

**TERMS OF REFERENCE**

**PUBLIC INFORMATION CAMPAIGNS ON THE  
REPLACEMENT/ESTABLISHMENT OF THE LAND REGISTRY UNDER THE  
“ADDITIONAL FINANCING FOR THE REAL ESTATE REGISTRATION  
PROJECT” IN THE FEDERATION OF BIH**

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## **Abbreviations**

Project	Additional Financing for the Real Estate Registration Project
PIC	Public information campaign
RECDB	Real Estate Cadaster Data Base
LRDB	Land Registry Data Base
LLR	Law on Land Registry
IBRD	International Bank for Reconstruction and Development
WB	World Bank
BiH	Bosnia and Herzegovina
Federation of BiH	Federation of Bosnia and Herzegovina
FGA	Federal Administration for Geodetic and Real Property Affairs

## **INTRODUCTION**

The land registry as we know it today in Bosnia and Herzegovina dates back to the time of the Austro-Hungarian rule. The first cadastral survey of Bosnia and Herzegovina was carried out between 1880 and 1884, with the maps being produced based on this survey. These maps are referred to as the “Austro-Hungarian maps” or “maps under old survey”. It was based on these maps that the land registry was established, between 1886 and 1910, in accordance with the 1884 Law on Land Registry.

In places where the Austro-Hungarian land cadaster was destroyed during World War II, the so-called provisional cadaster was introduced in the early 1950s, as its replacement, in order to meet the minimum needs for data on land.

In the 1950s, a new survey and preparation of new maps and operates were initiated, this time using newer surveying technologies; this has not been fully completed to date. However, when preparing those maps, no old Austro-Hungarian maps were used as the starting point, but rather, they carried out new parcel numeration. Therefore, it is not possible to automatically link the new and the old survey data.

In the areas with the new cadastral survey, where the land registry exists, there is a complete lack of alignment of the real estate data between the land registry and the cadaster. Namely, with the coming into force of the new cadastral survey, the Austro-Hungarian cadaster has been rendered ineffective, ending the obligation to maintain it. Nonetheless, in order to secure a link with the land registry, for the most part, the old Austro-Hungarian maps have been maintained in parallel with maintenance of the new maps. Unfortunately, the land registry has never been updated with the new survey data.

The Law on Survey and Real Estate Cadaster was adopted in 1984 to provide for the establishment and maintenance of a uniform register of the real estate and property rights. This register, which is based on the new survey data, has come into force in a certain number of cadaster municipalities in BiH, and, pursuant to the LLR, it has been incorporated into the land registry kept by the relevant courts.

With the adoption of the new LLR, the land registry has regained its importance. This Law provides for the land books to be established and kept based on the data of the current (new) cadastral survey. Property data - number, name (description) and culture, as well as the surface area of the cadastral parcel - serving to provide the exact description of the land registry unit that is registered in the land registry, are entered into A - Property Sheet of the land registry folio, based on the records of the authority in charge of maintaining the cadaster. The land registry office carries out the registration of ownership rights, other property and certain property-related contractual rights, as well as of particular facts of relevance to legal transactions.

### **1. Additional Financing for the Real Estate Registration Project in the Federation of BiH**

Additional Financing for the Real Estate Registration Project in the Federation of BiH (hereinafter: the Project) has been implemented upon the Loan Agreement Additional Financing for the Real Estate Registration Project signed between Bosnia and Herzegovina and the International Bank for Reconstruction and Development – IBRD (hereinafter: the Bank), which was signed on 2 July 2020, and the Decision on Ratification of the Loan Agreement (Official Gazette of BiH, International Agreements no. 19/20 of 15 December 2020).

The objective of the Project in the Federation of Bosnia and Herzegovina is to support the development of a sustainable real estate registration system with harmonized land register and cadastral records in urban areas. Real estate registers, land registries and cadasters provide the basis for land administration and the establishment of a national spatial data infrastructure. These registers are considered harmonized when their contents are interlinked and verified.

