

TERMS OF REFERENCE

Name of the Project	“Youth Empowerment Enabling Prospects” YEEP II
Type of service	Marketing Agency for National Awareness and Advocacy Campaign
Location	Kosovo
Type of consultancy	Marketing Company / Agency
Duration	March – April 2026 (2 months of engagement)
Expected start date	March 2026
Reporting to	SOS Children’s Villages Kosovo – YEEP II Project Manager

1. Introduction

These Terms of Reference serve as a request for proposals from professional marketing agencies interested in creating and implementing a high-profile national awareness and advocacy campaign for the project “Youth Empowerment Enabling Prospects” YEEP II.

SOS Children’s Villages Kosovo

SOS Children's Villages Kosovo since 1999 has been working to help children who have lost parental care or are at risk of losing parental care. While maintaining the attitude that every child should be part of a family, growing with the sense of belonging, respect and security, the SOS Children's Villages Kosovo program focuses on helping all children, youth and their families overcome life challenges through pillars such as: Alternative Care, Family Strengthening Program, Education and Advocacy.

High unemployment rate and poverty are considered to be one of the main factors contributing to the family breakup, so youth employment for an independent life remains a dimension closely linked to the organization's mission. For years, SOS Children's Villages Kosovo has been committed to contribute to increasing the employability of young people at social risk. The project “Youth Empowerment Enabling Prospects” YEEP II is a continuation of this commitment, but already as part of a broader regional initiative.

1.1 Context of the programme

The project "Youth Empowerment Enabling Prospects – YEEP II” is a continuation of the organization's commitment in increasing youth employability.

The project is financed by Federal Ministry for Economic Cooperation and Development – BMZ and CVW is implemented by SOS Children Villages in Kosovo, Albania, North Macedonia, Bosnia and Hercegovina and Serbia aiming to offer improved employment prospects and active participation in the labor market of 2,770 vulnerable youth, aged 16 – 35.

1.2 Programme overview

The project “Youth Empowerment Enabling Prospects – YEEP II” aims to improve employment prospects and labour market participation for vulnerable youth aged 16–35 by strengthening their employability and supporting their socio-economic integration.

In addition to employment and skills development interventions, the project includes advocacy and awareness-raising measures aimed at sensitising local and national decision-makers to the challenges faced by vulnerable young people and promoting policy solutions that support their socio-economic inclusion.

Through these efforts, the project contributes to increasing the knowledge and understanding of local and national decision-makers on how to address the socio-economic exclusion of vulnerable youth, including through the advocacy engagement of the target group.

As part of this objective, the project has developed Draft Policy Recommendations (March 2026) aimed at improving youth employment. To promote these recommendations and support their integration into national strategies, a high-profile national awareness and advocacy campaign will be implemented. This campaign will target the general public, the business sector, and institutional stakeholders to promote specific measures such as wage subsidies, self-employment grants, and tax incentives for employers of vulnerable youth.

1.3 Timing of the assignment

The intended start date is in March 2026 and the assignment shall conclude in April 2026. The total duration of the engagement is 2 months.

1.4 Scope of the national awareness and advocacy campaign

In Kosovo, a marketing agency will be contracted through a competitive tender process to design and implement a high-profile national awareness and advocacy campaign.

The campaign will be national in scope and will aim to raise awareness about the importance of improving employment opportunities for vulnerable youth and promoting policy solutions that facilitate their integration into the labour market.

The campaign is expected to last 2 months, depending on the progress of advocacy processes related to the adoption or modification of policies supporting the socio-economic integration of vulnerable youth.

The campaign will utilize various communication and advocacy tools including:

- press releases
- video materials
- digital advocacy materials and infographics
- media outreach and social media communication

The campaign will conclude with an event aimed at presenting the policy recommendations and advocating for their integration into national strategies.

2. Objectives of the National Awareness and Advocacy Campaign

2.1. Overall objective – purpose

The overall objective is to design and implement a national awareness and advocacy campaign to raise public awareness and mobilize institutional support, aiming to influence policy measures that enhance employment prospects and the socio-economic integration of vulnerable youth

2.2. Desired results:

The agency must develop communication tools to promote and advocate for:

1. Career Guidance: Strengthening career orientation in the education system.
2. Monitoring & Mentoring: Developing standardized tools for workplace mentoring.
3. Internship Compensation: Advocating for financial compensation for interns.
4. Voluntary Work: Efficient use of the national platform for volunteering.
5. Sectoral Synergy: Linking the private sector, education, and employment offices

3. Work plan and Expected Deliverables

The selected agency will be responsible for designing and implementing the campaign and delivering the following outputs:

