

## Terms of Reference

### Implementation of the Drinking and Driving Awareness Campaign in the “Turn on Thinking” Campaign Series

#### 1. Background Information

- 1.1. Road accidents in Poland pose a serious problems in terms of their social and economic consequences. The country data and statistics for the year 2009 say about 44,185 road traffic accidents, with the death toll reaching 4,572 lives and with 56,028 injury cases reported. Moreover, each road tragedy entails expenditures on medical care and rehabilitation of the casualties, burial costs, damage repair costs, as well as administrative formalities and costs related to the loss of productivity. Those costs are estimated to account for 2% of the GDP in Poland.
- 1.2. No. 7384-POL World Bank loan funds allocated to the Third Road Rehabilitation and Maintenance Project shall be used towards improving the performance of the national system of road maintenance and rehabilitation. One of its components shall be used towards strengthening the road traffic safety policy coordinated, in its various dimensions, by the National Road Safety Council. It is within the framework of the above said component that three campaigns shall be run, related to driving after drinking, excessive speeding, and using seat belts and child car seats. The campaigns shall complement one another, and some of the tasks shall be implement simultaneously.
- 1.3. The National Road Safety Council (NRSC) was established under the Road Traffic Law in 2002, with the Minister for Infrastructure as its Chairperson. The NRSC is an auxiliary body of the Polish Council of Ministers for road traffic safety. As an inter-department structure, it is comprised of representatives from all the governmental sectors concerned with road traffic safety, including those of transport, the interior, national defence, justice, public administration, national budget, public finance, economy, spatial planning and housing, education, the environment, and health, as well as the Head of the Polish National Police, the Chief Commandant of the State Fire Service, and the General Director for the National Roads and Motorways.

The executive functions of the NRSC are performed by its Secretariat operating within the structure of the Ministry of Infrastructure. The NRSC provides the strategic direction and coordinates the governmental operations related to road safety issues. The NRSC's main duties and responsibilities aimed at improving road traffic safety include:

- recommendations for strategic directions in the national policies as above; and
- development of RS improvement action programmes; and
- commissioning of scientific research; and
- legislative initiative and opining on RS-related legal acts; and
- initiative in the field of foreign cooperation as well as educational and informational activities; and
- cooperation with community-based organizations and with NGOs; and
- analysis and evaluation of the measures undertaken.

At the same time, each of the 16 Polish provinces (*voivodeships*) had its own province-level institutional structure established, known as the Provincial Road Safety Council (*Wojewódzka Rada Bezpieczeństwa Ruchu Drogowego, WRBRD*), competent to coordinate the RS related operations in the sector of public administration on the level of a province. WRBRDs are each chaired by the head of the provincial executive board, and manned by representatives of lower-level administration including the sectors of police, fire service and education as well as regional branches of the General Directorate for the National Roads and Motorways. The duties and responsibilities of a WRBRD are similar to those of the NRSC, but suited to the province-level competences.

The fundamental policies of the NRSC have been determined in “Gambit 2000” National Road Safety Improvement Action Programme adopted by the Polish Government in May, 2001. In April, 2005, the Council of Ministers adopted a new programme called “GAMBIT 2005 National Road Safety Action Programme 2005-2007-2013”, amending the “Gambit

2000” Action Programme in compliance with the EU requirements respecting the protection of life and health in road traffic.

1.4. In terms of strategies, the GAMBIT 2005 Action Programme aims at decreasing the number of road deaths by over 50% by the beginning of the year 2013 as compared to the corresponding volumes for the year 2003, which means that the annual death toll should not exceed 2800. The operational objectives which have also been specified for the Action Programme include popularization of safe behaviour in road traffic including through public awareness campaigns respecting drinking and driving, excessive speeding, and wearing seat belts.

1.5. The annual statistical data show how much all road users are put at risk by intoxicated drivers. We very often fail to realize how much the performance of a driver is affected by alcohol, irrespective of the amount drunk. There are quite a number of long-standing myths about it. One of them says that the blood alcohol concentration may be lowered quickly and easily, and that it is safe to drive after drinking as long as the speed is slow and the driver shows the utmost care. However, it has been proved that alcohol impairs the reaction time, narrows the field of vision, leads to miscalculating the distance and/or the speed, impairs the motoric coordination, and affects concentration. First and foremost, alcohol impairs sight while as much as 90 per cent of information is received by the driver through the eyes. Driving after drinking, irrespective of the distance or the side roads taken, is never safe. Any of us may fall victim to an intoxicated driver irrespective of whether we are his or her passenger, drive another car, or are pedestrians. That is why it is so important to make people aware of the consequences of destructive road behaviours and of driving after drinking.

In Poland, in accordance to the Highway Code, intoxication occurs when the amount of alcohol in a person’s body results in its blood concentration having reached or being likely to reach 0.2‰ to 0.5‰, or in its concentration in the breathed air having reached or being likely to reach 0.1 to 0.25 mg per dm<sup>3</sup>.