The Project involves activities of real estate data harmonization between the cadaster and the land registry, by conducting the procedure for establishment and replacement of the land registry with data based on the new survey at the locations defined by the Project. Harmonization of cadastral and land registry data in the Federation of BiH is focused on municipal centers and urban areas in the selected cadaster municipalities. Upon completion of these activities, an up-to-date and reliable register of property rights will have been established, increasing the level of legal certainty and creating the conditions for expeditious property transactions, thus enabling faster economic development.

Additional Financing for the Real Estate Registration Project in the Federation of BiH is a continuation of the Real Estate Registration Project in BiH, which was successfully implemented during the period between October 2013 and December 2020.

The Project in the Federation of BiH is managed by the Federal Administration for Geodetic and Real Property Affairs. The Project Implementation Unit operates within the Sector for management of projects from the Public Investment Program (“the Sector”). The Sector is responsible for the direct execution of the Project and is managed by an Assistant Director for management of projects from the Public Investment Program who is also the Head of the Project Implementation Unit. The Project Implementation Unit provides day-to-day operational and technical support to the Sector regarding the implementation of the Project.

The Project comprises three basic components:

### **Component A – Harmonization Updating of Real Estate Data**

This component will support the harmonization of real estate data and real estate rights from the cadaster and land registries. The goal is to establish up-to-date and interconnected cadastral and land registry databases, or integrated real estate cadaster databases, and use these databases to increase the real estate registration rate in most urban areas in the Federation of BiH.

Equal treatment of all citizens regardless of their gender, ethnicity or social status will be ensured by monitoring fieldwork through public awareness, mapping of vulnerable groups and social monitoring.

### **Component B – Real Estate Registration Infrastructure Development**

Real estate registration infrastructure development will build upon previous activities to further improve working conditions and infrastructure in cadastral and land registry offices in Federation of BiH. The implementation of the land administration ICT/IM strategy in the Federation of BiH will also continue. Procurement is envisaged of additional hardware and communication equipment for the needs of cadastral and land registry offices, further development of functionality, as well as maintenance and connection of cadastral and land registry information system, including also implementation of new e-services, scanning of land books and cadastral archives.

### **Component C – Policy and institutional development, and project management**

Policy development, institutional development and project management will enhance the sustainability of real estate registration with a strong focus on institutional development and capacity building. The Project will address the long-term challenges of sustainability and management of real estate registries and emphasize financial sustainability, quality of services and user-friendliness, and socially vulnerable groups.

## **2. Public Information Campaigns**

The reason for conducting the public information campaigns (hereinafter PIC) is to encourage citizens to submit their application in the process of establishment of the land registry based on the new survey

data, and ultimately, provided that they meet the requirements, to have them registered as owners/co-owners in the land registry based on the new survey data.

As part of the services covered by these Terms of Reference, public information campaigns have been planned in locations where establishment/replacement of the land registry based on the new survey data is taking place, in line with the quantities specified in the Appendix 2. The objective of the PIC is to inform the general public about the procedures in the land registry and cadaster system, the rights and obligations of property owners, with a particular focus on the procedure for establishment of the land registry based on the new survey data.

The aim of the PICs is to involve as many entities as possible, citizens, business and other subjects, in the processes initiated by the Project. It is important to note that the activities envisaged by the Project will be implemented much faster with increased involvement of the general public. PIC will be focusing on individual locations involved in the establishment/replacement of the land registry based on the new survey data.

### **3. Objectives of Public Information Campaigns**

The objective of the PICs is to raise public awareness and to mobilize support for implementation of activities on data harmonization and establishment/replacement of the land registry. Therefore, the objectives of the PICs are as follows:

- to encourage and increase participation of the general public/parties in the establishment/replacement of the land registry based on the new survey data, by registering their property rights in land registry offices,
- to inform and educate the general public on the activities and procedures in the land administration sector that are carried out under the Project,
- to improve the image of the institutions and offices responsible for registration of real estate and property rights.

