**ANNEX 1 – TERMS OF REFERENCE**

**ABOUT COALITION OF NGOS FOR CHILD PROTECTION KOMF**

Coalition of NGOs for Child Protection in Kosovo – KOMF, founded in 2011, consists of 34 local and international non-governmental organizations working in the field of child protection, with the joint mission of advocating for the advancements and protection of children’s rights in Kosovo.

The objectives of the Coalition are:

* Contribution in advancement of the legislation related to the rights of the child;
* Monitoring of the implementation of the legislation related to the rights of the child;
* Awareness raising of the wide public on issues related to child rights and child protection;
* Empowerment of the Coalition as a strong and effective child rights and child protection advocate.

**DESCRIPTION OF THE CONTEXT**

Social services in Kosovo remain weak and do not fulfill the needs of vulnerable children due to the lack of investments to ensure the necessary human and financial resources to address the need of vulnerable groups of children.

One of the main processes which is expected to impact the improvement of the provision of sustainable and quality social services, remains the completion of the social services decentralization process. This process which started in 2009, is still the main challenges in social welfare sector, as it has decentralized the competencies from the central to the local level, but it has not regulated yet the financing issue of social and family services. One of the main reasons for the prolongation of this process, is the lack of institutional will and the necessary capacities at disposal, to implement the decentralization process.

Coalition of NGOs for Child Protection in Kosovo - KOMF in partnership with the Organization for Children without Parental Care - OFAP, SOS Children's Villages Kosovo and KMOP, has been awarded one grant from the European Union, to implement the project “Joint Action for Decentralization – JAD”. This project has started to be implemented in January 2019 and will end in June 2023.

The overall objective of this action is to contribute toward the completion of social services decentralization process in Kosovo. One of the specific objectives of the project is to raise awareness among wide public through media communication on social services decentralization. The awarded company will be engaged for the third specific objective of the project, to further support the awareness raising among wide public, regarding decentralization of social services in the country.

The aim of the awareness raising campaign is to raise awareness and increase mobilization of decision makers and stakeholders from public institutions to drag their attention toward the importance of social services decentralization process and act toward its completion. In addition, the campaign will also target the wide public on the impact that the completion of this process will have on the citizen’s wellbeing.

This Call intends to award one company for the design, development, production and dissemination of promotional products for the conduction of an awareness raising campaign, involving subcontractor/s, in the field of social services, with focus in child protection. The contracted company will be engaged on the basis of a service contract agreement.

**DURATION OF ENGAGEMENT**

The contracted service provider who will design and implement the awareness raising campaign, will be engaged for the period: from the 10th of April 2023 until the 10th of June 2023. The implementation of the awareness raising campaign will consist of 10 days, from the 1st of June 2023 until the 7th of June 2023.

**PERIOD OF THE OFFER VALIDITY**

The submitted offers from companies must remain valid for at least 45 calendar days from the date when the specific offer is submitted from the respective company.

**DESCRIPTION OF WORK / DELIVERABLES**

1. Design of the campaign (branding, message and slogan, action plan, dissemination materials)
2. Printing of campaign materials (brochures, poster, opening ceremony materials)
3. Production of one awareness raising video
4. Production of one awareness raising installation
5. Maintain the visibility and communication of the awareness raising campaign in social media

**TECHNICAL SPECIFICATIONS FOR REQUESTED DELIVERABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **TABLE OF TECHNICAL SPECIFICATIONS FOR EACH SERVICE** | | | |
| **#** | **Description of deliverable** | **Unit** | **# of units** |
| 1 | Design the branding of the entire awareness raising campaign, consisting of: visual identity of the campaign, slogan of the campaign and timeline of the 7-day campaign. | Per branding | 1 |
| 2 | Production of a maximum one (1) minute awareness raising video with content related to investment in improvement of social services, aiming to raise awareness of decision makers, institution representatives and wide public on the importance of sustainable and quality social services for children and how increasing investment impact the improvement of social service provision for vulnerable groups. The video clip content should be presented in Albanian, with subtitles in English and Serbian language. | Per video | 1 |
| 3 | Design the Poster of the campaign which will follow the visual identity and will contain the slogan of the campaign. The poster be shared on the LED screen during the opening ceremony of the campaign, and will be shared on social media, during the campaign. | Per poster | 1 |
| 4 | Design and print of 100 brochures (A4 paper, three-fold, multi color, two side printed) with information on the state of social services decentralization, to disseminate to national level representatives during the opening ceremony of the campaign. Brochures will be produces in three languages (60 copies in Albanian, 20 in English and 20 in Serbian language). | Per piece | 100 |
| 5 | Design and print of 100 pens which will contain the slogan of the campaign, in accordance to the visual identity of the campaign. | Per piece | 100 |
| 6 | Design and print of 100 note books A5 format, hard cover, approximately. 70-90 pg. inside 100 -150 gsm bz, with the visual identity of the campaign. | Per piece | 100 |
| 7 | Design and print of 100 folders which will contain the slogan of the campaign, in accordance to the visual identity of the campaign. | Per piece | 100 |
| 8 | Design and print of 100 pins with slogan and brand of the campaign, to disseminate during the entire implementation of the campaign. | Per piece | 100 |
| 9 | Produce one installation for the awareness raising campaign which will identify and represent the slogan and message of the campaign. | Per item | 1 |
| 10 | Maintain the visibility and communication of the awareness raising campaign in social media (Facebook, Twitter, Instagram). | Per campaign | 1 |
| 11 | Deliver the final report of the awareness raising campaign implementation, with the results from the broadcasting of the campaign slogan and messages on national TVs and social media. | Per report | 1 |

