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# BACKGROUND INFORMATION

## Partner country

Kosovo\*

## Contracting authority

SIT - Center for Counseling, Social Services and Research

## Country background

Decade ago, EU facilitated dialogue started for normalization of Serbia – Kosovo\* relations, while aspired goal remains elusive. The war in Ukraine, additionally increased tension between pro-Russian and pro-Western Balkan nations, even though both IPA beneficiaries indicate devotion to the EU integration. Witnessing status quo and even derogation of neighbourly relations, socio-economic normalization is seen as one of the starting points where both sides could see their common interests. In Kosovo\*, youth make 53% of total population, while in Serbia they make 1/6 of total population. However, due to unsatisfied life quality, political situation and socio-economic development, young people, both in Kosovo and Serbia, strive to leave – putting the risk on socio-economic growth of both IPA economies (Serbia around 50% of young people want to leave the country, while in Kosovo\* this number reach 78%). The worrying fact is that only 45% of young people in Serbia support the idea of a lasting peace with Kosovo\*. It is estimated that new generations is by far the most belligerent in its attitudes as a consequence of the fact that the public space, educational system and the media become toxic. They never had an opportunity to gain positive formative experience of meeting the “other side” or realise that their peers face similar or same developmental challenges while stepping toward adulthood. With the fact that both Serbia and Kosovo\* hold similar cultural background, patriarchal gender patterns are predominant. Discriminatory stereotypes regarding the roles and responsibilities of women and men in the family and in society persist. Serbia has made an increase of 5.6 points compared to 2016, according to Gender Equality Index (2021), indicating that if it is continued at the current pace, Serbia may achieve full gender equality in 59 years. CPIA gender equality rating (1=low to 6=high) in Kosovo\* was reported at 3.5 in 2020 (World Bank collection of development indicators). However, gender inequality is much higher in closed, rural and deprived communities. Due to limited access to resources, services and opportunities for personal development (e.g. access to digitalization, healthcare, non-formal education), multiple forms of discrimination and even stronger patriarchal and gender norms particularly young women face with additional challenges compering to their peers of mainstream population. Young women are still more likely to drop out from basic education and often hold negative experiences with social institutions. To achieve equity, it is important to work both with young men and women. If looking at the long-term changes, investing in young people as generation that shape future is seen as priority.

## Current situation in the sector

Youth work CSOs as professionals working with youth that facilitate young people’s development, addressing gender inequalities and creating opportunities for testing values, intercultural dialogue, and „eye-opening“ experiences, are seen as another significant group when referring to building professional cross-border network focused on youth development, good neighbourly relations and transfer of know-how. When it comes to youth work professionalisation, Serbia is ahead of Kosovo\* with recognized youth work vocation, quality standards, National Association of Youth Workers. So, transfer of methods of good practice of addressing gender inequalities with vulnerable young men and women are subject of this Action, which will go in both directions. CZOR hold 20 years’ experience in implementing youth work formal education in partnership with Jonkoping University, Sweden. With such a capacity, CZOR developed and successfully implemented a program called „Mobile Youth Club“ for social inclusion of marginalised young men and women by using street outreach and mobile youth work. On the other hand, SIT as a member of network „Be a man club“ holds significant expertise in addressing gender norms, gender equality in working with young men and women. The Action represents both piloting and scaling of the innovative approach that will merge expertise of CZOR, Serbia and SIT, Kosovo\* with aim to invest into innovative method to address gender equality by using street, outreach and mobile youth work as well as holistic and multidimensional approach to empowerment of young man and women. Despite existing efforts for social inclusions and gender equality targeting vulnerable young men and women in deprived communities, the greatest challenge emphasised by CSOs and government in Serbia and Kosovo\* is outreaching. Governments point out a lack of capacities for field work, while according to the research conducted by the CZOR (2020), only 11% of the CSOs in Serbia are conducting outreach activities.

## Related programmes and other donor activities

N/A

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

The overall objective (Impact) to which this action contributes is:

Production and implementation of marketing strategies and social media campaigns about “Poke the bubble” project in accordance with the already accepted Communication and visibility plan towards relevant target groups and respecting appropriate EU visibility requirements.

