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**Assignment reference: Media outreach and Grassroots Advocacy by raising awareness and sparking public discussion on employment barriers that the target group of working-age youth, women, people with disabilities and ethnic minorities of Bosniaks, Serbs, Roma, Egyptians and Ashkali in the municipalities of Istog, Pejë, Klinë, Deçan and Junik face.**

**Project references: The project “Empowerment and Employment of Youth, Women and Other Vulnerable Groups in the Five Municipalities of Kosovo” is financed by the European Union and implemented by the Syri i Vizionit in partnership with the Balkan Forum and Municipality of Istog: project, 2020/419-484, Activity 3.1 and 3.2**

**Re-publication date: 16.05.2022**

**Deadline for applications: 29.05.2022**

### CALL FOR OFFERS

The BF and SiV is seeking a Company/Organisation (Media outlet/company/ local radio/TVs) that operate and have capacity to broadcast in Istog, Pejë, Klinë, Deçan and Junik to express their interest for this call that aims to raise awareness and spark public discussion on employment barriers that the target group in the municipalities of Istog, Pejë, Klinë, Deçan and Junik face.

This call is in frame of the project “Empowerment and Employment of Youth, Women and Other Vulnerable Groups in the Five Municipalities of Kosovo” Project funded by European Union funds and implemented by Syri i Vizionit (SiV) in partnership with The Balkan Forum and the Municipality of Istog

Interested candidates shall follow on the instruction of tenderers provided in the link below and in this ToR and accordingly apply before the deadline on 29 May 2022 at 17:00 through e-mail address: [info@thebalkanforum.org](mailto:info@thebalkanforum.org) with the subject: Public Call – Community outreach and grassroots advocacy, or also by mail at The Balkan Forum’s office address: str. Tirana C4/2 Lam B-N2 11-1, 10,000 Prishtinë, Kosovë.

For more details on this assignment please check Annex I ([Tender information](#))



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## **BACKGROUND INFORMATION**

### **Project title**

“Empowerment and Employment of Youth, Women and Other Vulnerable Groups in the Five Municipalities of Kosovo, and implemented by the Syri i Vizionit in partnership with the Balkan Forum and Municipality of Istog.

### **Project information**

The project action is designed to provide additional active labour market measures, such as providing support for specific training, on-the-job training, providing internships and self-employment of vulnerable groups in Kosovo. Furthermore, it will support development of new enterprises to develop opportunities for creating employment perspectives for particularly vulnerable groups in the labour market.

### **Contracting Authorities**

In the frame of the project in reference, The Balkan Forum, herein the Contracting party, is seeking to work effectively with a media Company / Organisation outlet that has capacity to liaise and cooperate with media outlets that operate in Peja, Istog, Deçan, Junik and Klinë municipalities. The nature of work will involve some of the following activities: interviews, debates, street performances with prominent stakeholders as per project reference Activity no. 3.1 and 3.2

## **OBJECTIVE, PURPOSE & EXPECTED RESULTS**

### **Overall objective**

To work effectively with a company/media outlet that will engage in community outreach and grassroots activities organized in Peja, Istog, Deçan, Junik and Klinë municipalities. The company/media outlet will organize interviews, debates, vlogs, blogs, street performances with prominent stakeholders to raise awareness on employment barriers, by specifically producing a total of 20 appealing audio/video stories/interviews with prominent actors such as public officials, Mayors’ Office, employment offices, centre for professional advancement, business sector and youth in five municipalities of Peja, Istog, Deçan, Junik and Klinë.

### **Purpose and expected results**

To identify and work with local media outlets and organize debates and discussions on social inclusion, employment barriers and advocate against any form of discrimination in the labour market and society. The aim is to work with different media outlets that operate in target municipality and have capacities to reach greater audience, especially those that live in more remote areas and that are considered as disadvantages groups (youth, women, non-albanian communities and people with disabilities)

## SCOPE OF THE TENDER

### General and specific objective

- a) The key communication objective for all media items produced (video interviews/debates, blogs, etc) produced is to spark public discussion on social exclusion and employment of youth and other disadvantaged groups.
- b) Advocate for equality and fight against all kind of discrimination by leading the way forward creating equal opportunities for all disadvantaged groups to be socially included and employed in Kosovo.
- c) Create a dialogue between employment agency, centers for professional advancement, project team and final beneficiaries.
- d) Engage and bridge the gap between stakeholders and improve the employment ecosystem in targeted municipalities.

### Duties, responsibilities and expected results

#### Duties and responsibilities

*In the scope of these Terms of Reference the successful contractor shall service in the following manner:*

1. Draft an appealing plan for media/community outreach and grassroots activities
2. **Organize/conduct/broadcast 20 interviews/vlogs** with stakeholders including:
  - Public officials from Mayors office
  - Employment Offices;
  - Professional/Vocational Schools;
  - Regional Vocational Training Centre.
  - Young people, women and girls, people with disabilities,
  - persons from the minority communities;
  - Business sector
  - Beneficiaries (young people and disadvantaged groups)
  - **20 Public interviews streamed live with video/audio and broadcasted in regular and social media following this plan:**
    - Produce 5 audio/video interviews/debates with relevant stakeholders from Peja municipality
    - Produce 5 audio/video interviews/debates with relevant stakeholders from Istog municipality
    - Produce 4 audio/video interviews/debates with relevant stakeholders from Klina municipality
    - Produce 3 audio/video interviews/debates with relevant stakeholders from Decan municipality
    - Produce 3 audio/video /debates with relevant stakeholders from Junik municipality
3. **Broadcasting promo materials, video interviews, documentaries in local TV/Radio stations**
  - The selected media (local radio/TV) will broadcast video-audio interviews and other produced media items at appropriate time that can reach greater audience.
  - The company/media outlet must work with radio-tv stations that can reach the audience especially focusing on disadvantaged groups such as youth, women, non-Albanian community in respective municipalities. Preference will have media outlets that are known and popular in targeted municipalities (Peja, Istog, Klina, Decan, Junik and Gorazhdevc)