### **4. Scope of Activity**

The PICs will consist of broadcasting radio jingles at local and national radio stations with information on the initiated replacement/establishment of land registry and deadlines for registration of property rights, as well as publishing of notices on web portals.

The PICs will be initiated after a municipal court publishes the advertisement announcing the establishment/replacement of the land registry and will last for 15 days (3x5 days) on a local radio station, by broadcasting the radio jingle twice a day. This will be followed by broadcasting the radio jingle once a day for 7 days (4+3 days) on national radio stations, and one press release will be published for each PIC (an expanded version of the radio jingle) on a regional web portal. Each PIC will be organized and completed within 60 days from the day of publication of the advertisement announcing the establishment/replacement of land registry.

The PICs will be implemented on a local radio station by airing the planned contents during the first 5 days after the publication of the advertisement announcing the establishment in the Official Gazette of the Federation of BiH, followed by the airing for 5 days half way through the period for registration of property rights and airing for the last 5 days of the period for registration of property rights. The campaigns will be organized on national radio stations (BH RADIO 1, Radio Federacije BiH, Radio RS, and RSG) for a total of 7 days, by airing the planned contents during the first 4 days after the publication of the advertisement announcing the establishment in the Official Gazette of the Federation

of BiH, and for the 3 days half way through the period for registration of property rights. The campaigns will be implemented on a regional web portal by publishing one release (an expanded version of the radio jingle) at the beginning of the period for registration of property rights.

The final texts for radio jingles and releases will be prepared by the Client and will be delivered to the Service Provider in a timely manner. The dynamics and schedule of the campaigns' implementation will be determined by the Client.

The Service Provider will implement the PICs in accordance with the Contract signed with the Federal Administration for Geodetic and Real Property Affairs inclusive of the Terms of Reference, and in accordance with the guidelines provided by the Client.

The activities to be carried out under the PICs will be subject to approval of the Project Manager for monitoring and implementation of PICs, on behalf of the Client. Project Manager will be responsible for monitoring the provision of services covered by these Terms of Reference, communication with the Service Provider, and for providing guidelines to the Service Provider, for the analysis and acceptance of the subject of delivery.

The Service Provider will be obliged to deliver good quality products in a timely manner, in accordance with the Terms of Reference.

## **5. Tasks of Service Provider in Public Information Campaigns**

Main group of tasks are as follows:

- The Service Provider shall prepare the Media Plan for the each PICs, inclusive of all costs and type of media, period and implementation schedule broken down by every medium, as well as the total costs for each campaign per location. Media Plans are subject to Client's approval.
- The Service Provider shall prepare the products for the public information campaigns (products defined in Appendix 2 to the Terms of Reference). All products are subject to Client's approval.
- The Service Provider shall deliver all copies of the campaign products to the Client in the agreed format and on a CD in an open format.
- Campaigns shall be implemented in line with the approved Media Plans and in accordance with the planned PIC implementation schedule
- The Service Provider shall monitor and supervise the campaign implementations and provide timely and comprehensive reports for each campaign to the Client.
- The Service Provider shall deliver the Final Report which shall contain the description of all activities implemented by the Service Provider. Final report is subject to Client's approval.

## **6. Target Groups and Information Levels**

The PICs will target the following interest groups: general public, media, non-governmental organizations, businesses, citizens, vulnerable groups such as Roma and internally displaced persons, entities in the public and private sector, employees in the relevant authorities within the land administration sector. The campaigns should be implemented through types of information dissemination specified in the Appendices to the Terms of Reference.

The general public/citizens should be informed through various types of radio and electronic media about the following:

- legal framework, rights and obligations concerning property registration (Why register),
- procedures for property registration (Where and how to register),
- the fact that ownership becomes legally valid only after its registration in the land registry,
- the required documents and fees that must be paid in order to register property (How to register),
- advantages and benefits of property registration (opportunities for economic development),
- options for online search of cadastral and land registry databases,
- activities at locations where replacement/establishment of the land registry is taking place,
- procedures in the replacement/establishment of the land registry.

