**Terms of Reference**

**Request for Services**

**Call for Applications for** **Advocacy and Promotional Campaign “Better Region starts with Youth”**

**General information about the assignment:**

**Organization:** Regional Youth Cooperation Office (RYCO)

**Type of Services Required:** Advocacy and Promotional Campaign “Better Region starts with Youth”

**Title of the project:** A better Region starts with Youth

**Duration of the project:** November 2020 – 31/12/2020

**Expected launch of the platform:** December 31st 2020

**Starting date of the contract:** Within November 2020

**Financial source:** German Ministry of Foreign Affairs​

**Background about RYCO**

Regional Youth Cooperation Office (RYCO) is an intergovernmental organization that stewards and promotes regional, cross-border and intercultural cooperation within and among its six Western Balkan Contracting Parties: Albania, Bosnia and Herzegovina, Kosovo[[1]](#footnote-1), Montenegro, North Macedonia and Serbia, aiming to promote the spirit of reconciliation and cooperation between the youth in the region through youth exchange programs. RYCO’s program focuses on creating opportunities for young people to engage in activities that build mutual understanding and reconciliation in the civic, social, educational, cultural, and sports domains. RYCO initiates and participates in policy making and advocates for reform. It supports the development of a political and social environment that empowers and facilitates youth exchange. A key instrument enabling RYCO to fulfil its mission is grant-making; developing tailored calls for proposals that enable CSOs and schools to engage in initiatives that contribute to mutual understanding of youth from various communities across RYCO’s Contracting Parties, thus contributing to reconciliation and youth participation.

**Objective**

In autumn 2020 RYCO started with production of new digital youth platform for daily promotion of regional youth cooperation, youth experiences and storytelling and for sharing concrete opportunities for youth in WB6. The process of development platform is carried on through online consultations with 300 youth and key stakeholders, joint work of special group of students of journalism from 6 universities from WB6 and RYCO program team. The end of 2020 should finish with launching of the platform through 6 kick off events in WB6 (one part with key stakeholders and one part with media editors) and media campaign (digital marketing, two videos, info package for 1200 stakeholders and media appearances). The kick off events and media campaign have objectives:

* to present RYCO as a leader in the field of regional youth cooperation with its current initiatives (grant-making, capacity building of youth organizations and schools, special projects in volunteers exchange and social entrepreneurship etc.),
* to emphasize the need of intercultural learning in WB6 on political agenda and
* to introduce new digital tool for young people in WB6.

1. **Scope of Work**

RYCO is seeking Agency/Company/Organization to plan and implement public information campaign on results achieved through the implementation of the project Better Region starts with Youth in WB6. The project will support production of new RYCO digital youth platform for daily promotion of regional youth cooperation and youth experiences and storytelling and for sharing concrete opportunities for youth in WB6 and its main functions will be to promote the spirit of reconciliation and cooperation between the youth in the region through youth exchange programs; showcasing and disseminating RYCO’s activities. Implementing public information campaign will have its advocacy component and promotion of new platform, through designing and organizing 6 kick off events in WB6 with key stakeholders and media editors and media campaign (digital marketing, videos, info package for 1200 stakeholders and media appearances).

Engagement involves the development of a campaign strategy and implementation plan, as well as the actual implementation of the campaign, by the following information:

* The objectives of the campaign are to inform the key stakeholders and youth in WB6 on RYCO and its role as a leader in the field of regional youth cooperation with its current initiatives (grant-making, capacity building of youth organizations and schools, special projects in volunteers exchange and social entrepreneurship etc.), on the need of intercultural learning in WB6 being put on political agenda and on the new digital tool for young people in WB6.
* The main target audience of the campaign are: youth (15-25 age), general public, education professionals, decision-makers.
* Key stakeholders/strategic partners: different ministries responsible for youth, education, national youth councils, young leaders, international organizations, different authorities, German Embassies etc.