**EVALUATION CRITERIA**

All offers submitted by companies will be assessed according to the following steps and criteria. If the examination of the offer does not meet the eligibility criteria, the application will be rejected on this sole basis. In case of reception of more than one offer that satisfies and fulfills the requested standards, the selection of the winner will be based on the lowest financial offer received from the company.

**STEP 1: ADMINISTRATIVE CHECK**

If the examination of the offer does not meet the set criteria:

* The Application has arrived within the deadline set in the invitation to tender;
* The required mandatory documents are provided with the application;
* The offer is signed and stamped by the authorized person of the company;

The application will be rejected on the basis of administrative error.

**STEP 2: QUALITY EVALUATION**

The quality of the applications will be evaluated using the evaluation criteria in the evaluation grid below.

|  |  |  |
| --- | --- | --- |
| Criterion | Points | Maximum |
| **Quality of the proposed offer:** Is the concept of the campaign clear, sharp and innovative for the wide public? |  | 40 |
| **Experience / portfolio of the company:** Does the company have efficient experience in implementing awareness raising campaigns, in the field of social services / child protection? |  | 20 |
| **Financial offer:** How realistic and effective the financial offer is, in relation to the submitted offer? |  | 40 |
| **Total points** |  | **100** |

**ELIGIBLE APPLICANTS**

The following have the right to apply:

* All legal entities, companies that are registered in the Business Registration Agency, within the Ministry of Trade and Industry;
* Which have registered organizational bank accounts;
* Which have capacities to prepare and implement the proposed campaign;

**REQUIRED MANDATORY DOCUMENTS**

* A copy of the Registration Certificate of the company;
* Fiscal Number Certificate;
* Tax Verification;
* Concepts of awareness raising campaign, concepts of awareness raising video and installation.
* Financial offer, including the filled table of the financial offer, signed and stamped by the authorized person of the company. Financial offer must include all prizes in Euro currency, VAT excluded.
* The CV / Portfolio of the company with the company background, samples of previous similar work and technical specification of the equipment in possession of the company, that are related to the services and deliverables specified in the call;
* Three references from partners for which the company has offered similar visibility services.

**KOMF CHILD PROTECTION POLICY**

KOMF possesses its own Child Protection Policy and Code of Conduct. The engaged company is expected to respect and follow the standards set in the CPP. The company will be introduced and explained regarding KOMF procedures and processes toward protection of children, and it is expected to sign the declaration of vowing to respect KOMF Child Protection Policy and Code of Conduct. The signed declaration will be part of the contract with the company.

**COPYRIGHT AND PROPERTY RIGHT**

KOMF will have the right to all the intellectual property and other property rights, without any restriction on copyright, in respect of all the above specifications that will be developed by the engaged / contracted company for the development and implementation of the awareness raising campaign, under the contract. All materials and all other data prepared by the contracted company will be owned by KOMF, will be treated with confidentiality and will be submitted only to KOMF, as specified in the contract.

**HOW TO APPLY**

* The call will remain open to the public from the 10th of March 2023 until the 31st of March 2023.
* The template of the offer that has to be submitted can be downloaded from the advertised Call, KOMF website [www.komfkosova.org](http://www.komfkosova.org), or from KOMF official Facebook page.
* The completed application must be submitted in hard copy, in two sealed envelopes (two dossiers; one original and one copy), signed and stamped by the legal representative of the company.
* The following subject must be written on the sealed envelope: **“Offer: Develop and implement the awareness raising campaign on social services”**.
* The offers must be submitted at KOMF premises, in the address: Sejdi Kryeziu Str. Bl.4 K.4 No. 14, 10000 Prishtinë, Kosovë, every working day from 9:00 until 15:00.
* Modifying **the template of the offer** will result in the rejection of the application.
* The offer template should be filled using an appropriate computer program (Word/Excel) in one of three official languages in Kosovo. Applications written by hand, typewriter or otherwise will not be accepted.