## Specific objective(s)

The specific objectives (Outcome) of this contract is as follow:

* Specific objective (Outcome) 1 – To create meaningful marketing strategy in order to ensure visibility of the project activities and results, on the national level and in accordance with visual and brand identity of the project.
* Specific objective (Outcome) 2 – To promote Influencers social media campaign on national level regarding gender equality themes and their impact on personal and social life and development of youth in Serbia and Kosovo\*.

## Expected outputs to be achieved by the contractor

The expected outputs of this contract are as follows:

* Output 1 to Outcome 1 – Executed communication and visibility plan with all predefined items related to all activities to be nationally implemented.
* Output 2 to Outcome 1 - Created content for existing Contracting Authority website, social media and for the TV, also writing press releases and articles, as well as other communication material according to the Communication and Visibility Plan.
* Output 3 to Outcome 1 – Defined media campaigns that will achieve high visibility of the project activities and main results and accomplishments.
* Output 1 to Outcome 2 – Promoted gender Influencers campaigns on all available Contract Authority social media channels especially via Instagram and TikTok, in order to establish high visibility among all targeted groups.

All the aforementioned messages, materials and content shall be created in English language.

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# ASSUMPTIONS & RISKS

## Assumptions underlying the project

It is assumed that the Contracting Authority will provide all necessary information to the Contractor on the project documents and procedures to follow during the assignment.

It is assumed that the expertise of the selected Contractor as well as its experience in working within relevant fields will contribute to projects visibility and to communicating project’s ideas in the most suitable way, through traditional and social media channels.

## Risks

N/A

# SCOPE OF THE WORK

## General

### Description of the assignment

To promote, by different marketing tools and using social media platforms, the main aim of this assignment is to increase the overall project’s visibility. The purpose of this contract is to design meaningful marketing strategies and social media campaigns to raise awareness of youth, CSOs in cross-border region and different stakeholder groups' active in youth field on the effects of the innovative Gender mobile youth work methodology and strengthening cross-border cooperation between Serbia and Kosovo\*.

In order to achieve the aforementioned purpose of this contract, the contractor is required:

* To create a separate “Poke the bubble” website page and social media pages/spaces/hashtags/subfolders or similar, on existing Contracting Authority accounts.
* To implement marketing strategies and social media campaigns to assure promotion of the entire Action in Kosovo\* especially highlighting but not limited to following activities:

1) Promotion of the model and documents (“Innovative outreach youth work Manual – Gender mobile youth club methodology”) will be held at country level, on national campaign and conferences and through social networks;

2) Open call for sub-granting grass-root CSOs will be followed by strong visibility at national level, reaching CSOs and motivating them to apply. Info sessions will be held for promotion of the sub-granted Call;

3) Regional event for evaluation of the model with participation of young men and women who directly benefited from the Gender mobile youth club activities, CSO professionals from Serbia and Kosovo\* as innovative service providers will be promoted at national level;

4) Two regional capacity building training for CSOs (one in Serbia and one in Kosovo\*) will be promoted nationally;

5) Engage youth from deprived areas of Kosovo\* to apply for participation in youth work activities, and public actions of young people for the youth communities in the underdeveloped areas will have a stronger focus at country levels, while summary will be announced regionally. Cooperation and communication with sub-grantees for localised campaigns will be a must;

6) Young influencers campaign, since a cross-border gender equality influencers group of at least 10 young people from Kosovo\* will be created. This group will on national level inform at least 3000 young men and women within the youth community on social media on gender equality themes;

7) Regional conference with participation of around 100 participants from both sides with representatives of CSOs, national networks of youth workers and youth councils, representatives of national, local and community level authorities and youth offices etc. The promotion of the conference on a national level should be designed and delivered to target different target groups.

These events are planned to have strong media coverage including traditional media such as TV and radio, but also online streaming and social media, especially through Instagram and TikTok in order to promote gender equality issues in a youth friendly way.

* To maintain an internal media database and to create contacts with media.
* To collect and maintain evidence about media coverage, website and social media analytics.

