

Terms of Reference (ToR) for consultancy:

Design of Project Visual Identity, Production of Info Sharing Materials

Project title	Green Horizons - Youth and community led green transition initiative in Western Kosovo
Contract Reference	EU Grant: 2024/461-252
Assignment	<ol style="list-style-type: none"> 1. Project branding: design of project visual identity and production of promotional and info sharing materials. 2. Development/upgrade of the project website. 3. Maintenance of the project website: creation and placement of informational and promotional content for the website and social media.
Duration of the engagement	<ul style="list-style-type: none"> - 17 consultancy days for project branding and website development/upgrade: design of the project visual identity, production of info sharing materials. - 25 months of project website maintenance and creation and placement of informational and promotional content for the website and social media.
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About CARE in the Balkans

CARE's mission in the region of Balkans is to contribute to post-war recovery, socio-economic development and building the societies of equality in Bosnia & Herzegovina, Serbia, Montenegro, Kosovo, Albania and North Macedonia. CARE's work in the Balkans started in 1993, when it provided humanitarian support to people affected by war. In the late 90-ties, CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development, engaging in interventions directed at conflict prevention and peacebuilding, sustainable livelihoods, gender equality and the prevention of gender-based violence.

CARE in the Balkans places the quality of its program at the centre of its mission and has developed a regional strategy with key impact areas of Economic Justice (enhancing inclusive climate-smart economic empowerment and resilient livelihoods), Social Justice (fostering social transformation leading to enhanced) and Humanitarian Action (in emergencies, CARE will support people affected by natural or man-made disasters, conflict or displacement with lifesaving and urgently required support in line with CARE International's global strategy). These efforts are

guided by cross-cutting priorities, including promoting gender equality, advancing climate justice, strengthening social cohesion, and empowering civil society.

1. Project Background

Green Horizons - Youth and community led green transition initiative in Western Kosovo project (in further text: the Project) is a project implemented by CARE Deutschland e.V. office in Kosovo and two local partners: non-government organizations Emancipimi Civil Ma Ndryshe (EC Ma Ndryshe) from Prizren and Syri i Vizionit (SiV) from Peja/Peć.

The Project is financed by the European Union (EU), through the Grant Contract no.: 2024/461-252 with reference to the call for proposals: EuropeAid/179419/DD/ACT/XK EU Civil Society Facility and Media Programme for Kosovo – 2023 in Lot 2: Local governance, development and activism. The project started on 1st January 2025 and has a duration of 28 months.

The overall objective of the project is to strengthen the resilience and role of youth and civil society of Kosovo in advancing participatory **democracy, local development and social inclusion processes**. This contributes to strengthening the resilience, role and capacities of civil society and media in advancing participatory democracy and social progress along with the EU integration and approximation agenda in Kosovo. Specifically, the action aims to support **gender just, youth and community led local development processes** focused on **circular economy and green transition** in Prizren, Peja/Peć, Gjakovë/Đakovica, and Mitrovica (North and South).

The project aims to tackle **youth and civil society actors** and engage them in environmental protection, circular economy, and green transition programming and activism, by raising citizen awareness of environmental preservation and effective strategies, and cooperate with local policymakers to increasingly priorities green transition in local development, with a heightened focus on amplifying the voices of youth and women in decision-making processes, thus a sustainable transformation in the local policy landscape will occur, enhancing resilience and fostering participatory democracy in Kosovo.

The outputs of the project foresee:

- **Output 1** will encompass participatory research, focusing on identifying key environmental challenges, stakeholders, and the inclusivity of green transition policies and local processes, particularly in relation to women and youth.
- **Output 2** will focus on capacity-building activities around circular economy and green transition, aiming to foster environmental resilience and social activation among youth and CSOs. The School of Activism for Environment aims to enhance local youth engagement by educating students on citizens' rights, the green transition, circular economy principles, youth activism, and peer-to-peer exchange.
- **Output 3** will focus on fostering collaboration with cultural institutions, supporting local youth activism and volunteerism, and encouraging regional exchange to build social cohesion and a sense of shared responsibility for environmental and sustainable development issues.

- **Output 4** focuses on ensuring the participation of youth, women and other marginalized groups in decision-making related to green transition. The project will engage youth and civil activists in structured advocacy, including training and round table discussions on local environmental protection and inclusive policy-making processes.

Target group and final beneficiaries:

- Pupils aged 14-18, from selected secondary schools and youth aged up to 29 years from the target areas who will gain knowledge and/or practice in civic activism around green transition and circular economy (primary target group of the project).
- Activists (around 65% female) from community-based organizations (CBOs) engaged in innovation, circular economy, sustainability, gender, environment.
- Students and professors in the Green Innovation Lab activities of the Faculty of Life and Environmental Sciences of the University of Prizren.
- Representatives of local and national authorities from relevant departments and directories included in some project activities.
- Citizens of the target municipalities raising their awareness around green transition, environment protection, circular economy through a project organized public awareness campaign (for which the project branding should align well).

The project is looking to hire a consultant/company to provide services on project communication and visibility according to EU Visibility Guidelines.

2. Objective of the Consultancy

The objective of this consultancy is to develop a unique branding – design visual identity and a catchy moto for the project in line with project objectives and target groups and define its use on various project promotional materials/outputs.

The consultancy also includes the upgrade of the current website, developed within the previous CARE project: Kosovo Youth Participation – KYP and its maintenance.

The main project target group are young people ages 15 to 29 potentially interested in climate justice topics, from Prizren, Peja/Peć, Djakove/Đakovica, and Mitrovica (North and South). The consultancy will involve producing digital materials aimed at capturing the attention and encouraging youth to participate in project activities.

