



## **CALL FOR EXPRESSION OF INTEREST**

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

**For**

### **EXPERT COMPANY IN MARKETING AND PR TO PRODUCE AUDIO-VISUAL MATERIAL FOR THE PROJECT:**

### **‘Empower – Engage – Build Ownership’**

**Project no. 2017/393-981**

#### **1. BACKGROUND**

The project ‘Empower – Engage – Build Ownership’ is a project implemented by INDEP (Institute for Development Policy) in partnership with BGF (Balkan Green Foundation) and financed by the EU Office in Kosovo. The project objective is to enable Kosovo’s civil society sector to fulfill its role in the democratic environment by acting as independent interlocutors, monitoring public institutions, increasing accountability and transparency in policy development and decision-making processes regarding concerns of communities and civil society groups in the area of environment preservation, green energy and sustainable economic growth. Specific objectives of the project are to:

- Improve the skills and information-sharing capability of CSOs on policy monitoring, advocacy and campaigning on the targeted thematic priorities;
- Increase the incentive to improve participation of CSOs in policy making and policy implementation, advocacy and grassroots activities through funding organizations in the whole Kosovo;
- Increase citizens’ awareness on sustainable development in Kosovo through supporting activities that especially promote environment preservation, green energy and sustainable economic growth.

The project targets: Civil society activists (target group and beneficiary), public authorities (target group and beneficiary), and General population (beneficiary).

## 2. DESCRIPTION OF THE ASSIGNMENT

INDEP (Institute for Development Policy) in partnership with BGF (Balkan Green Foundation) is seeking for a specialized agency/company in PR and Marketing to produce a video addressing the environment problems in the country. The contracted company will be in charge for preparing 1 short video a short video, as a summary of the main achievements of the project. The final product will be spread via official website and social media accounts of INDEP and BGF.

The video concept is expected to be presented by the staff of the selected marketing company. The video will be a summary of the whole project. Part of the video will be animation and will show the objectives and results derived from the project, while the rest of the video will have mainly film footage and photos of the main activities of the sub-grants. The duration of the video should be at least 1 minute.

## 3. DELIVERABLES

The final product must be delivered no later than *September, 2020*.

## 4. ROLES AND RESPONSIBILITIES

The company/agency will have the following key responsibilities:

- Prepare and present the concept of the video and the stages of the production of the material with the tentative dates for each stage to be explicitly stated;
- Be responsive to the need 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 the preparation and deliverance of the undertaken activities, respect the expected standard quality;
- 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.

## 5. APPLICATION REQUIREMENTS

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

- ✓ Expression of interest
- ✓ Technical proposal
- ✓ Financial offer

## 6. HOW TO APPLY?

The interested parties should send all the required documents listed above to the address: [office@indep.info](mailto:office@indep.info), under the subject line: [Insert company's name] - EXPERT COMPANY IN MARKETING AND PR TO PRODUCE AUDIO-VISUAL MATERIAL.

## 7. DEADLINE FOR SUBMISSION OF PROPOSALS

Deadline for submitting the offers is: **26 July 2020 (23:59 h)**.