It is a road offence to drive a motor vehicle while intoxicated. Driving while intoxicated or driving after drinking or after having taken a substance affecting our performance in a way similar to the impact of alcohol upon us is punishable by the endorsement of 10 penalty points on the driving licence and by its immediate suspension. Should an intoxicated person or a person under the influence of a narcotic be found guilty of causing a road catastrophe or a road traffic accident, the offence for which such a guilt has been imputed to the perpetrator shall be punishable by imprisonment for a term of up to the statutory maximum, as stipulated, and increased by half.

In 2008 the National Road Safety Council at the Ministry of Infrastructure had detailed research done into the attitudes and behaviours of young traffic participants in order to develop the best possible strategy for a campaign focused on intoxicated drivers. The results of the research show that getting behind the wheel after drinking is quite common, especially among young people, and accepted by them. Such attitudes are encouraged by the response from other community members, among others. Not only is a young man declaring sobriety while driving denied reassurance from other community members in his decision, but he often finds himself mocked and forcefully persuaded into drinking. At the same time, three men out of every four covered by the research are aware that drinking alcohol affects their bodily functions essential to driving a car. According to the opinions given by the research participants, the most serious consequences of driving after drinking include:

- death of others (69%); and
- own death (45%); and
- loss of the driving licence (48%).

Every third young driver is of an opinion that he or she may consume a small amount of alcohol and be able to drive a car after that. The results of the research commissioned by NRSC shall be made available to the Consultant.

Should one decide to drive while intoxicated, it is good to know what serious consequences are entailed by such destructive road behaviour. It is not only our lives and/or health that are put at risk here. A conviction on the grounds of driving while intoxicated shall have its repercussions throughout the entire life of a person so convicted who:

- shall be entered into the National Criminal Register; and
- may not be found eligible for a credit; and

- shall not be eligible for military, police or security guard jobs or careers, or for civil service jobs; and
- shall not get a visa to certain countries; and
- shall not be eligible for RFP or ITB procedures (should he or she be an independent contractor); and
- shall not be an eligible candidate for a civil parish or county council member.

However, the highest price of a reckless behaviour on the road may be the that of the traffic fatality toll whose consequences shall affect the lives of those responsible ever since.

### Data showing alcohol-related road accidents

Year	Number of accidents	Number of deaths	Number of the injured
2006	6 392	710	7 998
2007	6 503	774	8 193
2008	6 375	748	8 025
2009	3 007	333	4 243

Source: Polish National Police Headquarters

- 1.6. The implementation of this Campaign (see: Para. 1.2) is expected to contribute to rising traffic participants' awareness of the risks inherent in drinking and driving, and, first and foremost, to dissuade them from driving after drinking or from letting an intoxicated person be their driver.
- 1.7. The main output data shall be derived from qualitative research and serve as a basis on which to develop the most proper operational strategy as well as the content and the form of the message. The qualitative research is expected to reveal the scope of the phenomenon in question and the opinions of the target groups, as well as to enable the evaluation of the measures taken.
- 1.8. The main message of this Campaign should be focused not so much on the information to be imparted as on the views held by the intended receivers of the message. It is the knowledge and the opinions of the respondents that shall finally determine the content of the Campaign message.
- 1.9. What shall be the tool of assessment of the Campaign effectiveness is the potential change in traffic participants' destructive road behaviours which shall be studied at the quality phase of the research.

## 2. Objectives

- 2.1. This Campaign is aimed at changing the societal attitude to drinking and driving, with a focus on traffic participants.
- 2.2. There are two components in this Campaign:
  - 2.2.1. Conducting of the qualitative and quantitative research prior to the Campaign and upon its completion and aimed to:
    - (a) Diagnose the situation within the meaning of the existing views and motivations of traffic participants related to drinking and driving, which shall enable development of an effective campaign; and
    - (b) Develop a Campaign strategy, with the underlying principle of suiting the measures to the scope and the kind of the problem to be tackled, and to the content and form of the message to be imparted; and
    - (c) Verify whether the message reached the target groups and, if so, to what extent it proved to be effective; and
    - (d) Verify the effectiveness of the best methods using the "Turn on your thinking" logo and motto as the so-called umbrella brand; and

- (e) Spark a public debate on subjects related to road safety (RS), including through research results publication; and
- (f) “Deliver” diagnosis of the use of components in this Campaign so as to enable assessment of its effectiveness.

2.2.2. Implementation of the alcohol-related campaign targeted on traffic participants, covering strategy development, message creation, campaign materials production, and media planning and buying, aimed to change destructive road behaviours of traffic participants, i.e.:

- (a) to make them aware of the risks involved in drinking and driving, which may affect both the driver and the other traffic participants; and
- (b) to make them aware of the responsibility burdening all those who give their consent to others’ driving after drinking, which also respects their relatives’ or their acquaintances’ driving after drinking; and
- (c) to make them aware of the irreversibility of the consequences of driving after drinking, and of the related risks; and
- (d) to reveal the truth behind the myths related to the alleged ability to drive a vehicle after drinking; and
- (e) to strengthen the attitudes disapproving driving after drinking; and
- (f) to use the “Turn on Your Thinking” motto and logo as this Campaign umbrella brand; and
- (g) to effect a change in destructive road behaviours and to cause a decrease in the number of drivers getting behind the wheel after drinking, as well as in the number of alcohol-related traffic accidents and of the resulting casualties. It is recommended that this objective should be achieved by combining RS information dissemination with the enforcement of the highway code provisions by the Police and by road traffic supervisors and controllers. The results shall be verified against the data collected by the Polish National Police Headquarters.