## **7. Final Outputs to be Delivered by Service Provider**

The Service Provider shall prepare and deliver the following documents that represent part of its final work results in specific phases of the Terms of Reference.

### **7.1. Media Plan**

The Service Provider shall prepare the Media Plan and submit it for approval to the Client for every location of the PIC. The Media Plan will comprise a detailed overview of the media, schedule, period, and costs for each campaign (broken down by media and the total cost for each campaign). The Media Plans will include all costs of the Client in terms of production of radio jingles, their broadcasting, and the publication of advertisements for all the envisaged types of media broken down by every medium, as well as the total costs for each campaign per location (as a rule, one court = one location/campaign). Exceptionally, the Media Plan for broadcasting jingles at local radio stations will contain costs broken down by local self-government units.

### **7.2. Reporting per each campaign**

The Service Provider shall monitor and supervise the campaign implementations and provide timely and comprehensive reports for each campaign to the Client.

The reports shall be submitted to the Client ten working days after completion of implementation for each campaign. The Client will submit its comments or approval within five working days after receiving each report. Deadline for submitting the modified report will be five working days from the receipt of the Client's comments.

The form of the reports will be agreed with the Client, and it will contain, *inter alia*, a chapter on the activities conducted and campaign products, potential difficulties and the manner of overcoming them, reasons for potential departure from the Media Plan, and attachments. Attachments shall include all copies of the campaign products in the agreed format and on a CD and certificates from the media (radio stations, web portals) with which the activities were implemented during the each campaign. The media certificates will clearly specify the time when a certain release was advertised, number and type of releases.

The reports for each campaign shall be submitted to the Client in one of the official languages in the Federation of BiH. The accepted reports with mandatory attachments will constitute the basis for making payments to the Service Provider.



### 7.3. Final Report

The Final Report will contain the description of all activities implemented by the Service Provider during the Agreement, and will be submitted to the Client within seven working days upon completion of all agreed activities. The Final Report will be submitted in the form to be agreed with the Client and will contain, *inter alia*, the following:

- Report summary of maximum three pages,
- Brief description of the campaign methodology, periods in which the campaign was carried out, potential difficulties encountered and the manner of overcoming them,
- The main body of the report, organized by each campaign, with a summary of activities conducted for each campaign (scope, dynamics). All data and results will be presented in a table, comprising the information on both planned and implemented activities, and clearly specifying potential departures from the plan.
- The Client will submit its comments within seven working days from receiving the draft report from the Service Provider.

The Final report shall be submitted to the Client in one of the official languages in the Federation of BiH.

## 8. Products

The Service Provider will deliver samples of each product to the Client for approval, in accordance with the Media Plan. All products and reports to be prepared by the Service Provider will be delivered in one of the official languages in the Federation of BiH, in electronic form (on a CD and in open format) and in printed form.

All products will be produced and delivered in the agreed quantity, in accordance with the plan contained in the Media Plan or in accordance with any other deadline that may be subsequently agreed in writing. The list of products is in Appendix 2 to the Terms of Reference.

## 9. Deadline for Provision of Services

The expected period for the provision of PIC-related services is from the signing of the Agreement to 31 July 2024. Detailed overview of locations and the related expected deadlines has been provided in Appendix 1 to the Terms of Reference.

## 10. Reporting and Coordination

Official language of the campaign will be one of the official languages in the Federation of BiH. All products and reports to be prepared by the Service Provider will be delivered in one of the official languages in the Federation of BiH, in electronic form (on a CD and in open format) and in printed form.

All reports concerning the campaign shall be submitted in one of the official languages in the Federation of BiH. All reports are subject to Client's approval.

## 11. Required Skills and Expertize

Service Provider must meet the following requirements:

- Minimum three years of experience in implementation of public information campaigns;

- Experience in working with the media used for the public information campaign;
- Service Provider will list the proposed staff, their qualifications and CV for each of the key positions:
  - Campaign manager: person in charge of managing and supervising the implementation of the public information campaigns and responsible for submission of all reports to the Client. (S)he must have a university degree or higher education in social studies, minimum of three years of experience in the implementation of public information campaigns and experience in managing the implementation of contracts for at least two public information campaigns.
  - Person in charge of implementation of the Media Plan for each campaign. (S)he must have a university degree or higher education in social studies, minimum of three years of experience in the implementation of public information campaign and experience in implementing a media plan for at least two public information campaigns.

