



## **CALL FOR EXPRESSION OF INTEREST**

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

### **EXPERT COMPANY IN MARKETING AND PR TO DESIGN AND ORGANIZE THE AWARENESS RAISING CAMPAIGN FOR THE PROJECT:**

### **PROMOTING ENERGY EFFICIENCY AND RENEWABLE ENERGY SOURCES IN KOSOVO**

#### **1. Background**

The Institute for Development Policy – INDEP, supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH - GIZ is implementing the project ‘Promoting energy efficiency and renewable energy sources in Kosovo.’

The overall objective of this project is to support Kosovo implement energy efficiency measures and targets agreed in the Energy Efficiency Action Plan and within the Energy Community. In addition, this project aims to increase awareness, enhance policy and stakeholders dialogue as well as help private sector invest in energy efficiency measures.

In particular, through this project, we aim:

- a)** To enhance policy dialogue between relevant stakeholders in the energy sector for the advancement of the energy transition agenda in Kosovo
- b)** To enable inclusive and participatory frameworks for empowering local actors responsible for meeting Energy Efficiency national and international obligations
- c)** To raise awareness of the business community in Kosovo about energy efficiency and the benefits deriving from implementing energy efficiency measures

#### **2. Objective**

INDEP, as the implementing body of the project, is seeking for a specialized agency/company in PR and Marketing to prepare and lead the awareness raising campaign focused on promoting the advantages and benefits deriving from the implementation of energy efficiency measures in Kosovo.



The main aim of the campaign is to present Energy Efficiency as the least costly and most affordable measure to reduce energy consumption, save money, and ultimately contribute to green economic development in the country.

The main target of the campaign will be the business community. Targeting directly the private sector will contribute towards and enhanced awareness among businesses and explain that energy efficiency is not only profitable intervention for them but also new jobs could be generated and funds/resources saved that could be invested at other investments to help private sector growth and job creation. Energy efficiency is a highly important measure for Kosovo considering energy demands and loses in the energy grid. Even though, energy remains one of the key obstacles to business development and economic growth, implementation of the energy efficiency measures at local level and by businesses remain a real challenge. Hence, this awareness raising campaign is dedicated to the business community. Businesses are in principle willing to implement EE measures but they are not fully aware of the benefits or lack means and resources to do it.

Apart from being in line with the environmental standards and saving energy, Energy Efficiency means also saving money that could be otherwise allocated/spent into further advancing businesses or solving public policy issues such as water supply, sewage or supporting farmers to become more competitive. Through different awareness raising tools and methods project will convey to business representatives the advantages of the implementation of the EE measures.

The awareness campaign is the most sensitive part of the project as it needs to be addressed in an effective manner in order to achieve maximal results. The awareness campaign will complement the advocacy work done with the policy and decisions makers. It will be launched in March (tentatively: March 5 -Energy Efficiency Day) and will last for 3 months – to be completed during the Kosovo Sustainable Development Week.

The contracted entity will be responsible for designing, organizing and managing the Awareness Raising Campaign with the aim to promote the importance of the implementation of Energy Efficiency Measures for businesses in Kosovo.

Specific objectives:

- Preparation of the activity plan and the timeline for the implementation of the planned activities;
- Design of the activities to be carried out in order to meet the Overall Objective of this ToR;
- Preparation and design of all the visibility materials in line with the GIZ visibility criteria;
- Communication with all relevant stakeholder for carrying out the planned activities
- Communication with media to broadcast the campaign materials;
- Design the organizational plan for distributing the materials to the public through the utilization of most creative communication and outreach techniques



- Organize the Energy Efficiency Day – undertake all the necessary action to ensure the smooth flow of the planned activities;
- Undertake other activities in line with the project objectives, conditional upon initial agreement between the two parties.

### **3. Methodology**

In the preparation of the activity plan and the timeline for the implementation of the planned activities, the selected company/agency has to consult closely the INDEP staff. The company/agency will be regularly monitored by the Project Staff. The contracted body will have to report regularly on the progress of the activities, while the details of the reporting will be discussed and agreed on personal basis between the two contracting parties.