### **3. Tasks (Terms of Reference)**

3.1. Qualitative and quantitative research preceding and following this Campaign.

3.1.1. The Consultant shall develop and conduct – in each of the 5 regions of Poland including Eastern, Western, Southern, Northern and Central Poland – qualitative research preceding this Campaign, focused on the motivation behind driving after drinking and on the public perception of that issue, as well as quantitative research to be done prior to and following this Campaign. The related Research Schedule and Questionnaires shall be submitted by the Consultant to the Customer for approval. The Research Plan and the Research Schedule shall be adjusted to the Campaign Schedule to which it is referred in Para. 3.5.

3.1.2. The Consultant shall carry out the country-level qualitative and quantitative research focused on the target groups as specified, prior to and/or following this Campaign, which is intended to provide a basis for further operation and for the evaluation of this Campaign.

3.1.3. The Consultant shall compare the already existing results of the research done into the area of driving after drinking, commissioned by NRSC in the years 2005-2008, with the results obtained by the Consultant. The results of the analysis shall be included in the reports as stipulated in Para. 5.

3.1.4. The Consultant shall present in its Technical Proposal the suggested methodology and the criteria enabling determination of the required number of questionnaires and the expected level of precision.

3.1.5. The Consultant shall conduct the research in accordance with the standards of the Polish Society of Market and Opinion Researchers (*Polskie Towarzystwo Badaczy Rynku i Opinii*).

3.1.6. The Consultant shall submit to the Customer 4 Research Reports:

- (a) on the qualitative part of the research; and
- (b) on the quantitative part of the research done prior to this Campaign; and
- (c) on the quantitative part of the research following this Campaign (evaluation); and
- (d) Summary Report;

in two language versions: Polish and English. The Summary Report shall include comparison of the results obtained by the Consultant with those obtained by the NRSC in 2008 which the NRSC shall deliver to the Consultant.

3.1.7. The Consultant shall make arrangements for and hold a press conference showing the results of its research. The results shall be presented at the conferences opening and closing this Campaign.

3.1.8. The qualitative research into driving after drinking is intended to identify the arguments for sober driving dissuading from driving while intoxicated, and to determine the character of effective message creation persuading into sober driving / dissuading from driving while intoxicated.

3.1.9. Detailed objectives of the qualitative research:

- (a) to describe the attitudes of both drivers and passengers towards driving after drinking / sober driving; and
- (b) to identify the main motives behind driving after drinking; to identify the myths, the barriers and the bias related to drinking and driving; and
- (c) to describe the attitudes of road traffic participants to the Highway Code provisions and regulations respecting driving after drinking; and
- (d) to identify the views and opinions respecting the Blood and Breath Alcohol Tests, and their impact on increasing the road safety of all the road users; and
- (e) to identify the level of knowledge and awareness of how alcohol impacts the driver's ability to control the vehicle, and how it translates into traffic-related deaths.

3.1.10. The quantitative research into driving after drinking is intended to provide information on the frequency at which the phenomena to which it is referred in Para. 3.1.9 occur, as well as on their intensity and interdependencies. The research data collected at the stages preceding and following this Campaign shall be the basis for determining the effectiveness and the scope of this Campaign.

3.1.11. The Consultant shall have the discussion groups structured, with consideration given to the following:

It is car drivers and passengers aged 18-25 and 26-40 on whom the qualitative component of the driving-after-drinking research shall be targeted. The researchers should invite the participation of those who happen to drive after drinking (which criterion needs to be further specified in consultation with the Customer), and structure the target groups by gender, age, marital status, and place of residence. It is important that all the respondents should share the same attitude and that they should each have a car and a driving licence.

- Structuring based on gender is intended to increase the homogeneity of the group and to make it easier for its members to openly give their opinions; and
- Structuring based on age and marital status is intended to enable the researchers to find out about the views, motivations, habits and fears of people responsible for themselves only as compared to those responsible for their families as well; and

- Structuring based on place of residence shall enable the researchers to get to know the opinions of people coming both from small communities (in the countryside or a town) and from big urban agglomerations.

3.1.12. While conducting the research, the Consultant shall follow and observe the following group pattern:

(a) 18 – 25 year old female students:

- Group One: female students aged 18 – 25, not in stable relations (countryside); and
- Group Two: female students aged 18 – 25, not in stable relations (towns of up to 20,000 inhabitants); and
- Group Three: female students aged 18 – 25, not in stable relations (urban centres of between 21,000 to 50,000 inhabitants); and
- Group Four: female students aged 18 – 25, not in stable relations (urban centres of between 51,000 to 100,000 inhabitants); and
- Group Five: female students aged 18 – 25, not in stable relations (urban centres of over 501,000 inhabitants).

