



Call for Expression of Interest

Terms of Reference for Specialized Marketing Agency

‘Monitoring Legal and Institutional Framework of Consumer Protection in Development Sectors’

1. Background

Starting from January 2020, Institute for Development Policy (INDEP) is implementing the project ‘Monitoring Legal and Institutional Framework of Consumer Protection in Development Sectors’ funded by European Union Office in Kosovo (EUOK).

The overall objective of this project is to enhance and prioritize consumer protection in the development sectors, namely energy, oil and mining, through monitoring legal and institutional framework in Kosovo.

In particular, through this action, INDEP aims to:

1. Increase inter-institutional coordination, by sparking debate in this area, monitoring the implementation of basic law and sectoral laws, and analyzing the performance of institutions in the current framework of action, identify ways to better coordinate;
2. Prioritize consumer protection and quality of products and services in general;
3. Bring forward the topics that are not frequently discussed by sector’s stakeholders and media, such as quality of information, awareness raising and the system of complains.

Until December 2020, INDEP will publish several monitoring analysis and papers regarding customer protection in the context of Kosovo’s legal and institutional framework, will organize workshops dedicated to the sector’s stakeholders, will establish **‘Kosovo Consumer Watchdog’** page on social media platform, namely **Facebook**, to increase awareness raising on customer’s rights, and produce **2 videos** and **20 info graphics** in regards to this topic. Therefore, INDEP is looking for a specialized marketing agency to produce the promotional materials, specifically videos and info graphics, as well as manage the Facebook page in collaboration with INDEP.

2. Description of the assignment

One of the objectives of INDEP Strategic Plan for the upcoming 4 years is the prioritization of the consumer protection by ensuring free and fair competition, quality of products and services and environmental protection.

In order to achieve this objective, through an intensive campaign on social media, INDEP will promote consumer's rights and raise awareness of the citizens of Republic of Kosovo of such rights. More specifically, INDEP will create a group in Facebook, labeled 'Kosovo Consumer Watchdog' (KCW), in which group 2 videos and 20 info graphics will be published online. This group will also serve as a platform in which citizens/members of the group will have the chance to write down their potential consumer rights violations, which then based on their concerns, will be instructed on how to solve their problem.

The creation of KCW will be a task of the contracted party (in close consultation with INDEP), alongside the development of the videos and info graphics. Specific features of the materials are as listed below:

- Prior research should be made from the contracted party on the topic of the info graph and present credible information and data,
- Info graphs should contain eye captivating colors and icons that encourage the audience to engage in the material promoted,
- Development of video concepts and topics,
- Audio-visual materials should be concise and clear on the message they try to disseminate and simultaneously contain creative visuals,
- Sponsorship of the posts and Facebook page,
- Clear visibility of the logos of both INDEP and the donor,
- All of the materials should be desktop, mobile and tablet friendly, and they should all be in Albanian and English language.

3. Deliverables

The expected deliverables are as listed below:

- 1 logo for KCW,
- 2 video content,
- 20 pieces of info graphics.

The expected service is to manage the Facebook page until the end of December 2020.

4. Methodology

During the preparation phase of the materials, the contracted company shall:

- Be consulted closely with the contracting authority,
- Hold regular meetings¹ with contracting authority,
- The deliverables (including the first and final versions) should be always be delivered via email,
- Ownership & Copyrights: The materials will be owned by INDEP.

5. Roles and responsibilities

Key responsibilities of the contracted party are:

- Close collaboration with the staff engaged in the project from the contracting authority,
- Meet the agreed deadlines and expected quality standards,
- Consider all of the suggestions coming from the contracting authority for the materials,
- If contacted as a short listed potential contracted party, prepare and submit an activity plan and timeline responsive to the listed requirements as per this ToR,
- Report regularly to INDEP and be responsive to INDEP's project related requests,
- Prepare a final report.

Key responsibilities of the contracting authority are:

- Comment on the content of the materials,
- Review the content of the prepared materials and approve it,
- Provide necessary support to the contracted party,
- Inform the company/agency duly on any potential changes and deviations from the initial plan,
- Hold the company/agency accountable to the agreed terms.

6. Duration

The engagement of the contracted party is foreseen to last until December 2020. Thus, 2 video contents and 20 info graphs should be equally dispersed and shared online throughout the upcoming months, but be fully completed by the end of this year. Similar to this duration fall also the management of the Facebook page.

¹ Considering the situation with COVID-19 and until further notice from the Government of Republic of Kosovo, the contracting authority and contracted party will be holding virtual meetings. Once the situation goes to normality, the meetings will be held face-to-face.

7. Competencies of the organization

The interested parties should meet the following criteria:

- Have an expertise in developing the requested materials, namely designing of info graphics and production of video content,
- 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 activities,
- Have been established for a minimum of 3 years.

8. Required documentation

Interested parties that would like to submit their offers must submit the following documents:

- ✓ 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 & Financial Proposal

Technical proposal should include, but not limited to, understanding of the ToR, methodology and tentative work plan. The company should clearly indicate the relevance of their previous experiences and the application of these methods to this project.

While the financial proposal includes the total financial expected implications to carry out this work, including a detailed breakdown of costs for each activity to be accomplished. When drafting the financial proposal, do not forget to include the online sponsorship of the posts. The amount of the financial proposal should not exceed 7,500 EUR.

- ✓ Professional Portfolio.

9. How to apply?

The interested parties should send all the required documents listed above to the address: office@indep.info, under the subject Line: “[Insert company’s name] – EoI for Consumer Protection Project”.

10. Deadline for submission of offers

The deadline for submitting the offers is: **15 May 2020 (23:59 hr)**.