legal, strategic, and technical documentation of the SDI FBiH and relevant parts of the GIVE Project.
- Conducting an inception meeting with the PIU GIVE to present and discuss the proposed approach, methodology, and detailed work plan.

**Deliverable:** *Inception Report* documenting the agreed scope, methodological choices, draft research instruments, sampling framework, and detailed implementation schedule.

### 4.2 Phase 2: Design and Development of Methodology

**Objective:** Create a robust methodological framework and tools to measure awareness and knowledge of SDI in FBiH.

**Key Activities:**

- Identification and definition of target groups, expected to include public administration bodies at all levels, local self-governments, professional and academic communities, private sector representatives, media, and the public.
- Selection of appropriate methods and instruments for each group (e.g., surveys, interviews, focus groups, online assessments).

- Definition of key indicators of awareness and knowledge – from general recognition of the existence of SDI FBiH, knowledge of its legal framework and available services, to perceived usefulness of spatial data in specific domains.

**Deliverable:** *Methodology Report* including finalized research instruments, indicators, sampling framework, and data collection protocols

### 4.3 Phase 3: Implementation of the Baseline Study

**Objective:** Collect, analyze, and report baseline data to support monitoring and evaluation of GIVE Project progress.

**Key Activities:**

- Conducting data collection across identified target groups, ensuring representative coverage, data quality, and statistical reliability.
- Carrying out a comprehensive analysis of collected data and validation of results.
- Preparing a Baseline Report that clearly presents evidence-based findings.
- Proposing a framework for repeating the study in Year 5 of the Project, ensuring comparability of results and cumulative measurement of progress.

**Deliverable:** *Baseline Report on Awareness and Knowledge of SDI in FBiH*, including datasets, analytical annexes, and framework for follow-up study.

In all phases of the project implementation, the Consultant is obliged to actively cooperate and consult with the Project Client, submit proposals and work according to the Project Client's instructions until the adoption of final solutions. The Consultant is obliged to submit all project documentation as described in Chapter 4. Phases of the Assignment and in the manner described in Chapter 13. Deliverables and Timeline.

## 5. Content of the Research

The study will be designed to capture a comprehensive picture of the current level of awareness and knowledge regarding the Spatial Data Infrastructure of the Federation of Bosnia and Herzegovina (SDI FBiH). For the purpose of this ToR, the following thematic areas are indicated as a framework that the Consultant must consider when developing the methodology. These thematic areas are not exhaustive and should be further elaborated by the Consultant in line with the identified target groups and the approved final version of the research methodology.

The framework thematic areas include: general awareness of the existence and purpose of the SDI FBiH; knowledge of the legal and strategic framework, including familiarity with the Law on SDI FBiH, institutional roles, and alignment with EU INSPIRE principles; perceptions of the benefits of the SDI such as enhanced access to data, improved decision-making, and support for sustainable development; current practices in the use of spatial data, including frequency, sources, and applications; barriers and challenges in accessing or using spatial data (legal, institutional, technical, or financial); preferred channels of communication and dissemination; and expectations of stakeholders concerning improvements in accessibility, interoperability, and usefulness of spatial data services.

While these areas provide a guiding framework, the Consultant will be responsible for developing a comprehensive research design that operationalizes these themes into measurable indicators, tailored instruments, and analytical categories specific to each target group. The final structure and content of the research will be subject to review and approval by the Client through the Inception Report and the agreed methodology.

## **6. Schedule of the Assignment**

The total duration of the assignment shall not exceed four (4) calendar months, counting from the date of contract signing.

Weeks 1–3 will be dedicated to the Inception Phase, including review of documentation, meetings with the Client, and submission of the Inception Report.

Weeks 4–7 will be focused on the development of methodology, research instruments, and sampling plan.

Weeks 8–14 will cover the field implementation of the survey, including data collection, data entry and initial analysis. Weeks 15–17 will be dedicated to drafting and finalization of the Baseline Report, incorporating comments from the Client and creating a powerpoint presentation on key findings.

## **7. Data and Services to Be Provided by the Client**

The Federal Administration for Geodetic and Real Property Affairs (FGA) through the PIU GIVE will provide the Consultant with access to relevant legal and policy documents, prior analyses, and project reports. It will also facilitate contact with key institutional stakeholders and provide comments on draft deliverables. The PIU GIVE will not be responsible for primary data collection but will support the Consultant in outreach where required.

## **8. Institutional and Organizational Arrangements**

The PIU GIVE, within the FGA, will oversee the assignment on behalf of the Client. The PIU will be responsible for day-to-day coordination, approval of deliverables, and quality control. The Consultant will work closely with the PIU and attend regular review meetings, ensuring that the assignment is aligned with the objectives of the GIVE Project.

