



CALL FOR EXPRESSION OF INTEREST

Terms of Reference (ToR)

For

EXPERT COMPANY IN MARKETING AND PR TO PRODUCE AUDIO-VISUAL MATERIAL 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 main objective of this project is to create the necessary pre-conditions that will facilitate responsive based policy making in the area of environment protection in Kosovo. One of the main activities of this project is also the designing of a creative and innovative awareness raising campaign, which simultaneously will enhance awareness on environment protection.

2. DESCRIPTION OF THE ASSIGNMENT

INDEP, as the implementing body of the project, 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 on the topic of environmental protection and preservation. The final product will be spread via official website and social media accounts of INDEP.

The video concept is expected to be presented by the staff of the marketing company. Considering the situation with the pandemics and limitation to record live footages of people and objects, thus, it is highly suggested for the video to be an animation. Nonetheless, the visuals are expected to be highly creative and complement the concept of the video. The duration of the video should be at least 1 minute.

3. DELIVERABLES

The final product must be delivered no later than **January 10, 2021**.

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

A cover letter which introduces the consulting/company/organization with an expression of interest to carry out the work as described in this ToR.

- ✓ Technical & Financial 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. The amount of the financial proposal should not exceed 1,000 EUR.

6. HOW TO APPLY?

The interested parties should send all the required documents listed above to the address: dardana.jusufi@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: **29 December 2020 (23:59 h).**