Statement of interest contains references from previous engagements, CVs of the additional key staff if necessary, and the estimated number of auxiliary staff.

## 12. Payment Schedule

Payments shall be made in two installments:

- The first installment of 50% of the contracted value will be paid after accepting the reports on completion of implementation for at least 50% campaigns specified by the Media Plan.
- The second installment of 50% of the contracted value will be paid after accepting the Final report.

## 13. Appendices

List of locations for Public information campaigns and List of products for the Public Information Campaigns are provided as Appendix 1 and Appendix 2.

### APPENDIX 1

#### List of locations for the Public Information Campaign

<b>Municipal Court</b>	<b>Municipality</b>	<b>Cadastral municipality</b>	<b>Implementation period</b>
Bihać	Bihać	Papari-Muslići	March / April 2023
Bihać	Bihać	Pokoj	

<b>Municipal Court</b>	<b>Municipality</b>	<b>Cadastral municipality</b>	<b>Implementation period</b>
Bihać	Bihać	Čekrije	
Travnik	Busovača	Lugovi	March / April 2023
Travnik	Busovača	Putiš	
Travnik	Busovača	Rovna	
Travnik	Busovača	Skradno	
Travnik	Travnik	Nova Bila	
Travnik	Travnik	Turbe	
Travnik	Novi Travnik	Stojkovići	
Travnik	Novi Travnik	Bučići	
Lukavac	Lukavac	Modrac	
Lukavac	Lukavac	Berkovica	
Lukavac	Lukavac	Babice	
Lukavac	Lukavac	Kruševica	
Mostar	Mostar	Mostar I	December 2022/January 2023.
Mostar	Mostar	Mostar II	
Čitluk	Čitluk	Međugorje	December 2022/January 2023.
Orašje	Odžak	Vrbovac	December 2022/January 2023.
Orašje	Odžak	Gornja Dubica	
Orašje	Odžak	Novi grad	
Orašje	Orašje	Tolisa	
Orašje	Orašje	Matići	
Srebrenik	Srebrenik	Tinja	December 2022/January 2023
Srebrenik	Srebrenik	Falešići	
Srebrenik	Srebrenik	Čekanići	
Srebrenik	Srebrenik	Podpeč	
Tuzla	Tuzla	Bukinje	December 2022/January 2023
Tuzla	Tuzla	Grabovica	
Tuzla	Tuzla	Plane	
Tuzla	Tuzla	Husino	
Visoko	Vareš	Dabravine	March / April 2023
Visoko	Vareš	Mir	
Visoko	Vareš	Dragovići	
Visoko	Vareš	Pogar	
Zenica	Zenica	Nemila	March / April 2023
Zenica	Zenica	Raspotočje	
Zenica	Zenica	Ričice	
Široki Brijeg	Široki Brijeg	Lištica	December 2022/January 2023
Široki Brijeg	Široki Brijeg	Mokro	
Široki Brijeg	Široki Brijeg	Trn	
Široki Brijeg	Široki Brijeg	Dobrkovići	
Široki Brijeg	Široki Brijeg	Mamići Gornji	