(b) 18 – 25 year old non-student females:

- Group One: non-student females aged 18 – 25, not in stable relations (countryside); and
- Group Two: non-student females aged 18 – 25, not in stable relations (towns of up to 20,000 inhabitants); and
- Group Three: non-student females aged 18 – 25, not in stable relations (urban centres of between 21,000 to 50,000 inhabitants); and
- Group Four: non-student females aged 18 – 25, not in stable relations (urban centres of between 51,000 to 100,000 inhabitants); and
- Group Five: non-student females aged 18 – 25, not in stable relations (urban centres of over 501,000 inhabitants).

(c) 18 – 25 year old male students:

- Group One: male students aged 18 – 25, not in stable relations (countryside); and
- Group Two: male students aged 18 – 25, not in stable relations (towns of up to 20,000 inhabitants); and
- Group Three: male students aged 18 – 25, not in stable relations (urban centres of between 21,000 to 50,000 inhabitants); and
- Group Four: male students aged 18 – 25, not in stable relations (urban centres of between 51,000 to 100,000 inhabitants); and
- Group Five: male students aged 18 – 25, not in stable relations (urban centres of over 501,000 inhabitants).

(d) 18 – 25 year old non-student males:

- Group One: non-student males aged 18 – 25, not in stable relations (countryside); and
- Group Two: non-student males aged 18 – 25, not in stable relations (towns of up to 20,000 inhabitants); and
- Group Three: non-student males aged 18 – 25, not in stable relations (urban centres of between 21,000 to 50,000 inhabitants); and
- Group Four: non-student males aged 18 – 25, not in stable relations (urban centres of between 51,000 to 100,000 inhabitants); and

- Group Five: non-student males aged 18 – 25, not in stable relations (urban centres of over 501,000 inhabitants).
- (e) 26 – 40 year old female workers:
- Group One: female workers aged 26 – 40, earning their own living, with families of their own (husband/partner + child + place of residence: in the countryside);and
  - Group Two: female workers aged 26 – 40, earning their own living, with families of their own (husband/partner + child + place of residence: in a town of up to 20,000 inhabitants);and
  - Group Three: female workers aged 26 – 40, earning their own living, with families of their own (husband/partner + child + place of residence: in an urban centre of between 21,000 to 50,000 inhabitants);and
  - Group Four: female workers aged 26 – 40, earning their own living, with families of their own (husband/partner + child + place of residence: in an urban centre of between 51,000 to 100,000 inhabitants);and
  - Group Five: female workers aged 26 – 40, earning their own living, with families of their own (husband/partner + child + place of residence: in an urban centre of over 501,000 inhabitants).
- (f) 26 – 40 year old male workers:
- Group One: male workers aged 26 – 40, earning their own living, with families of their own (wife/partner + child + place of residence: in the countryside);and
  - Group Two: male workers aged 26 – 40, earning their own living, with families of their own (wife/partner + child + place of residence: in a town of up to 20,000 inhabitants);and
  - Group Three: male workers aged 26 – 40, earning their own living, with families of their own (wife/partner + child + place of residence: in an urban centre of between 21,000 to 50,000 inhabitants);and
  - Group Four: male workers aged 26 – 40, earning their own living, with families of their own (wife/partner + child + place of residence: in an urban centre of between 51,000 to 100,000 inhabitants);and
  - Group Five: male workers aged 26 – 40, earning their own living, with families of their own (wife/partner + child + place of residence: in an urban centre of over 501,000 inhabitants).

There shall be 30 mini-groups as above per region. Should the research cover all the five regions, there shall be as many as 150 mini-groups altogether.

- 3.2. The communication strategy and the Campaign creation shall accord to the following assumptions:
- 3.2.1. Duration: at least 6 weeks; and
  - 3.2.2. Dates: this Campaign shall be run in accordance with its calendar, i.e. from December, 2010, to February, 2011, and in July, 2011. The Campaign calendar is available at: [http://www.krbrd.gov.pl/kampanie/kampanie\\_wlacz\\_myslenie.htm](http://www.krbrd.gov.pl/kampanie/kampanie_wlacz_myslenie.htm); and
  - 3.2.3. Scope: the whole of Poland, with consideration given to the forms of delivering the message which should be differentiated depending on where the respondents live (in the countryside or in town); and
  - 3.2.4. Message: skilfully adapted to get through to the target groups, i.e. to drivers and passengers aged 18-25 and 26-40; and
  - 3.2.5. Message content: based on the results of the research to which it is referred in Para. 3.1, specifying the motives behind risky road behaviours, including drinking and driving, in the target group, and identifying possible areas of impact; and