Under the guidance of RYCO Team, the service provider will be expected to undertake the following tasks:

1. **Event Concept & Management: Creative ideas which are tailored to suit RYCO goals and needs of event: Kick off events in WB6**

In the final phase of project will be **6 promotional kick off events** **in capitals of WB6** with advocacy campaign and promotion of new platform. Each event will have two separate parts:

1. **3-hour event with key stakeholders** (up to 50 participants, based on the list of invitees provided by RYCO) for promotion and launching of info platform, following discussion on the role of young people in creating better region, promoting RYCO mission and previous experience and results and creating future partnerships in supporting RYCO work and actively using info platform and
2. **90-min briefing with media editors and journalists** (app. 10 participants/event) for presenting RYCO work, new initiatives and possibilities for cooperation with media.

The concept of event should have **backup plan** in case that it can not be fully physical meeting (versions: hybrid event with panelists and audience online or fully online event).

The Contractor will prepare the event from the beginning to an end:

* + Concept for 6 kick off events (agenda, logistics, material);
  + Event Planning including invitations and contacts with invitees;
  + Communication/coordination with subcontractors (catering, music, technical support and other logistics);
  + Management of all event-related finances;
  + Coordination of preparatory activities;
  + On-the-spot organizational support;
  + Wrap-up and post-event activities;
  + Evaluation report;
  + Catering and refreshment for (60 participants + 10 organizers/event);
  + Production of working materials for 300 participants of six events and 90 media briefing participants (printed or pdf version), based on RYCO inputs;
  + Organization of accommodation and travel for organizers and certain number of local participants for events;
  + Video and photo coverage of events;

1. **Campaign “Better Region Starts with Youth”**
2. Targeting and proposing the list of media outlets (at least 5 media per Contracting Party within WB6) in order to promote info platform and RYCO work through media appearances;
3. Promotion of RYCO and future info platform through media appearances in WB6 (at 30 interviews in TV and Radio shows and articles on news portals) in coordination with RYCO team;
4. Proposing and designing digital marketing plan, visibility materials with execution within WB6 (adds on Instagram, Facebook, YouTube with reach of at least 500.000 in total within WB6);
5. Proposing 5 regionally-known influencers for campaign;
6. Designing and creating 2 short video spot with chosen influencers and young leaders (with music jingle) based on RYCO inputs;
7. Designing “Better Region Starts with Youth” Promo package for media outlets and key stakeholders in WB6 (example: calendar 2021, pens, stickers, USB drive, magnets, Anti-covid mask etc.) Promo package delivery included: reaching app. 1200 institutions, CSOs, schools, universities within WB6, based on RYCO list.
8. Designing promo – posters for targeted secondary schools, including delivery in coordination with RYCO team.
9. **Methodology**

The service provider must provide the methodology (concept) for each deliverable, together with a preliminary working plan and milestones of completion of task.

1. **Qualifications and Experience**

The organization/company should have:

* Service provider must be a legal entity registered in the WB6 region and has capacity to organize all activities in WB6 (individually, with branches or partners/subcontractors).
* Demonstrated capacities and experience in campaign management, production of multimedia events and materials, digital communication assets and production of promotional materials.
* Skilled and experienced writers, proofreaders and editors (in English and local language(s)) dedicated (sub-contracted) for this task.
* Skilled and experienced videographers, video-editors, photographers and graphic designers dedicated (sub-contracted) for this task.
* Experienced team dedicated to this task (CVs of key personnel (including consultants and sub-contractors) and the Team Leader to be submitted in the application)
* Quantifiable services offered pro bono will be taken into account during the selection process.
* Fluency of team members in English is an asset.
* A financial proposal.

1. **Duration/Time Frame**

The intended start date is November 2020 and the period to complete the overall task will be December 31st 2020.

1. **Profile of providers & Human Resource Capacities**

***Senior Key Expert – Team Leader***

Qualification and skills:

* University Degree in journalism, media and communication, social sciences or any related field
* Fluent in B/C/S and English. German will be considered as an asset
* Excellent technical writing skills. Ability to write in English

General professional experience:

* Demonstrable experience of over 7 years of work in the PR and marketing field
* Experience with international and national organizations and institutions, donors and similar

Specific professional experience:

* Proven track record of successfully delivered PR campaigns and events
* Capability and proven experience in crafting and implementing public relations strategies
* Capability and proven experience crafting massages and products in various formats (press releases, websites, success stories, audio, video, blog entries, tweets and similar) targeting a variety of audiences
* Available resource to serve large companies
* Leadership and management experience

***The team will be consisted of 4 experts as follows:***

1. *PR Account Expert*

Qualification and skills:

* University Degree in journalism, media and communication, social sciences or any related field
* Fluent in B/C/S and English. German will be considered as an asset
* Excellent technical writing skills. Ability to write in English

General professional experience:

* Demonstrable experience of over 3 years of work in the PR and marketing field
* Experience with international and national organizations and institutions, donors and similar will be considered as an asset.