## **9. Language**

The official language of this ToR is English. All deliverables must be provided in one of the official languages of the Federation of Bosnia and Herzegovina (Bosnian, Croatian, or Serbian) while the text of the Final Report shall be provided in English as well.

In addition to the electronic copy, the Contractor shall also provide to the Contracting Authority hard copies of the Inception Report and the Final Report. Annexes containing methodological details may additionally be provided in English.



## **10. Ownership, Confidentiality, and Use Restrictions**

All deliverables and intellectual property produced under this assignment shall be the exclusive property of the FGA. The Consultant shall not disclose, reproduce, or use any part of the deliverables without prior written approval from the FGA. These obligations shall remain in effect after completion of the contract.

## **11. Payment**

Payment will be made in installments upon acceptance of deliverables by the Client, as follows:

20% upon approval of the Inception Report;

30% upon approval of the Methodology and Research Instruments;

and 50% upon approval of the Final Baseline Report.

## **12. Qualification Requirements**

The selection of Consulting Firm for the next procurement stage will be based on the qualifications and experience of the Consulting Firm (individual firm or joint venture).

The maximum score is 100 points, allocated as follows:

1. General Experience – up to 10 points
2. Specific Experience – up to 65 points
3. Additional Preferential Criteria – up to 25 points

Unless otherwise stated, reference projects completed within the last **seven (7) years** will be considered. Only assignments comparable in scope and complexity to this ToR will be scored. Only firms achieving a minimum score of sixty (60) points out of one hundred (100) will be considered for shortlisting; firms scoring below this threshold will not be evaluated further.

### **12.2 General Experience — up to 10 points**

Assessment of the firm's overall business continuity and sectoral relevance:

- Years in business providing consulting services relevant to the assignment's domain (e.g., social/communication research, policy/e-government analytics, data collection and analysis, or other related domains) — up to 5 points.
- Core business relevance and portfolio: demonstrated track record of assignments for public authorities and/or international organizations comparable in scope and complexity — up to 5 points.

### **12.3 Specific Experience — up to 65 points**

Assessment of project references directly comparable to this assignment (as defined in the ToR), with clear description of the firm's role and delivered outputs:

- Design and implementation of large-scale quantitative surveys / data collection (e.g., sampling strategy, instrument design, multi-mode execution, quality assurance and representativeness) — up to 30 points.
- Application of qualitative methods (e.g., focus groups, in-depth interviews, facilitated workshops; methodological rigor and synthesis) — up to 15 points.
- Data management and analytics (data cleaning/validation, statistical analysis, indicator development; delivery of cleaned datasets in standard formats) — up to 10 points.
- Reporting and dissemination (analytical reports, visualizations/dashboards, stakeholder presentations and/or policy briefings) — up to 10 points.

### **12.4 Additional Preferential Criteria — up to 25 points**

These criteria are not eligibility conditions but award additional points:

- Experience in Bosnia and Herzegovina and/or in countries with a comparable legal/institutional framework, including cooperation with government institutions and projects financed by IFIs or bilateral partners — up to 10 points.
- Relevance to IPP/SDI and/or Land Administration, particularly work conducted in the Federation of Bosnia and Herzegovina / BiH (e.g., awareness/outreach for SDI, geoportal promotion, public registries, cadastral/land registration, e-services) — up to 10 points.
- Local capacity and language: ability to perform services in the official languages of the Federation of BiH (Bosnian/Croatian/Serbian) and familiarity with the domestic legal/institutional context — up to 5 points.

### **12.5 Evidence to Be Provided in the EoI**

To enable scoring, the Expression of Interest (EoI) shall present concise reference sheets for each cited assignment, including:

- Client/beneficiary and funding source, country/location, start–end dates;
- Scope of services and delivered outputs (clearly linked to the criteria above);
- Firm's role (lead, JV member, or subcontractor) and share of responsibility;
- Contact details for reference checks; and links to public deliverables where available. Marketing brochures are not required. The EoI should focus on factual, verifiable evidence.

## 12.6 Joint Ventures and Subcontracting

- Joint Venture (JV): Experience of JV members will be aggregated for scoring, without double-counting of the same assignment. The EoI must clearly indicate each member's role and responsibilities.
- Subcontractors: Experience of subcontractors may be considered only for the portions of the services they will actually perform, provided that their roles are explicitly described.
- The composition of the JV and the proposed use of subcontractors at the EoI stage should be consistent with the anticipated delivery approach; any subsequent changes are subject to the Client's approval under the Contract conditions.

The proposed team must include a Senior Research Expert, a Research Methodology/Statistics Expert, Communication and Awareness Expert and a Field researchers / Interviewers (if necessary).