- 3.2.6. Message form: clear, comprehensible, interesting, grasping attention and sticking to memory; and
  - 3.2.7. Methods to get the message across: differentiated, including the use of mass media and non-standard data carriers, public events of educational and informational nature, informative, educational and promotional materials, workshops, and happenings including those held in untypical places etc.; and
  - 3.2.8. Involvement in this Campaign of a variety of all-Poland, regional, and local mass media ensuring that the message gets through to the biggest possible number of members of the target groups; and
  - 3.2.9. Methods for getting publicity for the message, e.g. through seeking support from representatives of the sectors of e.g. culture or sport whose opinions carry a lot of authority to members of the target groups and who could act as ambassadors of this Campaign; and
  - 3.2.10. Allocation of funds to mass media communications and to media buying, with all-Poland, regional and local TV stations, thematic channels, radio stations, the Internet, outdoor and indoor advertising, and, possibly, the press and non-standard data carriers taken into account for that purpose, and with the underlying principle of reaching at least 80% of the target group; and
  - 3.2.11. The allocated funds must include amounts to be used towards licence fees and royalty payments for the right to disseminate the existing materials in mass media, and towards the costs of their copying and reproducing.
- 3.3. The Consultant shall develop its communication strategy and at least three optional campaign creations for the Customer to choose from and approve. The approval shall be within 5 working days following the date on which such materials are delivered. Should none of the proposals be approved by the Customer, the Consultant shall prepare other proposals. Each time the Customer shall assess the proposed communication strategy and the creation within 5 working days following the date at which the above are submitted to it.
- 3.4. The Consultant shall develop a complex and cohesive campaign which shall allow for the following forms of communicating the message:
- 3.4.1. Spot – at least 10 seconds long – developed, produced and recorded in multiple copies on storage media as required by TV and radio broadcasting stations, cinemas and websites; a media plan ensuring that the message gets through to the target group possibly not weakened in its meaningfulness; and
  - 3.4.2. Graphic material intended for the press and for the Internet – developed, produced and reproduced in multiple copies, with a media plan ensuring that the message gets through to the target group possibly not weakened in its meaningfulness; and
  - 3.4.3. Large-format (outdoor; ambient) advertisement - developed, produced and printed in multiple copies, with a media plan ensuring that the message gets through to the target group possibly not weakened in its meaningfulness; at least 10 large-format 48m<sup>2</sup> ad carriers per city in each of the greatest urban centres in Poland; and
  - 3.4.4. Message behind the advertisement intended for the outdoor advertising space proposed, and the number of ad carriers in well-justified locations (in places most often frequented by representatives of the target groups, e.g. in the vicinity of pubs, night clubs, discos, filling stations etc.) suggested; and
  - 3.4.5. Message behind the advertisement intended for the indoor advertising space proposed, ensuring that it gets through directly to those members of the target group who drink alcohol; and
  - 3.4.6. Radio spot – at least 10 seconds long – created, recorded, produced in a form making it ready for broadcasting by radio stations, and reproduced in a number of copies, with a media plan ensuring that the message gets through to the target group possibly not weakened in its meaningfulness; and

- 3.4.7. Interactive website designed as comprised of materials related to the core aspects of this Campaign and providing its graphical illustration, i.e. concerning the issues related to driving after drinking and to others' consenting to it, as well as to the road traffic safety in general. It shall also feature an on-line discussion site that shall be prepared, launched and in full operating mood by the end of August, 2011. The website shall be modern as to both its content and its form, and positioned in one of the major search engines. All the materials shall be approved by the Customer within 5 working days of the date following their delivery date.
  - 3.4.8. Under the Agreement, the Consultant shall buy domain registration service together with hosting services in an external server for the duration of the Agreement.
  - 3.4.9. Internet banner and an advertising box, intended to advise the visitors of the principles underlying this Campaign and to provide them with links to its website. The Consultant shall have them changed at least three times during this Campaign - with the media plan and the overall preparation process ensuring that the message gets through to the target group possibly not weakened in its meaningfulness; and
  - 3.4.10. Internet marketing – at least two activities should be proposed, e.g. debates on Internet forums, or games and simulations. Internet presence and activity in Internet communities required; and
  - 3.4.11. Poster – created, developed and produced, with its publication and distribution plans in place.
  - 3.4.12. Information boards for places selling alcohol created, developed and produced, with their distribution and publication plans in place; and
  - 3.4.13. Other material – recorded on a non-standard information storage medium – created, developed and produced, with its distribution and publication plans in place; other non-standard actions; and
  - 3.4.14. Two (2) types of gadgets related to the subject matter of this Campaign – developed and produced (100,000 pieces); and
  - 3.4.15. Press conferences organized and serviced in accordance with the implementation plan and the operating schedule developed for each of them. There should be at least three of them, including one showing the results of the research done prior to this Campaign, another one opening this Campaign, and still another one closing it. The research results shall be presented at the conferences opening and closing this Campaign. The proposed conference materials shall be approved by the Customer within 5 working days of the date following their delivery date. Should none of such proposals be approved by the Customer, the Consultant shall prepare others. The Customer shall each time assess the proposals within 5 working days of the date following their submission date; and
  - 3.4.16. At least 2 public events at various locations (which refers to cities of more than 100,000 inhabitants) organized and serviced in accordance with the implementation plan and the operating schedule developed for each of them. The events shall be focused on the promotion of RS related issues, including sober driving. They shall be educational in their nature, and include artistic components. The events shall be recorded in video format for radio and TV broadcasting and for transmission via the Internet. The Consultant shall propose two optional locations for the event from which the Customer shall choose one and approve it within 5 working days of the date following the proposal submission date. Should neither of the options be approved by the Customer, the Consultant shall prepare other proposals. The Customer shall each time assess the proposals within 5 working days of the date following their submission date; and
  - 3.4.17. Public relations, with the relevant media appearance plan and schedule developed and implemented, including through topics initiated for discussions and got published and/or broadcasted as journalistic materials related to this Campaign. The Consultant shall prepare and deliver a programme of training for the Customer, focused on media contact and public appearances.
- 3.5. The Consultant, within the range of the services rendered, shall:

