

Terms of Reference

Institutional consultancy to raise public awareness on the elimination of barriers on inclusion of children with disabilities in Kosovo

Title	Institutional consultancy to raise public awareness on the elimination of barriers on inclusion of children with disabilities in Kosovo.
Purpose	The objective is to design and implement a national campaign in order to raise awareness about barriers of inclusion of children with disabilities, aimed at contributing to the establishment and provision of inclusive and equitable quality education, health and social services that promotes socialization and inclusion of all children in Kosovo.
Geographical scope	Kosovo wide awareness campaign. Advocacy events in 5 selected municipalities.
Type of Consultancy	Institutional Consultancy
Duration	10 February 2023 to 30 November 2024
Start Date	10 February 2023
Reporting to	Communication and Partnerships Officer

1. CONTEXT

UNICEF's overall strategic approach in Kosovo is to ensure that the rights of children are identified and attended to, either directly or through advocacy with partners and relevant Kosovo institutions. The programme focuses on three key flagship priorities that include: advancing early childhood development and education; social inclusion of children with disabilities and increased participation and empowerment of young people.

According to the UNICEF "Situation Analysis of Children with Disabilities in Kosovo" (2017) [report](#) emphasizes that "The provision of assistants for children with disabilities remains with the family of the child with disability because the schools do not have assistants". Children with disabilities have difficulties in accessing school infrastructure, schools do not have toilets for children with disabilities. Children with disabilities face the problem of access to road infrastructure. Also, the challenge for them remains poor health and social services.

Based on the [MICS data 2019-2020](#), children with disabilities are one of society's most marginalized groups. They are more likely to be among the poorest parts of the population, facing daily discrimination in the form of negative attitudes and a lack of sufficient laws and legislation. They are less likely to attend school, have access to medical care, or have a voice in society.

Referring to another [report](#) by HANDIKOS with support of UNICEF Kosovo office "Report on the accessibility of primary and lower secondary school buildings for children with disabilities in Kosovo", the lack of access in public spaces and facilities denies the free and independent movement of people with disabilities, especially in educational facilities which is a prerequisite for their full and equal participation in society.

The European Commission [Report](#) 2021 for Kosovo states that "Persons with disabilities are subject to discrimination and lack of institutional care, starting from lack of proper medical care and lack of physical infrastructure. Limited access to public buildings, schools, medical facilities, and transport remains a problem, despite the existence of relevant administrative instructions. The implementation of the 2013-2023 National Strategy on the Rights of Persons with Disabilities¹ is limited. Authorities

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should increase financial support to scale up community-based social and health services for children with disabilities and increase efforts to integrate them effectively into educational institutions.

The Ministry of Finance, Labor and Transfers (MFLT) and Kosovo Disability Forum (KDF) with support of UNICEF has been engaged during 2021-2022 to develop and finalize the draft Law on Evaluation, status recognition, benefits, and services for persons with disabilities in line with the main principles that derive from the UN Convention on the Rights of Persons with Disabilities (CRPD), and the International Classification of Functioning, Disability and Health (ICF). This Law consist of a paradigm shift for children and persons with disabilities as it will define and regulate the evaluation procedures for the recognition of the status of all persons with disabilities and shall determine their eligibility for benefits and services. The draft Law is expected to be proceeded for the approval by the government and final endorsement by the assembly by end of 2022.

As part of the implementation of the new UNICEF Kosovo Programme 2021-2025, UNICEF Kosovo Office is aiming at diversifying its engagements with the public and private sector and integrate the business sector as a strategic partner to advance the inclusion agenda in Kosovo with a specific emphasis on addressing the three key programme priorities: advancing early childhood development and education; social inclusion of children with disabilities and increased participation and empowerment of young people.

2. PURPOSE OF THE CONSULTANCY

The purpose of the institutional consultancy/company is to design and implement a Kosovo wide communication and advocacy campaign on accessible services for children. More details are listed below.