Details of the roles, qualifications and responsibilities of the above experts are presented in table below:

<b>Role</b>	<b>Key Qualifications</b>	<b>Responsibilities (related to phases of the implementation)</b>
<b>Senior Research Expert (Team Leader)</b>	<p><b>Education:</b> University degree (Master's/PhD preferred) in social sciences, geoinformatics, economics, statistics, or related field.</p> <p><b>Experience:</b></p> <ul style="list-style-type: none"><li>• At least 5 years of experience in leading research and evaluation projects,</li><li>• Proven experience working with the public sector and international projects,</li><li>• Professional experience in social research, opinion polling, or evaluation studies,</li><li>• Proven ability to lead multidisciplinary teams, develop methodologies, and ensure quality control.</li></ul> <p><b>Skills:</b> Strategic planning, research methodological framework, report writing, team coordination.</p>	<p>- Coordination of the entire assignment. - Presentation of methodology and work plan to PIU GIVE (Phase 1).</p> <p>- Approval of methodological instruments and sampling framework (Phase 2).</p> <p>- Supervision of research implementation, data quality and reporting (Phase 3).</p>

<b>Research Methodology / Statistics Expert</b>	<p><b>Education:</b> Degree in statistics, sociology, research methods, or related field.</p> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Minimum 3 years of experience in survey design, focus groups, and mixed research methods,</li> <li>• Proficiency in quantitative and qualitative data analysis, statistical software/ tools, and survey data interpretation,</li> <li>• Experience with large-scale survey datasets will be an advantage.</li> </ul> <p><b>Skills:</b> Analytical thinking, questionnaire design, data processing, creation of indicators.</p>	<ul style="list-style-type: none"> <li>- Development of methodological framework, indicators and research instruments (Phases 1 and 2).</li> <li>- Definition of target groups and sampling framework (Phase 2).</li> <li>- Data analysis, validation and preparation of findings (Phase 3).</li> </ul>
<b>Communication and Awareness Expert</b>	<p><b>Education:</b> Degree in communication, public relations, marketing, or social sciences or related fields.</p> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>• Minimum 3 years of experience in communication projects, public opinion research and campaign design,</li> <li>• Practical experience in awareness campaigns, public relations, and communication strategies, ideally in areas connected to e-government or data services,</li> <li>• Experience working with the public sector and civil society.</li> </ul> <p><b>Skills:</b> Writing, presentation skills, knowledge of online tools and results dissemination methods.</p>	<ul style="list-style-type: none"> <li>- Definition of communication needs and target groups (Phase 2).</li> <li>- Design of instruments to measure awareness and perception (Phase 2).</li> <li>- Contribution to reporting and presentation of findings in a clear, audience-friendly manner (Phase 3).</li> </ul>
<b>Field researchers / Interviewers (if required)</b>	<p><b>Education:</b> Secondary education may be accepted if combined with proven experience in data collection and field research</p> <p><b>Task:</b> Conducting surveys, focus groups and data collection according to the methodological framework.</p> <p><b>Experience:</b></p>	<ul style="list-style-type: none"> <li>- Data collection in the field and online (Phase 3).</li> <li>- Ensuring representative coverage and data quality.</li> </ul>

	Work in public opinion research or similar studies, Experience in conducting surveys, focus groups, and data collection.	
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### 13. Deliverables and Timeline

The Consultant is expected to deliver the following outputs within the agreed timeframe:

Deliverable	Description	Deadline
Inception Report	Detailed methodology, work plan, and schedule agreed with the Client.	End of Week 3
Methodological Framework and Survey Instruments	Approved set of indicators, tools, questionnaires, and sampling strategy.	End of Week 7
Baseline Report	Final report with analysis of results, findings, and recommendations.	End of Week 17
Cleaned and Verified Databases	Final structured databases (Excel/SPSS) containing survey data, cleaned and validated for analysis and future comparisons.	End of Week 16
Presentation of Results	PowerPoint presentation of findings, including visualizations and summaries per target group, delivered at a workshop organized by the Client.	End of Week 17

### 14. Reporting and Presentation of Results

All reports, documents and verified databases resulting from the implementation of this project are delivered to the Client. The Consultant is obliged to submit all data and supporting documentation specified in the ToR, i.e. all data and documentation resulting from project activities. The Consultant shall prepare deliverables in detailed formats that allow for clarity, comparability, and practical use by the Client. In addition to narrative reports, the Consultant shall deliver cleaned and verified databases (Excel/SPSS format) to enable the Client to conduct subsequent analyses. The findings shall be presented both in written form and through graphic visualizations (tables, charts, matrices) to ensure accessibility of results to diverse audiences.

Upon completion of the Baseline Study, the Consultant shall organize a presentation workshop for the Client and relevant stakeholders. This will include PowerPoint presentations of results, summaries of key findings per target group, and interactive discussion on implications and recommendations.

All reports and presentations must incorporate the Client's comments before finalization. The Client will control all deliveries in relation to the quality, expertise and content required when defining each activity in more detail. If the delivery does not meet the Client's requirements, the Client will return it to the Consultant for revision.