



## **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:**

### **INFORMED CITIZENRY, INDEPENDENT MONITORING, AND CROSS-INSTITUTIONAL COORDINATION FOR EVIDENCE BASED ENVIRONMENTAL POLICY IN KOSOVO**

#### **1. Background**

Starting from February 2020, Institute for Development Policy (INDEP) is implementing the project '*Informed citizenry, independent monitoring, and cross-institutional coordination for evidence based environmental policy in Kosovo*', funded by the Norwegian Ministry of Foreign Affairs and managed by Kosovar Civil Society Foundation (KCSF) in partnership with Partners Albania for Change and Development (PA).

The overall objective of this project is to create the necessary preconditions that will facilitate responsive based policy-making in the area of environmental protection in Kosovo. In addition, this project aims to increase awareness, enhance policy, and build an online platform that collects all the data related to environmental protection in Kosovo.

#### **2. Objective**

INDEP, as the implementing body of the project, is seeking for a specialized agency/company in PR and Marketing to design the online platform and prepare and lead the awareness raising campaign as per information provided below.

As part of this project, INDEP will launch a well-designed, interactive and purposeful platform that:

- 1) Enables a transparent informing of citizens of Kosovo on policy developments in the country related to the protection of the environment,
- 2) Serves as a reliable reference point for policymakers to understand the progress/regress in this area and build upon that with responsive actions, and
- 3) Serves as a monitoring mechanism for civil society, media, academia, donor community and international organizations to evaluate the performance of the Kosovo institutions towards advancing the environment protection agenda in a sustainable manner.

The online platform will be the main point of reference for all target groups. The creation of the online platform intends to bring all stakeholders together in sharing and receiving information regarding environmental protection and aims to also serve as an advocacy tool for CSOs and citizens to know more about their environmental rights.

INDEP will as well lead and organize the awareness raising campaign. The main aim of the referred campaign is to raise awareness of CSOs and citizens for their environmental rights and current stance of environment in Kosovo. Therefore, the contracted party has to design an awareness raising campaign that enhances the usefulness of the data collected on environment, the work that is being made by the public institutions, through which it indirectly increases awareness on environmental issues in general.

The main target of this campaign will be the CSOs and citizens. Environmental degradation in Kosovo has reached a significantly high level for years now. Even though, different initiatives for environmental preservation and protection come from both public sector and civil society, there is still a necessity for the wider public to learn more about how they can contribute to society through different behavior and choices they make on daily basis. As a result of INDEP's action and as a direct outcome of the activities which are to be undertaken, this project is expected to have the following impact:

1. A timely and comprehensive evaluation of the current state of environmental protection efforts is made available for the public;
2. Advanced local efforts to protect the environment;
3. Enhanced alignment of citizens' and municipalities' needs with national policies (and donor agenda);
4. Built synergies amongst ongoing initiatives in the area of environment protection;
5. Enhanced awareness of different stakeholders on environment protection issues and importance;
6. An established reliable platform that further enables evidence based policy making.

### **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 there to:

- A capacity statement, stating the service provider's capacity, qualifications and experience in delivering the above mentioned services;
- An overview on how the service provider intends to engage with the team when undertaking the above mentioned work;
- Detailed budget, specifying all the cost required to undertake the scope of work described above;
- Ensure that all undertakings are previously discussed with INDEP.

## 4. Outputs

The content of the proposed activities for the awareness raising campaign should consist of, but not be limited to:

### 1. Design Info graphics

The info graphics are going to provide municipal specific information and those that reflect on a general condition in this area. These info graphics will be enriched with information and findings of our report 'Sustainable Development Indicators in Kosovo'.

### 2. Creation of an Online Platform

This online platform will be the main point of reference for all target groups and as such, therefore, it is expected to professionally constructed and be user-friendly. The creation of the online platform intends to bring all stakeholders together in sharing and receiving information regarding environmental protection and aims to also serve as an advocacy tool for CSOs and citizens to learn more about their environmental rights.

#### *a) Site hosting and administration*

- Assure a reliable hosting environment and a stable functioning of the online platform;
- Backups – data backups weekly, code backups as needed;
- In case of a serious incident, the restoration of the website from the most recent backup needs to be assured;
- Security – manage all aspects of website security to protect confidential member information and existing content (data, project information, contact details, etc.), and prevent hacks, defacing, etc.

#### *b) Regular technical site & code maintenance*

- Assure the platform maintenance;
- Install Software, module/security patches and upgrades including bug fixes;
- Install and upgrade content on sites;
- Manage, edit, update and maintain the site.

#### *c) Ongoing website development (Improvement of site functionalities)*

- Maintain and improve continuously website functionality;
- Maintain ongoing development and add new features where needed;
- Manage, update and improve site navigation and information architecture as needed;
- Manage web design; enhancements to the sites' look and feel on an ongoing basis;
- Improve existing site designs for layout, graphics, etc., and develop innovative new designs;
- Search engine optimization;
- Improve the site toward higher social media integration.

### 3. Video

The contracted company will be in charge for preparing a short video/commercial on the topic of environmental protection and preservation. The final product is expected to be spread via social

media, while INDEP will be in charge of collaborating with our partners, like Dokufest to see for possibilities to showcase the video ahead of every movie screening.

#### **4. Marking the World Environment Day**

INDEP will coordinate its actions with the agenda of the Kosovo Sustainable Development Week and have a set of street events on the World Environment Day (*June 5<sup>th</sup> 2020*). Hence, the contracting company is responsible for marking World Environment Day together with partners and relevant stakeholders with activities in the streets, alongside an official event with the stakeholders. This will be finished in close collaboration with the project staff from INDEP.

#### **4. Roles and responsibilities**

The company/agency will have the following key responsibilities:

- Prepare and submit an activity plan and timeline responsive to the listed requirements as per this ToR;
- Be responsive to the needs of INDEP and work closely with the Project Manager;
- 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.

#### **5. Competencies of the organization**

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.

## 6. 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/organization 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 breakdown of costs for each activity to be accomplished. The amount of the financial proposal should not exceed 14,600 EUR.

## 7. How to apply?

Interested parties should send all the required documents listed above to the address: office@indep.info, under the subject Line: “[*Insert company's name*] - Expression of interest for online environmental platform and organizing the awareness raising campaign”.

## 8. Deadline for submission of proposals

The deadline for submitting the proposal is: **07 March 2020 (23:59 h)**.