The institution will be contracted to conduct the following interventions:

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- Develop community brand awareness to eliminate barriers for inclusion of children with disabilities, including the importance of accessible services and the accessibility for children with disabilities in public spaces.
- Facilitate high level advocacy events with central and local institutions, DPOs, private sector and other relevant stakeholders to highlight the importance of development of: a) accessible services for children with disabilities and provision of assistive devices and human resources who work with children with disabilities including teacher assistants, accessible information and communication. b) accessible public spaces for children with disabilities such as accessible toilets and ramps in schools and free transportation.
- Organize advocacy events in 5 selected municipalities (Gjakova, Gjilan, Dragash, Lipjan and Zubin Potok) with local institutions to promote models of inclusive municipalities with potential of being replicated and scaled up Kosovo wide.
- Support the coordination of the activities at the community level organized by partner Disability Persons Organizations (DPO's) on empowering parents and communities to demand quality services in an inclusive care environment through awareness raising activities for promotion on integrated and quality health, education, and protection services.

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3. SCOPE OF WORK AND DELIVERABLES

The company will be focusing its additional efforts with different partners, including private sector, to intensify its advocacy, communication, and partnership for inclusion of children with disabilities. The aim is to create models of inclusive municipalities, with potential of being replicated and scaled up Kosovo-wide.

The public awareness campaign on the elimination of barriers on inclusion of children with disabilities in Kosovo will additionally mobilise and support advocacy efforts of Disabled Persons Organizations and other relevant actors to fast track the approval of the law and establishment and functionalization of mechanisms necessary for implementation of the Law and establishment of a qualitative system for provision of services for children with disabilities and its alignment with the Law on Child Protection.

The primary targeted audience of the communication awareness campaign will include the general public, decision makers at central and local level; local organisations, community representatives; and the private sector.

Further, in terms of demand creation and targeting increased demand for integrated and quality services, the campaign will particularly extend its reach to persons with disabilities, children with disabilities, parents, and caregivers of children with disabilities, as well as community and religious leaders (representing religious organizations at the central level).

The selected company will design and implement the campaign on inclusion of children with disabilities and will accomplish the following deliverables:

- **Campaign ideas developed:** develop creative, memorable, and engaging idea concepts for campaign, using a mix of communication techniques and channels, including high level advocacy events. Ideas to be presented through rough executions of concepts/mood boards, key visuals, and messaging.
- **Creative elements developed:** based on the approved creative idea, develop specific elements of the campaign, for instance: major events, scripts, and detailed story boards for Public Service Announcements (PSAs), ideas for short films in line with core creative concept, design of print advertisements, copywriting, and design of social media content.
- **Engagement plan developed:** mobilize influencers, institutions, and private entities to support the campaign objectives. Develop a scaling up plan of the campaign on inclusion of children with disabilities. This will include the campaign implementation plan with innovative campaign products and activities upon endorsement by UNICEF and EU.
- **Campaign assets produced:** based on the approved creative elements manage production of campaign assets, including performing all aspects of film, video, radio, digital production including creative direction, production, post-production/editing, casting, location negotiations, advocacy event organization and adaptation to different languages.

All campaign products should be pre-tested. The selected institution will apply tools to measure achieved objectives and the reach of the campaign and provide indicative targets on the reach, impact, engagement and successful implementation of the campaign.

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4. QUALIFICATIONS

UNICEF Kosovo Office is seeking for institutional consultancy with required background and experience for the:

<i>Background</i>	Recognized company with proven experience in communication, marketing, campaigning, inclusion agenda and policy analysis, inclusion of children with disabilities, corporate social responsibility, corporate governance, or business and human rights issues.
<i>Expertise and skills</i>	<ul style="list-style-type: none"> • Good knowledge of communication, marketing, campaigning, inclusion agenda, corporate social responsibility, social service systems, human and children’s rights, the development agenda, gender, and equity issues. • Demonstrated experience developing successful social media strategies and campaigns, ideally in a non-profit context. • In-depth knowledge and understanding of different social media platforms. • Creative and innovative approach, /ICT apps to reach and have wider effect at the same time with the events, activities and other steps of the awareness raising campaign. More oriented to the paper & energy saving. • At least 5 years of relevant communication and advocacy experience on inclusion area or other relevant similar campaigns related to human rights. • Experience in facilitating and organising high level events with government representatives and other stakeholders. • Previous experience with UNICEF and In-depth knowledge on the issues of rights of persons with disabilities and the challenges they face in Kosovo is an advantage.