The contracted company is obliged to inform INDEP on all irregularities and any potential deviations from the original plan. In general, the contracted company/agency is expected to design a well-structured flow of activities for marking the Awareness Raising Campaign responsive to the specific objectives as listed in this ToR. In doing so, the contracted company/agency should pay attention to the following, without being limited thereto:

- Identify and analyse the previously organized similar activities by different organizations/entities and ensure a complementing of the activities with those of the other parties in order to transmit a more holistic message to the business community on the benefits of implementing EE measures;
- Consult active stakeholders in the area of Energy Efficiency on matters how to ensure a smooth and effective flow of the planned activities;
- In the preparation and design of the proposed activities, have due consideration for the current stage of developments in the country and stick to realistic suggestions which are responsive to the level of understanding of the business community with regards to the area of Energy Efficiency;
- In the preparation and design of the proposed activities, have due consideration for GIZ office specific guidelines applying to marketing and PR strategies, as well as, make sure not to anyhow deviate from the legal obligations pertaining to the area of marketing and PR as envisaged by national legislation in Kosovo;
- Ensure that all undertakings are previously discussed with INDEP.

### **4. Output**

The content of the proposed activities for the Awareness Raising campaign should consist of, but not limited to:



1. Marking Energy Efficiency Day (March 5) together with partners and relevant stakeholders with activities in the streets and an official event with stakeholders
2. Preparation of 6 infographics showcasing benefits and opportunities accruing from investments in Energy Efficiency measures
3. Preparation of 3 informational posters for businesses
4. 2 promotional videos targeting the private sector and showcasing successful examples of implementation of EE measures
5. Feed-in to the EE website of the Association of Kosovo Municipalities with content of our awareness raising campaign so to enrich this platform with further information and transform it into a content rich and regularly updated reference point on this topic

## 5. Timeframe

What?	When?
Publication of the ToR	4 February 2020
Receive the offers	16 February 2020 (23:59 h)
Announce the winner	18 February 2020
Meeting of the parties	19 February 2020
Final proposal	24 February 2020
Carrying out the activities	1 March 2020
Preparation of the final report	15 June 2020

## 6. Roles and responsibilities

The company/agency will have the following key responsibilities:

- Prepare and submit an activity plan and activity timeline responsive to the listed requirements as per this ToR;
- Be responsive to the needs of INDEP and work closely with the Project Manager;
- Respect the set deadline as per this ToR's timeframe;
- Incorporate all suggestions by INDEP, or, in the alternative, have all the suggestions initially approved by INDEP;
- In case of potential deviation from initial plan, present a backup plan or discuss closely with INDEP how to prevent the deviation from the ultimate objectives of this ToR;



- In the preparation and deliverance of the undertaken activities, respect the expected standard quality;
- Report regularly to INDEP and be responsive to INDEP's project related requests;
- Prepare a final report.

The contracting company, in this case INDEP, shall have the following responsibilities:

- Provide comments on and approve the activity design and the draft proposal;
- Provide support to the company/agency that would permit the company to access documents, institutions or stakeholders, shall be it necessary throughout the preparation and implementation of the planned activities ;
- Supervise and support the whole process of the assignment from the beginning until its completion;
- Ensure that the comments given on various activities are fully incorporated in the final outputs;
- Inform the company/agency duly on any potential changes and deviations from the initial plan;
- Hold the company/agency accountable to the agreed terms.

## **7. Competencies of the organisation**

The interested parties should meet the following criteria:

- Have an expertise in event organization, marketing and PR;
- Be a registered business in Kosovo;
- Possess a proven Track Record and be able to present a portfolio of previously organized awareness raising campaign or the similar;
- Have been established for a minimum of three years.

## **8. Application Requirements**

Interested companies/agencies that would like to submit their offers, must submit the following:



- Expression of interest: a cover letter with a maximum of two pages which introduces the consulting/company/organisation with an expression of interest to carry out the work as described in this TOR;
- Technical proposal: This should include, but not limited to, understanding of the TOR, methodology and tentative work plan. The company/agency should clearly indicate the relevance of their previous experiences and the application of these methods to this project;
- Presentation of the professional portfolio;
- Financial Proposal: This includes the total financial expected implications to carry out this work, including a detailed break down of costs for each activity to be accomplished.

## **9. How to apply?**

The interested company/agency should submit its proposal and the application documents to INDEP by sending all the documents to the address: [office@indep.info](mailto:office@indep.info), specifying in the subject Line: “Expression of Interest for organizing the Awareness Raising Campaign for EE.”

## **10. Deadline for submission of proposals**

The deadline for submitting the proposal is: 16 February 2020 (23:59 h).