- 3.5.1. Implement the tasks to which it is referred in Para. 3.1. above, related to carrying out the qualitative and the quantitative research; and
- 3.5.2. Implement the tasks to which it is referred in Para. 3.2. above, in connection with Paragraphs 3.3. and 3.4; and
- 3.5.3. Present the Operational Strategy of this Campaign, together with its suggested duration worked out in accordance with Paragraphs 3.2.1 and 3.2.2 and with its Operating Schedule, for the Customer's approval. The Customer shall approve it within 5 working days of the date following its submission date. Should none of the proposed versions be approved by the Customer, the Consultant shall prepare other proposals. The Customer shall each time assess the proposed creations within 5 working days of the date following their submission date; and
- 3.5.4. Report on the overall supervision over this Campaign effected in consultation with the Customer; and
- 3.5.5. Present a Campaign creation built with due consideration to the results of the research. Three optional creations shall be presented for the Customer's approval at a date and place as agreed with the Customer, and in any event within 10 working days of the date of presentation of the research results. The Customer shall choose one of the proposed creations for implementation. Should none of the proposed options be approved by the Customer, the Consultant shall prepare other proposals. The Customer shall each time assess such proposals within 5 working days of the date following their submission date; and
- 3.5.6. Present the Media Communication Strategy together with the Media Plan including non-standard media for the Customer's approval. The Strategy shall be presented at a date and place as agreed with the Customer, and in any event within 10 working days of the date of presentation of the research results. The Customer shall approve such a proposal within 5 working days of the date following its submission date. Should the proposal not receive the Customer's approval, the Consultant shall prepare another one for its consideration. The Customer shall each time assess such a proposal within 5 working days of the date following its submission date; and
- 3.5.7. Gain the Customer's approval of the proposed allocation of funds to mass media communications and to media buying. A proposal respecting funds allocation to media communications shall be presented at a date and place as agreed with the Customer, and in any event within 5 working days of the date of completion of the creation. The Customer shall approve such a proposal within 5 working days of the date following its submission date. Should the proposal not receive the Customer's approval, the Consultant shall prepare another one for its consideration. The Customer shall each time assess such a proposal within 5 working days of the date following its submission date; and
- 3.5.8. Produce ATL & BTL materials. All such materials shall be approved by the Customer prior to their production. Their proposed versions shall be presented at a time and place as agreed with the Customer, and in any event within 5 working days of the date of presentation of the Campaign Strategy. The Customer shall approve the proposed materials within 5 working days of the date following their submission date. Should the proposed materials not receive the Customer's approval, the Consultant shall submit another proposal. The Customer shall each time assess the proposal presented by the Consultant within 5 working days of the date following its submission date; and
- 3.5.9. Provide full Customer service with regard to the Campaign-related issues, including organization of working meetings at the Customer's or at the Consultant's place or in other locations as agreed by and between those two, and enabling participation in meetings held prior to and during the production and research activities; and
- 3.5.10. Provide full media monitoring service focused on the road safety issues related to driving after drinking in the context of this Campaign. Within 5 working days of the Campaign closing date the Consultant shall submit a full report in confirmation of the implementation of the service by an independent company responsible for the media

monitoring as identified in the offer. Such a report on media monitoring shall include information about the number of journalistic materials in their print, radio, TV or on-line format through which the message of this Campaign was disseminated, and about the number of spots broadcasted and the Gross Rating Point (GRP) achieved. It shall also include the recorded and printed copies of all such materials; and