D1: Creative Concept: Development of a creative campaign concept, including:

- visual identity for the campaign
- campaign slogan
- key advocacy messages aligned with the policy recommendations

D2: Multimedia Content: Production of communication and advocacy materials including:

- 5 Short advocacy videos One per policy recommendation mentioned above (Videos should be between 60-90 seconds, including subtitles in Albanian or English).
- Digital Toolkit: At least 15 high-quality graphics/infographics for social media and advocacy use.
- D3: PR & Media Outreach: Implementation of media outreach activities including:
 - press releases distributed to national media outlets
 - media engagement to increase visibility of the campaign (Focus on earned media and organic social media reach)
- D4: Final Event (April 2026): Organization and management of a national validation event in Prishtina including:
 - Full organization and management of the final event in Prishtina (logistics, branding, catering and technical support). The event will serve to present the policy recommendations and advocate for their integration into national strategies.
- D5: Final Narrative Report summarizing:
 - campaign activities
 - media reach and engagement
 - advocacy impact and outcomes

4. Instruction to Bidders

- Proven experience as a Marketing Agency in awareness campaigns.
- Technical capacity for high-quality video production and graphic design.
- Demonstrated experience engaging with public institutions and the business sector.
- Ability to deliver all results within the strict 2-month timeframe.

The criteria for selection are:

Criteria	Maximum points
● Technical Experience: Portfolio in similar social or advocacy campaigns.	30
● Technical Proposal: Methodology on covering the 5 pillars and event plan.	30
● Financial Proposal: Cost-effectiveness.	40
Total	100

All bidders must meet the essential criteria. There will be a maximum of 100 points divided and 100 points in preferred criteria.

In case of unsatisfactory performance, SOS Children's Villages Kosovo will negotiate with the selected offers so that the work/ materials can be changed. If the work fails to meet expectations, the contract will be terminated through a notice letter seven (7) days in advance. Meanwhile, SOS Children's Villages Kosovo will initiate another selection in order to identify the right individuals/ companies.

6. Timetable

The National Advocacy Campaign and all related activities will be conducted during March 2026 and April 2026. The Final Validation Event must take place in April 2026. The final report and all campaign deliverables should be submitted no later than 1 month after the event.

7. Duration of the contract and terms of payment

Payment will be made only upon SOS Children's Villages Kosovo, acceptance of the work performed in accordance with the above-described deliverables. Payment will be affected by bank transfer in the currency of billing and is due 15 days after receipt of invoice and acceptance of work.

8. Copyright and other property rights

SOS Children's Villages Kosovo will have the right to all intellectual property and other property rights, but without restriction to, copyright, in relation to the report, processes, ideas, documents, videos, designs, and other materials that the Contractor (Marketing Agency) has developed for SOS Children's Villages Kosovo under the contract.

9. Annex - SOS Children's Villages child protection policy and code of conduct

SOS Children's Villages Kosovo has a child protection policy and code of conduct that expert will be expected to comply with and will be required to sign a statement of commitment to the policy. This will happen upon signing of contract, together with an orientation of experts on internal child safeguarding processes and data protection regulations.

Before the actual start of data collection, a police check is to be provided, in case any sensitive data is planned.

In addition to the above mentioned, the following key areas for ethical consideration need to be taken into account: <http://childethics.com/ethical%20guidance/>

Graham, A., Powell, M., Taylor, N., Anderson, D. & Fitzgerald, R. (2013). Ethical Research Involving Children. Florence: UNICEF Office of Research - Innocenti.



10. Instruction to bidders (Process of submission of Bids)

The bidders are welcome to submit their proposal for the National Awareness and Advocacy Campaign, electronically in PDF format and sent to procurement1@soskosova.org

This bid is open to all professional Marketing Agencies who can provide the requested services. The proposal and all supplementary documents have to be submitted in Albanian language. Financial bid needs to be stated in euro.

Documents to submit:

- Technical Proposal & Methodology: Detailed proposal covering the 5 pillars, campaign concept, and the final event plan;
- Realistic work plan with timelines (March - April 2026) in accordance with this ToR;
- Financial Proposal: Total cost presented in Euro (€). Please note that the project is VAT exempted, and the proposal should be submitted without VAT;
- Company Portfolio with name and contact details, as well as description of relevant past experiences in such or similar fields;
- Business Registration Certificate/NUI;
- The offer must be signed and stamped/ or with an official logo

Deadline for submission:

The proposal has to be sent by latest on: 26.03.2026 Proposals sent after the deadline will not be considered.