### Geographical area to be covered

Kosovo⃰, Republic of Serbia

### Target groups

1. **Decision makers -** Local and national government representatives from Kosovo\*
2. **Civil society organizations (CSOs) -** Representatives of CSO professional groupsfrom Kosovo\* and Serbia participating in networking initiatives and capacity building
3. **Youth from underdeveloped areas -** Young man and women reached by programme activities, youth public actions and by Mobile youth club activities
4. **General public -** Communication and promotional activities shall be focused to achieve the highest possible level of awareness and impact

## Specific work

## 

The contractor will perform the following:

| **Type of the activity** | **Description of the activity** | **Time frame** | **Outputs** |
| --- | --- | --- | --- |
| **First project year** | | | |
| Promotion of the open call for sub-granting grass-root CSOs | SIT together with partner from the Republic of Serbia will create procedures for the Open call that will provide opportunities for 4 additional grass-root CSOs in Kosovo\* to implement part of the country specific gender mobile youth club methodology and become part of the cross-border network cooperation. Both partners will use the same project visibility. | September to December 2023. | Published and promoted call for applications in relevant social and traditional media in Kosovo\*  Prepared press release for informing the professional public about the activities and possibilities to participate  Delivered social media posts about ongoing project activities and Call for proposals |
| Promotion of the model and documents (“Innovative outreach youth work Manual – Gender mobile youth club methodology”) in Serbia | The Contractor is expected to create social media posts about innovative model and Manual for implementation of the regional Gender mobile youth club methodology. The posts material should be created in English language. The consultations with the representative of the Contracting authority should be continuous during the preparation. | January to March 2024. | Created and promoted posts about innovative model and Manual on all social media in Kosovo\* to inform CSOs and other relevant stakeholders |
|  |  |  |  |
| Submission of 1st interim report | Interim report, containing progress in implementation of the activities for the 1st year, difficulties encountered and initial analyses, should be written in English language on maximum 5 pages. The report must state indicators reached for that project year, press clipping and media coverage. The contracting authority shall provide feedback on the draft reports no later than 3 days after reception. The final version should be completed and sent to Contracting authority 2 days after reception of the feedback, including all received inputs from contracting authority,. The report must be provided along with the corresponding invoice. | Final version – 28 April 2024 the latest |  |
| **Second project year** | | | |
| Engaging youth from deprived areas of Kosovo\* to apply for participation in youth work activities | The youth will be informed about the possibilities to participate in created youth outreach activities through intensive youth friendly campaign developed by marketing agency including the media and social networks, posters. Beside of strong youth friendly info campaign, the project will make additional effort in outreaching youth from most deprived areas using street youth work, with outreach and detached methodology. | First half of the second project year | Delivered youth friendly campaign on all relevant social media to engage young man and women to participate in outreach activities |
| Promotion of outreach youth work activities and public actions | Up to 2 communities per network member in the deprived areas are adjusting the programme to the local situation. Outreach youth work activities focused with around 20 beneficiaries per club. Identifying the local youth needs and creating small local actions by Clubs’ participants. Public actions of young people for the youth communities in the underdeveloped areas. | First half of the second project year | Published article on the official website and social media posts about activities and public actions in deprived areas in Kosovo\*  Supported and promoted social media posts on network members existing channels  Supported and promoted sub-grantees in local marketing campaigns |
| Promotion of the public youth actions in involved local communities implemented by young people | Public actions of young people in the underdeveloped communities that will involve other young people (around 200) and address their needs such as youth spaces, cultural or sport activities, creative workshops, with focus on gender equality themes in Kosovo\* an | Second half of the second project year | Promoted content on all social media about public actions implemented by young people in local community for youth in underdeveloped areas in Kosovo\*  Supported and promoted sub-grantees in local marketing campaigns |
| Submission of 2nd interim report | Interim report, containing progress in implementation of the activities for the 2nd year, difficulties encountered and initial analyses, should be written in English language on maximum 5 pages. The report must state indicators reached for that project year, press clipping and media coverage. The contracting authority shall provide feedback on the draft reports no later than 3 days after reception. The final version should be completed and sent to Contracting authority 2 days after reception of the feedback, including all received inputs from contracting authority. The report must be provided along with the corresponding invoice. | Final version – 28 April 2025 the latest |  |
| Final project year until the end of the August | | | |
| Promotion of the regional training for gaining skills and forming of gender equality influencers group | Through regional training influencers will be capacitated to reach out to their peers in Serbia and Kosovo\* who actively use social media and send the gender equality messages as well as importance of intercultural dialogue and peacebuilding via youth campaigns. Due to fact that young people are heterogenic group, to each sub-group it is necessary to create tailored made approach. | From the last quarter of the second project year until the end of the project | Published article on website on young influencers gaining skills in preparing and broadcasting gender equality messages through social media contents  Placed and promoted content of gender equality influencers in the social media in the youth friendly way particularly on TikTok and Instagram  Published content should be repeated after the first 6 months  Promoted content is tailored made to address each youth sub-group |
| Promotion of regional evaluation event | Regional event for evaluation of the model with participation of around 80 young man and women directly benefited from the Gender mobile youth club activities and CSO professionals from Kosovo\* and Serbia as innovative service providers. | First half of the third project year | Promoted regional evaluation event and conclusions from evaluation on all social media channels in Kosovo\*  Prepared press release about conclusions from event to inform professional public in Kosovo\* |
| Promotion of regional conference on sharing experience and cooperation | Around 100 participants from both side with representatives of CSOs, national networks of youth workers and youth councils, representatives of national, local and community level authorities and youth offices etc. | Second half of the second project year | Promoted model and documents (conclusions from evaluation) to other CSO professional groups, decision makers and interested public in Kosovo\* through all relevant social media networks, for the joint regional conference held in Serbia. |
| Submission of final report | Final report, containing all media promotion results and media coverage, implemented activities, difficulties encountered and mitigation measures, should be written in English language on maximum 10 pages. The contracting authority shall provide feedback on the draft report no later than 3 days after reception. The final version should be completed and sent to Contracting authority 2 days after reception of the feedback, including all received inputs from contracting authority, in one original.  The report must be provided along with the corresponding invoice. | Until the 31 August 2026. the latest |  |