- 3.5.11. Deliver to the Customer all the materials and copies of all the advertising materials, including the photo and the video documentation of this Campaign as well as all the output and production materials covered by the Customer's right to copy acquired by the Customer under the Agreement, both in the print format and recorded on storage media enabling their storage and further multiplication, on the day following the date of production of each of such materials; and
- 3.5.12. Conclude all the necessary agreements with creators, co-creators, artists, performers and all the other entities involved in the implementation of this Campaign. The Consultant shall also be obligated by the Customer to maintain constant supervision over the work done by its subcontractors so that the whole of the work contracted for under the Agreement could be done with due diligence, by highly competent professional staff, in compliance with the highest ethical standards and on a timely basis. Should any of the subcontractors fail to exercise due diligence while doing its part of the work, it is the Consultant that shall be held fully responsible for such a failure as stipulated in the Agreement; and
- 3.5.13. Transfer, against remuneration, the ownership of the whole of the authors' economic rights in the copyrighted works (i.e. in this Campaign and in its advertising materials) onto the Customer for an indefinite length of time, in particular in the areas of commercial exploitation of the copyrighted works including:
  - (a) their fixation and/or their reproduction, irrespective of the technique used; and
  - (b) their storage in computer and/or network storage devices including those on the Internet, and making them available in digital formats; and
  - (c) distribution of their copies to the public by sale;
  - (d) their broadcasts via the Internet, or via cable or satellite radio or television; and
  - (e) their rebroadcasts intended for public reception; and
  - (f) making them publicly available in any form; and
  - (g) their use, in any form, for advertising or promotional purposes; and
  - (h) exercise of the authors' secondary rights including, in particular, the right to make derivative works and to authorize third parties to make derivative works including all kinds of adaptations of the original work, its translations, revisions, modifications of its layout, as well as any changes made to the advertising materials.
- 3.5.14. Transfer onto the Customer the right in broadcast transmissions of the copyrighted works for a period of 2 years, including, in particular, the right to all the licence fees distributed to the copyright owners; and
- 3.5.15. Submit reports summarizing the consecutive stages of this Campaign in accordance with Para. 5. The Reports and the Implementation Schedule shall be in two language versions: in Polish and in English. At the Report Submission Date the Consultant shall arrange for a meeting at the Customer's place and shall hold a presentation for the Customer respecting all the core aspects of such a report; and
- 3.5.16. Develop and submit to the Customer a written report summarizing the underlying assumptions, the measures taken, and the results of this Campaign, together with its photo documentation. What shall also be included in such a report is the value of the authors' economic rights arising out of the works done under the Agreement. The report shall be submitted at a time and place as agreed with the Customer, and in any event within 10 working days of the date of submission of the report on the post-Campaign research. The Customer shall approve the report within the deadline and on the terms and conditions as specified in Para. 5.

#### **4. Experience of the Consultant's Team**

- 4.1. The Consultant must have proven experience of providing similar services related to public awareness campaigns implemented:
  - 4.1.1. at a country or local level, with the reach/frequency/GRPs audit trails for such campaigns available; and
  - 4.1.2. in the territory of Poland, in the Polish language, and with due consideration given to the Polish cultural environment; and
  - 4.1.3. as at least 3-week-long projects; and
  - 4.1.4. with the use of both traditional and state-of-the-art storage media; and
  - 4.1.5. in the form of public events organized in cities of over 100 thousand inhabitants; and
  - 4.1.6. as contracted by or in cooperation with public institutions; and
  - 4.1.7. with a focus on road safety; and
  - 4.1.8. Other experience relevant to the tasks specifically described in these Terms of Reference shall also be desirable.
- 4.2. Key staff:
  - 4.2.1. The Project Manager appointed by the Consultant shall have at least 5 years' experience in the areas of marketing and advertising, and in particular in project management. The Project Manager's responsibilities shall include proper provision of the services, and contacts with the Customer; and
  - 4.2.2. There shall be at least one expert on the staff with at least 3 years' experience in the areas of road safety and/or traffic and transportation psychology; and
  - 4.2.3. There shall be experts with experience in conducting research (no fewer than 2), in media planning (no fewer than 2), in creation (no fewer than 2), and in ATL and BTL materials production among the key staff. The experts shall have at least 5 years' experience in the areas of their specialization, respectively; and
  - 4.2.4. There shall be at least one expert on the staff with at least 3 years' experience in PR.

## **5. Reports and the Implementation Schedule**

- 5.1. The Consultant is expected to implement the tasks for which it is provided in the Agreement in phases, making the following submissions:
  - 5.1.1. Initial Report – to be submitted by the Consultant upon the expiry of a period of 10 working days following the date of signing the Agreement.
    - (a) Campaign Implementation Schedule; and
    - (b) Research Implementation Schedule (Para. 3.1.); and
    - (c) Qualitative Research Scenarios developed (Para. 3.1.); and
    - (d) Questionnaires for quantitative research developed (Para. 3.1); and
    - (e) Overall supervision over this Campaign (Para. 3.5); and
    - (f) Full Customer Service respecting Company-related affairs (Para. 3.5).
  - 5.1.2. Progress Report One. The Consultant shall submit the Report upon the expiry of 45 working days' period following the date of signing the Agreement.
    - (a) Research implementation (Para. 3.1.); and
    - (b) Analysis of the research results, and their comparison with the already existing results (Para. 3.1.).
  - 5.1.3. Progress Report Two. The Consultant shall submit the Report upon the expiry of 75 working days' period following the date of signing the Agreement.
    - (a) Strategy development (Para. 3.3., Para. 3.5.); and
    - (b) Funds allocation (Para. 3.5.)
  - 5.1.4. Progress Report Three. The Consultant shall submit the Report upon the expiry of 90 working days' period following the date of signing the Agreement.
    - (a) Production (Para. 3.4.); and
    - (b) Arrangements made for public events (Para. 3.4.)

