



**Terms of Reference (ToR)**  
for  
**Specialized Marketing Agency to be engaged in the project**  
**'Recover4Sustainability'**

**1. Background**

Starting from July 2021, Institute for Development Policy (INDEP) is implementing the project 'Recover4Sustainability', supported by the Balkan Trust for Democracy (BTD), a project of the German Marshall Fund of the United States and the USAID.

The overall objective of this project is to promote a green agenda perspective in the future recovery packages from COVID-19, to monitor the implementation of the incentive measures and to provide a beneficial way for citizens to be included in the discussion taking advantages of the information technology. Also, the project aims to advance the conditions in which current and future recovery packages impact the most vulnerable parts of the economy and society affected from the effects of the pandemic.

In particular, through this action, INDEP aims to:

1. Build a sustainable mechanism for monitoring progress in implementing COVID-19 pandemic recovery packages in order to promote policies that promote sustainability and the transition to sustainability,
2. Influence the recovery packages to be comprehensively designed as well as to promote the sectors of sustainable economic development, environmental protection and social development.

In the beginning of 2021, INDEP has created "barometri.indep.info" website. For 2021, INDEP is seeking to follow-up with this campaign, namely to continue to increase awareness raising on monitoring the implementation and the impact of the economic recovery package by producing the below listed services and products:

- Organization of Launching Event
- Design of the following:
  - 12 informative newsletters,
  - 4 research papers,
  - 3 monitoring reports,
  - 24 info graphics.

- Printing of the following:
  - 12 informative newsletters (price per color page A5),
  - 4 research papers (price per color page A4),
  - 3 monitoring reports (price per color page A4),
- Produce 4 story videos (including real case studies) and 2 video animations,
- Five (5) Green Recovery podcasts

In regards to this topic, by requiring information on the stage of strengthening and guiding sustainable socio-political and economic development based on the principles of democracy and democratic values, equal opportunities, social and environmental justice and human rights, **INDEP** is **looking** for a **specialized marketing agency** to produce the abovementioned products.

## 2. Description of the assignment

In order to achieve the project's main objective, through an intensive online campaign, INDEP aims to strengthen and guide sustainable socio-political and economic development based on the principles of democracy and democratic values, equal opportunities, social and environmental justice and human rights.

The contracted party (in collaboration with INDEP), will be in charge of designing, producing, publishing, advertising<sup>1</sup> and promoting<sup>2</sup> activities of the project. 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,
- Organize the Launching Event
- Info graphs should 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 Facebook posts and website,
- 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, English and Serbian language.

## 3. Deliverables

---

<sup>1</sup> Advertising activities and materials in traditional media and public places.

<sup>2</sup> Promoting activities and materials via sponsored posts in social media.

The minimal<sup>3</sup> expected deliverables are as listed below:

- Organize the Launching event
- Design of the 24 info graphics,
- 4 Recovery story videos,
- 2 Video Animation,
- Design of the 12 informative newsletters 4 research papers, 3 monitoring reports.
- Print of the newsletters, 4 research papers, 3 monitoring reports
- 5 recovery podcasts.

The expected additional service is to manage the Facebook page and website until the end of July 2022.

#### **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.

---

<sup>3</sup> 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.

## 6. Duration

The engagement of the contracted party is foreseen to last until July 2022. Thus, the deliverables should be equally dispersed and shared online throughout the upcoming months, but be fully completed by the end of July 2022. Similar to this duration fall also the management of the Facebook page and Barometer website.

## 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 17,000\$. Selection of the company is not price based.

- ✓ Professional Portfolio.

## 9. How to apply?

The interested parties should send all the required documents listed above to the address:

[kaltrina.rexha@indep.info](mailto:kaltrina.rexha@indep.info), under the subject Line: “[Insert company’s name] – EoI for ‘Recover4Sustainability’”.

## 10. Deadline for submission of offers

The deadline for submitting the offers is: **Sunday, 08 August 2021 (23:59 hr)**.