## Project management

### Responsible body

The Department of Administration and Finance of the Contracting Authority will be responsible for managing this contract.

### Management structure

Fiona Haxhikadrija, the Project Coordinator, will be responsible for implementation of tasks related to this contract on behalf of the Contracting Authority.

### Facilities to be provided by the contracting authority and/or other parties

N/A

# LOGISTICS AND TIMING

## Location

Kosovo\*

## Start date & period of implementation of tasks

The intended start date is 06.09.2023. and the period of implementation of the contract will be 36 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Key experts are not required. The Contractor will provide a sufficient number of relevant experts to deliver the services/results as indicated in this Terms of References.

All experts must be independent and free from conflicts of interest in the responsibilities they take on.

### Other experts, support staff & backstopping

N/A

## Office accommodation

N/A

## Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

## Equipment

**No** equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

# REPORTS

## Reporting requirements

The contractor will submit the following reports in English language in one original:

* **Interim Report** shall be produced at the end of 1st and 2nd project year. The report must state indicators reached for that project year, press clipping and media coverage. The reports must be provided along with the corresponding invoices.
* **Draft final report** of maximum 10 pages should be submitted at the end of the fourth year. This report shall be submitted to the Contracting authority in electronic form and no later than one month after the period of implementation of tasks. The report must state indicators reached for the last period of project implementation, from the end of the second year, press clipping and media coverage.
* **Final contract implementation report** should be sent with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 60 days after receipt of comments on the draft final report. The final report must be provided along with the corresponding invoice.

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

# MONITORING AND EVALUATION

## Definition of indicators

* 35 CSOs in Kosovo\* informed about Gender mobile youth club’s methodology through shared publications and project public documents (conference recommendations, evaluation conclusions etc.)
* Reached 1400 representatives of stakeholders including target groups trough promotion campaign (social and traditional media posts and reports, public actions)
* Minimum 35 posts/contents on social media (TikTok and Instagram) on gender equality in the youth friendly way by gender equality influencers
* At least 2000 young man and woman within the youth community on social media informed about how gender equality themes influence on the personal and social life and development
* Harmonising overall communication with objectives, target groups and activities defined in Communication and Visibility plan (to be created and confirmed by the European Commission)
* Maintaining internal media database and establishing and maintaining contacts with media
* Collecting and maintaining evidence about media coverage, website and social media analytics
* Closely cooperating with Contracting authority and taking into account suggestions and instructions from Contracting Authority

## Special requirements

N/A