3. Scope of Work

Development of branding, logo, moto and project materials:

Branding of the project will ensure consistency in messaging and communication across all stakeholders involved, providing a unified approach to increase the project's visibility, thus ensuring accountability and transparency on the use of EU financial support.

The consultant/company will be responsible for developing cohesive messaging and branding that ensuring consistent and compelling communication across all platforms and channels.

The project moto and logo should be youth and user friendly: the project moto will be used as a referral to the project and should communicate well with the main target group and general population of the target regions. The project logo that should be placed with the EU and the CARE logo, according to EU visibility standards. It is envisaged that the project will produce materials such as: posters, banners, leaflets, information sheets, written content that will be placed on social media, as well as in the local, regional and eventually national media. The consultant/company will be responsible for this production.

- **Website Upgrade and Maintenance:**

The consultant/company will be responsible for updating the current website (developed within the Kosovo Youth Participation – KYP project with funding of EU) by adapting it to the content of the new project. In particular, the company/consultant must ensure that the existing website is continuously populated with new content, without losing the content of the previous project, so that the information about both the previous and the current project remains accessible. The website is expected to be upgraded both in terms of its appearance and user-friendliness. The consultant/company will undertake the website (domain) maintenance monthly.

4. Deliverables

The consultant/company will be responsible for delivering the following:

No.	Tasks/Deliverables	Detailed Description	Estimated Level of Effort
1	Development of branding, logo, moto and production of the project banner	<p>The consultant/company in consultation with the project team, will be responsible for developing the branding elements for the project, including the design of a logo, slogan (motto), and project materials. The task involves creating visually appealing and cohesive branding materials that reflect the project's identity, values, and objectives.</p> <p>This task is a priority, and it is expected to be concluded by 20 March 2025.</p>	5 days

2	Upgrade of the website	The consultant/company, in cooperation with the project team, will envision the new look of the current website and develop and update its content. The website should cover content in three languages: Albanian, Serbian and English.	12 days
3	Maintenance of the website	The consultant/company will undertake the website (domain) maintenance monthly, incl. creation and placement of informational and promotional content and up-date the content of the website as per project needs.	Approx. 25 months

5. Duration of Engagement

The consultancy for development of branding, logo, moto, project banners, other materials and website upgrade are expected to last for an estimated 17 non-consecutive days over the period March and April 2025. While website maintenance, creation and placement of informational and promotional content and update of the content (when needed), will begin in March 2025 and continue for a duration of 25 months.

6. Required Qualifications

- Proven professional expertise, knowledge and experience in target-oriented design, clients consulting.
- At least 5 years of experience in branding, creation of visual identity of similar projects/ actions.
- Demonstrated experience in developing and upgrading websites, as well as their monthly maintenance.
- Proven ability to transfer the inputs from the team into the graphic elements of the visualization.
- Proven experience in working with civil society organizations and development of project visibility plans, communications strategies.
- Overall knowledge of the principles of youth civil society organizations' functioning and of the position of youth in Kosovo.
- Enclosed portfolio with previous work (including only designs relevant to this consultation).
- Excellent interpersonal and communication skills.

- Excellent written and verbal knowledge of the Albanian and English languages, desired knowledge of the Serbian language.

7. Reporting

The consultant/company will report to Project Manager of the Green Horizons project.

8. Application Process

The consultancy proposal should consist of the following:

- Consultant's CV/portfolio with three references relevant for the required design.
- Certificate of business registration, fiscal number, VAT (in case of companies/organizations).
- A portfolio with previous branding of projects and other relevant design-related information to prove the consultant's/company's aesthetics and design capacities.
- A brief on the consultant's/company's competencies and experience in handling similar projects.
- The consultancy financial offer in EUR, on the basis of the set consultancy outputs required (as stated under the assignment), with a statement confirming the schedule deadline, including maintenance of the web page on monthly basis.
- Contact and identification details (for individuals/organization/company).

Interested companies/candidates (design companies or freelance consultants) are invited to email their applications at care.kosovo@care.de no later than **03.03.2025**.

If you are applying as a company, please send your financial offer VAT free, before the given deadline. If you are applying as an individual, please send your financial offer in gross, before the given deadline.

The project Green Horizons - Youth and community led green transition initiative in Western Kosovo is exempt from VAT!

9. Criteria for Selection of Best Offer

The received applications will be evaluated against the following criteria:

The elevation will be awarded based on the assessment of both a technical and a financial proposal submitted by consultants/companies. It will also be based on the quality and creativity of the individuals, and the company's portfolio of previous work that is similar to this project.

Technical and quality evaluation weigh 70% and financial criteria weigh 30%.

Only the bids obtaining a minimum of 70 points in the technical evaluation shall be considered for the financial evaluation. The evaluation criteria shall be as follows:

Criteria	Weight	Max point
Technical and quality evaluation	70%	100
Professional Expertise & Experience <ul style="list-style-type: none"> • Consultant's/company's level of expertise in similar projects. • The number of years and quality of experience in branding and visual identity creation for projects in the field of Climate Justice and Youth. 		50
Portfolio Review <ul style="list-style-type: none"> • Consultant's/company's the design quality and relevance to the current project. • Consultants/company experience on website upgrade/maintenance to similar projects. 		30
Knowledge/Skills <ul style="list-style-type: none"> • Consultants/company knowledge of working with civil society organizations; and overall knowledge of the principles of youth civil society organizations. 		20
Financial Offer (value for money)	30%	