- The call aims to cooperate with different media outlets that operate directly in the targeted municipalities
  - Radios/ media outlets that can broadcast in Serbian language are strongly encouraged to apply/ be included as service provider.
4. **Organize 2 (two) one day street theater/performances** in Istog and Peja municipalities with youth and disadvantaged groups highlighting in particular challenges the target communities face to find employment; envisioned as a means of targeted advocacy and public awareness raising.
- Produce a two short 2-3 minutes videos from each municipality and publish it on the same day in social media.
  - Produce a longer version (6-10 minutes) video story highlighting the key messages from the campaign/ street performance activities.

**\*Visibility**

- The Company/ organisation (media outlet) will insure that all activities, products and documents produced (audio-video interviews and broadcasts) are arranged in compliance with project visibility guidelines and make it appealing for local/ radios/TVs to broadcast.

## **LOGISTICS AND TIMING**

### **Assignment location**

The contracted services will be implemented in the premises of media outlets venues and on occasion at the premises of The BF, Syri i Vizionit or in a virtual setting, or/and in the other location where and when the project activity may take place, as needed and in close coordination with the project staff.

### **Timeframe:**

The performance of assignment is expected to be accomplished/delivered within the duration of the consultancy which is expected to begin on 5 June and end on 5 October, 2022. The service will be a short time service engagement with the dedicated working hours during the period foreseen within the afore-stated timeframe.

The timeframe for deliverables is:

- a) Interviews with stakeholders and media outreach – between 5 June – 15 July 2022
- b) 2 street performances with youth and other groups – between 30 May – 30 July 2022
- c) Broadcasting and promo materials/ media items – between 10 June – 5 October 2022

### **Logistics and administration**

The contractor will be responsible for her/his own logistics and administration services, however upon necessity, respective services may be offered by the project.

## **REQUIREMENTS**

### **Staff**

Key expert/s media will be required to facilitate, moderate the debate/discussion and produce the relevant material for their line with the activities of the project.

### **General professional experience**

- Relevant professional experience in public relations and media outreach activities, or media sector directly or indirectly related to the required services of this contract;
- A minimum of 2 years' experience in the field of media, promotion, journalism, TV, radio etc.
- Strong communication and interpersonal skills, sensitivity and attention to detail.
- Ability to deliver high quality work, within the agreed time-frame.

### **Specific professional experience**

- Experience with campaigns and public relations and outreach campaigns
- Exceptional journalistic/media experience (moderator, facilitator etc and ability to produce interesting shows discussions for public audience
- Capacity to broadcast in remote areas in respective languages (Bosnian and Serbian)
- Experience in the field of media productions, journalism and working with video/editing software and hardware

### **Equipment**

No equipment is to be purchased on behalf or from the Contracting Party.

### **Application**

Interested candidates are invited to apply by submitting the following documents:

- A broad technical outline - description of the **media plan & methodology**
- A **financial offer** which includes a unit description, unit quantity, total prices/unit and total cost for provided services, (i.e. fee for each interview) and excluding VAT
- Detailed media plan for the required services (i.e. timeframe/calendar to organize interviews)
- A media outlet can opt to apply to do selected number of interviews or all 20 interviews with stakeholders.
- The call aims to cooperate with different media outlets that operate directly in the local targeted municipalities Peja, Istog, Klina, Decan and Junik.
- Provide one or two examples of previous similar work (audio/video stories, interviews, shows etc) undertaken by media outlet.
- Company business registration certificate
- A short profile of media outlet

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## **REPORTS**

### **Reporting requirements**

The Contractor shall submit to the Contracting Authority the recorded shows/ interviews, promotion items and any other relevant information in electronic format.

## **EXPECTED OUTPUTS AND DELIVERABLES**

Progress towards achieving each task during the contract will be monitored on a regular basis and with reference to a clear set of deliverables, including, where needed/applicable:

Activity	Indicators
Media plan, questions and list of interviewees	The drafting of the media plan, questions will be closely monitored by the project team to ensure the interviews/ debates are organized swiftly and impactfully after contract signature.
Produce 5 audio/video interviews/debates with relevant stakeholders from Peja municipality	All 20 debates are delivered as agreed contracts  The implementation of debates will be closely monitored by the project team to ensure all contracted services are delivered swiftly
Produce 5 audio/video interviews/debates with relevant stakeholders from Istog municipality	
Produce 4 audio/video interviews/debates with relevant stakeholders from Klina municipality	
Produce 3 audio/video interviews/debates with relevant stakeholders from Decan municipality	
Produce 3 audio/video interviews/debates with relevant stakeholders from Junik municipality	
Draft a summary report/media plan and send all interviews/debates in electronic format.	All 20 interviews are recorded and send to The BF in electronic format by 15 June, 2022.
The two street performances with youth and disadvantaged groups	The street performances are organized in professional manner, short and long videos produced and broadcasted by 30 July 2022.

Applications should be sent electronically to [info@thebalkanforum.org](mailto:info@thebalkanforum.org) and [fitore@thebalkanforum.org](mailto:fitore@thebalkanforum.org) with subject “Awareness raising for the EEE project” by 29<sup>th</sup> May 2022 at 17:00 hours.

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