



ASSOCIATION OF KOSOVO MUNICIPALITIES

TERMS OF REFERENCE

”Organizing Kosovo-wide campaign on raising awareness on importance of implementing measures from central level through municipal structures, focusing on media promotion through local and municipal stakeholders, health professionals and other local leaders

I. BACKGROUND INFORMATION

The Association of Kosovo Municipalities (AKM), with the support of UNFPA and the financial support of the British Embassy, is implementing the project entitled: *”Strengthening resilience through a safe and inclusive return to normality in health and education in Kosovo in the wake of COVID-19”*. The project aims to ensure a safe return to normality taking into account the possibility of future waves of COVID-19 and allow for commensurate preparations, and a fair return to normality, which is inclusive, ensuring that groups that were already marginalized prior to the pandemic are not left behind even further.

In the area of health and awareness raising, the project will focus on the promotion of reliable COVID-19 messaging and preventative measures, which will be covered by UNFPA. This will include a Kosovo-wide campaign on raising awareness on COVID-19 threats and disbeliefs as well as technical support to the Ministry of Health (MoH) and National Institute of Public Health (NIPH) to produce attractive and easy to understand COVID-19 related messages. In the area of health and awareness raising, the project will focus on the promotion of reliable COVID-19 messaging and preventative measures, which will be covered by UNFPA.

II. SCOPE OF WORK

AKM is seeking to engage a specialized communication company/marketing agency that will be developing high quality communication material of various formats from the whole spectrum of communication on importance of implementing governmental measures on Covid 19 This call is

open to all legally constituted companies that can provide the requested services and have legal capacity to deliver the services in the country. AKM requires provision of services from interested and qualified companies for developing a Kosovo-wide campaign on raising awareness on importance of implementing measures from central level through municipal structures, focusing on media promotion through local and municipal stakeholders, health professionals and other local leaders. Furthermore, the AKM expects from the contracted agency to coordinate actions with the stakeholders, including Kosovo National Institute of Public Health and Ministry of Health in:

- a. Identifying relevant anti-Covid measures that affect Municipalities and compile the content that will be promoted within the frame of raising citizens' awareness campaign;
- b. Designing and production of communication materials and identification of appropriate communication channels to be used in implementing awareness raising campaign.

III. DUTIES AND RESPONSIBILITIES

The contracted agency in the frame of this call has the obligation to perform the tasks defined below:

- I. **TV Spot Production:** In the frame of this activity, the contracted agency is obliged to produce a spot with a length of at least 90 seconds. The content of the video should be agreed in cooperation with National Institute of Public Health (KNIPH) – Committee on Health Education and Promotion. Finalisation of the TV spot will be approved by: KNIPH, UNFPA and AKM
- II. **TV Spot promotion on national TV:** The produced TV Spot will be promoted on at least three (3) national TVs in Kosovo and at least four (4) times on each TV. Taking into consideration the length of TV Spot, as well as the requirements for TV Spot promotion, the contracted agency must provide at least 1080 TV seconds. The same TV spot will be promoted also within the social networks of AKM, KNIPH, MoH, UNFPA and other NGOs..
- III. **Production of Billboards:** In the frame of the campaign, the contracted agency must provide 7 billboards which must be placed in municipality of Prishtina, Prizren, Gjilan, Peja, Ferizaj, Gjilan and Mitrovica. The content of the billboard of the video should be agreed in cooperation with National Institute of Public Health (KNIPH) – Committee on Health Education and Promotion. Specific task within this activity is the design, production and placement of billboards in the above mentioned locations.

- IV. Organizing TV debates:** At least 2 TV debates must be organized within the frame of this call. Debates should be organized on 2 televisions with national coverage. The topics of the debate as well as the guests in the debates will be determined in cooperation with the parties involved in this project, including KNIPH,AKM,UNFPA, MoH
- V. Campaign on social networks:** In the frame of this call, the contracted agency must organize a three (3) month campaign on the social network Facebook to raise the citizen’s awareness. Within this activity, the contracted agency has the task of carrying out the following actions: developing the overall social media campaign strategy and its visual design, defining target demographics, and managing posts and responses. The contractor has the obligation to produce at least 3 posts per week, reaching at least 300,000 people in total.

The contractor will implement all activities in close consultation with KNIPH, AKM, UNFPA, MoH

IV. TIMEFRAME

The following is the anticipated timeframe for the services to be provided:

Task:	Timeframe
TV Spot production	January 2021
TV Spot promotion on national TV	January 2021 - March 2021
Production and display of Billboards	February 2021
Organizing the first TV debate	January 2021
Campaign on social networks	January 2021 - March 2021
Organizing the second TV debate	February 2021

The assignment shall be conducted from 10 January 2021 until 31st of March 2021.

V. CONTENT OF PROPOSAL

Proposal must contain:

- a) Technical proposal, in response to the requirements outlined in the service requirements, including a structured and detailed plan of work performance, calendar schedule and major milestones. The technical proposal shall also include organization's supporting documents:
 - Copy of the organization's registration certificate;

- Organization profile including experience in similar assignments, list of similar assignments and clients' portfolio;
- Resumes (CVs) of the key personnel comprising information requested as per the evaluation criteria;

The financial proposal, which must be detailed for each of the activities required under this call.

Proposals should be prepared based on the guidelines set forth along with a properly filled out and signed price quotation form.

Questions or requests for further clarifications should be submitted in writing to the contact address:

Organization	Association of Kosovo Municipalities
Tel:	+ 383 38 245 734
Email address of contact person:	info@komunat-ks.net
Address	Gustav Mayer Nr.6 Pristina 10000

The deadline for offers is 6 of January 2021, at 15:30¹.

Your offer comprising technical proposal and financial proposal, in **TWO separate sealed envelopes**, should be hand-delivered.

¹ Due to Covid-19 pandemics situations and project relation to the situation process of application is 8 days.