Specific professional experience:

* Proven track record of successfully deliver PR campaigns and event
* Capability and proven experience in crafting and implementing public relations strategies
* Capability and proven experience crafting massages and products in various formats (press releases, websites, success stories, audio, video, blog entries, tweets and similar) targeting a variety of audiences
* Available resource to serve large companies

1. *Digital Account Expert*

* Proven work experience as Digital Account Expert
* Experience with customer service and account management
* Understanding of online marketing tools and social media platforms
* Proven track record in dealing with similar tasks as required would be an asset
* Strong analytical skills
* Proficiency in English

1. *Event managers (for each of 6 events)*

* Demonstrable experience of over 5 years of work in the event management
* Experience with international and national organizations and institutions, donors and similar will be considered as an asset.
* Available resource to serve large companies
* Proficiency in English

1. *Graphic designer*

* Minimum 5 years of work experience in the area of graphic design and pre-press services
* Experience in development of different promotional materials according to the standards of international aid and development organizations
* Prior experience of cooperation with international organizations, and familiarity with their systems and procedures would be an advantage
* Relevant references and design portfolio (up to 5 previous designs)
* Proven track record with international organization in similar tasks would be an asset
* Proficiency in English

1. **Budget**

Total available budget for this contract is **220.000 EUR**. The financial offer should split the budget in two parts for each deliverable, with maximum amount of 99.000 EUR for kick off events and 121.000 EUR for campaign (of which 60% should go for media buying and digital marketing and 40% for Two video spot with influencers and young leaders and Promo packages activity).

The Contract will be realized in Euro and the Payment will be conducted as follow:

**Event Concept & Management: Creative ideas which are tailored to suit RYCO goals and needs of event: Kick off events in WB6**

20% after Approved Concept & Management of 6 events per article 1a under those ToR’s

80% after organizing 6 events and approved reports

**Campaign “Better Region Starts with Youth” – media buying and digital marketing phase**

20% of the fee will be payable after completing subphases 1 and 4 as per article 1b under those

ToR’ s

80% of the fee will be payable after completing subphases 2 and 3 as per article 1b under those

ToR’ s

**Campaign “Better Region Starts with Youth” – Two video spot with influencers and young leaders and Promo packages activity phase**

20% of the fee will be payable after completing subphase 5 as per article 1b under those ToR’ s

80% of the fee will be payable after completing subphase 6 and 7 as per article 1b under those ToR’s

1. **Applications process**

Applications should be submitted via email containing the following information:

- Title Subject: “Provision​ of services for advocacy and promotion campaign" ​to

[ligjore@net-sfs.al](mailto:ligjore@net-sfs.al) l​ not later than the deadline specified in “Instructions to tender”.

Interested and qualified service providers need to enclose following documents to the application:

1. Technical offer (including methodology and working plan);
2. Portfolio/Reference list of the service provider (I.e.: ​ demonstration of previous work in the relevant field including the presentation and links of online applications and any other relevant work to this assignment) with ley focus on the last 5 years;
3. Curriculum vitae (CVs) of team leader and 4 key personnel;
4. List of partners (in case of consortium/subcontractors) or branches for each of 6 locations in WB6 or individuals (event managers) depending on management plan; (Documents listed in points 2) and 6) are required in case of consortium/subcontractors or branches)
5. Financial offer:
6. Copy of legal registration;
7. Bank account details to which the payments shall be made (mandatory).
8. **Evaluation process**

The evaluation will be done based on score made on following criteria:

* 10% for financial offer
* 30% for concept/methodology
* 30% for reference list and previous experience
* 30% for proposed staff

1. *This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence* [↑](#footnote-ref-1)