



Call for Expression of Interest

Terms of Reference for Specialized Marketing Agency

‘PACT - Policy Advocacy and Coalition Building for Consumer Protection’

1. Background

Starting from January 2021, Institute for Development Policy (INDEP) is implementing the project ‘PACT - Policy Advocacy and Coalition Building for Consumer Protection’ 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, and retail market.

In order to empower the customers and to monitor the implementation of the current legislation on customer protection, this project will be focused in intensifying the awareness raising campaign about customer rights in “Mbrojtësit e Konsumatorëve – Kosovo Consumer Watchdog” social media pages, encouraging citizen’s reporting of cases of consumer right violations in the abovementioned sectors – energy, oil and mining, and retail market, and creating synergies between stakeholders in order to build coalitions that protect customers in Kosovo.

In particular, through this action, INDEP aims to:

1. Create synergies between stakeholders in order to build coalitions that protect customers in Kosovo;
2. Provide clear instructions and legal assistance to customer interested to issue complaints in cases of violation of their customer rights. Activity led on “Mbrojtësit e Konsumatorëve” page will be instrumental in doing so; and,
3. Prioritize customer protection complaints by advocating for increased capacities and better coordination between institutions and agencies that handle these complaints.

In mid-2020, INDEP has created “Mbrojtësit e Konsumatorëve” page on Facebook and Instagram. For 2021, INDEP is seeking to intensify this social media raising awareness campaign, namely to increase awareness raising on customer’s rights by producing **3 videos** and **100 info graphics** in regards to this topic, by requiring information on the stage of complaints issued by consumers from the relevant institutions, namely Commission for Economic Development, ERO, Food and Veterinary Agency, etc. 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 and Instagram 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. In this direction, INDEP has already created the “Mbrojtësit e Konsumatorëve” page but in 2021, this page intends to approximately triple its activity compared to 2020.

The contracted party (in collaboration with INDEP), will be in charge of designing, producing, publishing, advertising¹ and promoting² activities of the page. The tasks are 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 but not limited,
- 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,
- Leading raising awareness campaign in a creative manner,
- Promotion of the page and project’s goals in local and national media.
- Sponsorship of the posts and Facebook page,
- Clear visibility of the logos of INDEP, the donor and the raising awareness campaign,
- All of the materials should be desktop, mobile and tablet friendly, and available in Albanian and English language.

3. Deliverables

¹ Advertising activities and materials in traditional media and public places.

² Promoting activities and materials via sponsored posts in social media.

The minimal³ expected deliverables are as listed below:

- 100 info graphics,
- 3 videos.

The expected service is to manage the Facebook and Instagram page until the end of December 2021.

4. Methodology

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

- Be consulted closely with the contracting authority,
- Hold regular meetings with contracting authority,
- The deliverables (including the first and final versions) should 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,
- Report regularly to INDEP and be responsive to INDEP's project related requests,
- Prepare interim, final report and specific reports as required by INDEP.

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 2021. Thus, the deliverables should be equally dispersed and shared online throughout the upcoming months, but be fully

³ Please note that the bidding companies are encouraged to put forward other creative and effective instruments of conducting the campaign. It is up to the companies to submit a written methodology and campaign plan which will be the core component of the evaluation process.

completed by the end of this year. Similar to this duration fall also the management of the Facebook and Instagram page.

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.

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 and advertising in traditional media and in public places. The amount of the financial proposal should not exceed 13,500 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 Year 2”.

10. Deadline for submission of offers

The deadline for submitting the offers is: **Sunday, 24 January 2021 (23:59 hr)**.