- 5.1.5. Progress Report Four. The Consultant shall submit the Report upon the expiry of 125 working days' period following the date of signing the Agreement.
- (a) Campaign opening conference prepared and held (Para. 3.4.); and
  - (b) Public events (Para. 3.4.); and
  - (c) Campaign implementation (Para. 3.2.); and
  - (d) Campaign closing conference prepared and held (Para. 3.4.)
- 5.1.6. Progress Report Five. The Consultant shall submit the Report upon the expiry of 130 working days' period following the date of signing the Agreement.
- (a) Media monitoring (Para. 3.5.); and
  - (b) Research done (Para. 3.1.); and
  - (c) Analysis of the research results, and their comparison with the already existing results (Para. 3.1.)
- 5.1.7. Final Report. The Consultant shall submit the Report upon the expiry of 140 working days' period following the date of signing the Agreement..
- (a) Campaign assumptions, measures, and results summarized (Para. 3.5.).
- 5.2. The Consultant shall submit each of the Reports electronically (CD-ROM) in the Polish and English language versions, and in paper form (3 Polish language copies and one English language copy). All the Campaign related materials shall be delivered on their original storage media in a form enabling their retention and further reproduction (recorded source files, print-ready versions of materials, broadcast materials stored by BETA or DVD media devices etc.).
- 5.3. Should the Reports and/or other documents be generated both in Polish and in English it is essential that their translation should be of adequate quality. In case the Customer finds any of the translations incorrect in any respect the Consultant shall have them corrected within 5 working days of the date of submission of such comments by the Customer.
- 5.4. Each of the above Reports shall be approved by the Secretariat of the National Road Safety Council (*NRSC*) within 10 working days of its submission date. The approval shall follow the procedure required for Acts of Delivery and Acceptance. The Consultant shall include in its Reports comments from the Secretariat of the NRSC within 5 working days of their submission by the Secretariat of the NRSC. Should the Secretariat of the NRSC be satisfied that all their comments have been duly included into the Reports by the Consultant, all such Reports shall be approved within 3 working days of the date of their submission after revision in accordance with the Customer's expectations. It is hereby stipulated and agreed between the Parties that the above said deadlines for Secretariat's of the NRSC approval shall mean time limits whose exceeding shall not preclude the Secretariat of the NRSC from submitting comments which the Consultant shall be obligated to include despite the expiry of such deadlines, as above.

## 6. Services, Premises, Data (Documents), Premises made available by the Customer

It is hereby provided that the services shall be implemented at the Consultant's location. The possibility to make the Customer's premises available for implementation of the services by the Consultant is not provided for. The Customer shall make reasonably available to the Consultant its materials respecting the core aspects of the issues to be tackled which the Customer may need and which may facilitate its performance of the tasks, i.e. the already existing results of the research commissioned by *NRSC* as well as other materials which the Consultant may request access to should it be necessary for the task completion.

## 7. Offer Assessment Criteria

The Consultant's offer shall be assessed in accordance with the following criteria:

Criterion	Scoring
<b>1. Experience of tasks similar to those commissioned:</b>	<b>10 marks</b>
1.1. Development and implementation of public awareness campaigns in Poland on the country level, including advertising and PR projects of at least 3 weeks' duration implemented with the use of three communication	1 mark

channels at the least, as well as creation development, production, and media buying; and	
1.2. Development and implementation of public awareness campaigns related to road safety on a country or local level in Poland, of at least 3 weeks' duration, implemented with the use of three communication channels at the least, including creation development and media buying; and	2 marks
1.3. Quantitative and qualitative research done as preparatory to public awareness campaigns and evaluation research following such campaigns implemented on a country or local level in Poland, of at least 3 weeks' duration; and	2 marks
1.4. Experience in media planning and in buying media for public awareness campaigns implemented in Poland on the country level, of at least 3 weeks' duration; and	1 mark
1.5. Experience in print materials production for campaigns implemented in Poland on the country level, of at least 3 weeks' duration; and	2 marks
1.6. Experience in film and TV production.	1 mark
1.7. Experience of arrangements made for public events.	1 mark
<b>2. Adequacy of the approach, the tactics, and the scope of work suggested in the offer.</b>	<b>30 marks</b>
2.1. Experience of all-Poland public awareness campaigns implementation (Statement of Work) of at least 3 weeks' duration; and	30 marks
<b>3. Experience of the staff members delegated to the implementation of the services contracted.</b>	<b>50 marks</b>
3.1. Five year experience of the Project Manager in marketing and advertising, and in particular in project management; and	10 marks
3.2. Three year experience in the areas of road safety and/or psychology of traffic and transportation; and	8 marks
3.3. Five year experience in conducting research; and	8 marks
3.4. Five year experience in media planning, including the use of non-standard media; and	8 marks
3.5. Five year experience in the development of creations; and	8 marks
3.6. Five year experience in the production of ATL and BTL materials.	8 marks
<b>4. Presence of Polish citizens among the key staff.</b>	<b>10 marks</b>