<b>Municipal Court</b>	<b>Municipality</b>	<b>Cadastral municipality</b>	<b>Implementation period</b>
Kakanj	Kakanj	Vukanovići	March / April 2023
Kakanj	Kakanj	Tršće	
Kalesija	Kalesija	Kalesija	December 2022/January 2023
Kalesija	Kalesija	Hrasno	
Sarajevo	Vogošća	Hotonj	March / April 2023
Sarajevo	Vogošća	Semizovac	
Sarajevo	Vogošća	Svrake	
Živinice	Živinice	Šerići	December 2022/January 2023
Živinice	Živinice	Brnjica	
Živinice	Živinice	Lukavica Gornja	
Gradačac	Gradačac	Srnice Gornje	December 2022/January 2023.
Gradačac	Gradačac	Srnice Donje	
Gradačac	Gradačac	Jelovče Selo	
Gradačac	Gradačac	Sibovac	
Gradačac	Gradačac	Rajska	
Gradačac	Gradačac	Jasenica	
Livno	Tomislavgrad	Kongora	December 2022/January 2023
Livno	Tomislavgrad	Lipa I	
Livno	Tomislavgrad	Oplećani	
Livno	Tomislavgrad	Raščani	
Čapljina	Čapljina	Dračevo	March / April 2023
Čapljina	Čapljina	Klepci	
Čapljina	Stolac	Prenj	
Ljubuški	Ljubuški	Vitina Donja	December 2022/January 2023
Ljubuški	Ljubuški	Vitina Gornja	
Ljubuški	Ljubuški	Prolog	
Goražde	Foča in Federation of BiH	Borovnići	December 2022/January 2023
Goražde	Foča in Federation of BiH	Bujakovina	
Goražde	Foča in Federation of BiH	Filipovići	
Goražde	Foča in Federation of BiH	Kolun	
Goražde	Foča in Federation of BiH	Kolakovići	
Goražde	Foča in Federation of BiH	Mravljača	
Goražde	Foča in Federation of BiH	Previla	March / April 2023
Goražde	Foča in Federation of BiH	Rodijelj	
Gračanica	Gračanica	Soko	
Gračanica	Gračanica	Škahovica	
Gračanica	Gračanica	Vranovići	
Gračanica	Gračanica	Piskavica	
Gračanica	Gračanica	Prijeko Brdo	March / April 2023
Gračanica	Gračanica	Džakule	

<b>Municipal Court</b>	<b>Municipality</b>	<b>Cadastral municipality</b>	<b>Implementation period</b>
Gračanica	Gračanica	Dobrovci	
Sanski Most	Sanski Most	Hadrovci	December 2022/January 2023
Sanski Most	Sanski Most	Podvidača	
Sanski Most	Sanski Most	Slatina	
Sanski Most	Sanski Most	Stara Rijeka	
Sanski Most	Sanski Most	Stari Majdan	

## APPENDIX 2

### List of products for the Public Information Campaign

Item No.	Products – Public Information Campaign	No. of releases	No. of locations	Unit Measure	Quantity
1.	Production of a 30-second radio jingle – call to the citizens to register their property rights in the process of establishment of the land registry for every location. Final text of the jingle will be submitted to the Service Provider by the Client.	-	22	Production	22
2.	Broadcasting of a 30-second radio jingle – call to the citizens to register their property rights in the process of establishment of the land registry for every location, on the BHRADIO 1 radio station, once a day, for seven days.	7	22	Release	154
2.1.	Broadcasting of a 30-second radio jingle – call to the citizens to register their property rights in the process of establishment of the land registry for every location, on the Radio Federacije BiH radio station, once a day, for seven days.	7	22	Release	154
2.2.	Broadcasting of a 30-second radio jingle – call to the citizens to register their property rights in the process of establishment of the land registry for every location, on the Radio RS radio station, once a day, for seven days.	7	22	Release	154
2.3.	Broadcasting of a 30-second radio jingle – call to the citizens to register their property rights in the process of establishment of the land registry for every location, on the RSG radio station, once a day, for seven days.	7	22	Release	154
3.	Broadcasting of a 30-second radio jingle – call to the citizens to register their property rights in the process of establishment of the land registry for every political municipality, on a local radio station, twice a day, for 15 days. Service provider will propose a local radio station for every location, and the Client will approve it.	30	26	Release	780
4.	Posting of every advertisement on replacement/establishment of land registry on a regional web portal for every location.	1	22	Release	22

Provision of services for additional locations will be performed in agreement with the Client and in accordance with the provisions of the contract (Breakdown of Remuneration per Activity).