5. MANAGEMENT

Management: The selected company will work in close consultation and under the supervision of the Communication and Partnerships Officer, with support from Social Policy Specialist and Child Protection Officer.

The evaluation of the contractor(s)’ performance will be based on:

- Quality of produced outputs.
- Compliance with the established timelines.
- Compliance with ethical UNICEF standards related to reporting on children.
- Responsibility and communication.

Schedule: This assignment will commence by 5th December 2022 to 25th November 2024.

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Payment: Details to be included in related contract established through the arrangement and based on completion of assignment and submission of invoices.

UNICEF recourse in case of unsatisfactory performance: UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. The performance of the contractor will be evaluated against the set of standard indicators such as: whether all goals outlined in the ToR are met, whether deadlines established by ToR are met, technical and professional competence demonstrated, quality/quantity of work and deliverables, demonstrated initiative, responsibility, work relations, and communication.

6. FUNDING

This institutional consultancy is going to be funded from IPA II, grant code (SC220026).

7. SELECETION CRITERIA

Each proposal will be first assessed on its technical merits. A maximum of 70 points is allocated to the technical proposal, and a further 30 points for the price component, with a maximum possible score of 100 points.

Technical proposals will be evaluated based on a desk review. UNICEF evaluators will read technical proposals and assess the quality of samples. Scores from the desk review will be allocated according to the table below:

	Technical Evaluation Criteria	Points (70)
1	Capacity of the company (human resources; experience)	10
2	Innovation and scale-up (creative and tools for scaling up)	20
3	Quality on the proposed campaign methodology, activities, envisaged results, deliverables, and other campaign's details	20
4	Network with institutions, influencers, and private sector companies	10
5	Monitoring mechanisms for ensuring desired results (means and mechanism utilized to monitor the successful implementation of the campaign)	10
	Financial Evaluation Criteria	Points (30)
2	Financial proposal	30
	TOTAL SCORES	100

The applying institutions, which accumulate the minimum score of 50 points, will be qualified for financial evaluation, which will be based on the most responsive proposal. The total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as

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Points (x) = (30 X lowest offer/ offer x). Contract will be awarded to the offeror who obtains the highest cumulative score (technical + price points).

8. APPLICATION

Interested companies are requested to apply with their CV's, portfolio, financial proposal, technical proposal with detailed methodology for the implementation of the activities, work plan with timelines and a sample of previous work conducted, as requested in the technical evaluation. Technical proposal will be evaluated on 70%. Whereas the financial one will be evaluated on 30%.

9. COPYRIGHTS AND UTILIZATION RIGHTS

The copyrights and the right of utilization of all the materials will belong to UNICEF Kosovo Programme. The company will archive all produced materials for one year after the expiration of the contract and will provide the respective content on request.

10. ETHICAL CONSIDERATION

The selected institution should require written consent form from parents or legal guardian of a child to expose her/his face during video production and after. Consent form should include satisfactory information for participants and should highlight the right of participants to withdraw during process of video development. The consent form should be developed in coordination with UNICEF responsible staff, and in accordance with UNICEF Procedures for Ethical Standards.

11. SUPPORT PROVIDED BY UNICEF

UNICEF will actively participate in conceptualization of the campaign and will provide relevant support materials/resources.

At the onset of the project, UNICEF will provide:

- UNICEF Brand Toolkit
- Core messages, facts and figures
- Other relevant documents

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https://childhub.org/sites/default/files/library/attachments/national_strategy_on_the_rights_of_persons_with_disabilities_in_the_republic_of_kosovo_2013-2023_2.pdf