



Skopje, September 5, 2018

INVITATION FOR SUBMISSION OF BIDS

Procurement of Service

COMMUNICATION STRATEGY, VISUAL IDENTITY AND MEDIA PLAN

For the purpose of the project

Regional Youth Compact for Europe

The issue of this invitation is Procurement of Service: Development of Communication Strategy, Visual Identity and Media plan for the purpose of the implementation of the EU funded project "Regional Youth Compact for Europe" (Grant Contract 2018/395-387)

1. Information about the project

The project "Regional Youth Compact for Europe" aims to help enhance CSOs participation in policy design and in monitoring the process of EU integration in the Western Balkans and to engage youth to participate more actively in the process. The project aims to bring a significant change in capacity of CSOs, particularly the youth organizations, to participate and contribute more effectively to reforms relative for the EU integration of the Western Balkans, to open and foster dialogue with governments, influence policies, consolidate regional exchange platforms and foster participatory culture.

The project is implemented by 14 partner organizations from the Balkans and Europe: Center for Democracy Foundation as lead applicant, Balkan Network for Local Democracy (Local Democracy Agencies from the Western Balkans region), and with partners from Serbia, Albania and Turkey.

The project has been designed with active participation of all co-applicants and the affiliated entity, capitalizing on the experience and achieved results of the Balkan Network for Local Democracy and

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their regional youth working group. The project lasts three years (April 2018 - April 2021) and includes several different activities:

- Capacity Building activities for the Network members and youth organizations
- Activities created to strengthen the Network;
- Regional activities for advocacy, networking, exchange and capacity building;
- Local activities, including a sub-granting programme and workshops;
- International events, including forums and conferences;
- Public campaign, including promotional activities and materials, video production and direct action with citizens.

2. Purposes and activities for the engagement

The Service Provider (Legal Entity or Physical person with extensive track record experience in public relations) is to create Communication Strategy, Visual identity and Media plan for the implementation of the project. Media plan, that is also to be prepared by the Service Provider, should be updated quarterly during the project implementation.

The Communication Strategy has to determine the main methods of communication with different stakeholders – youth, CSOs, decision makers, local government, regional networks and EU institutions. Particular importance should be made to innovative ways of communication with and among youth and CSOs.

Specifically, the work package “Public campaign - Youth Have a Say” includes several activities that would ensure visibility and promotion of the action, which is one of the priorities that is to be continuously implemented during the project.

Public Campaign aims to raise awareness about the benefits of CSOs and youth involvement in policy design and monitoring of reforms implemented through EU integration processes; to ensure continued motivation and willingness of young people activism and participation and to provide visibility for the project and the network.

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3. Tasks and objectives to be fulfilled

For the needs of the project, the Service Provider (Legal Entity or Physical person with extensive track record experience in public relations) would be expected to develop a:

1. Communication Strategy with the following elements and requirements:

- A clear communication objective
- Well defined target audience
- Key messages aligned with the EU's overall objectives in the partner country/region
- A Timeline
- Context-appropriate communication channels and tools
- Indicators for monitoring and evaluation the success and reach of communication and visibility activities
- It has to be people-centered, adopting where appropriate a story telling approach that emphasis the impact of the action on individual lives
- It has to be appropriate to the channels used (e.g. social media) and the audience targeted (e.g. young people)
- It has to merge in a qualitative way, the engaged people through the Balkan Regional Network for Local Democracy with the new Youth Compact project;
- To provide high visibility and make it easy to find out about the project and its activities, as well as the network;
- To enhance the exchange of innovative methodologies and good practices on the topics that the project addresses;
- To raise the awareness of a wider audience about the topics that are addressed.

In compliance with the requirements of the European Union as the donor https://ec.europa.eu/europeaid/sites/devco/files/communication-visibility-requirements-2018_en.pdf

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The Service Provider will be expected to deliver the following products

1) Visual identity design

- Visual identity of the Action to be produced that would be applicable to all required material and products;
- Logo of the project has to be easily recognized and adjusted to the target groups;

2) Promotional material and activities

- Leaflet – to be designed and to apply the design to the text edited in English and in Albanian, BHS, Macedonian and Turkish; and prepare it with required elements enabling production and print.
- Design of folders, nametags, pens and notepads to be produced for planned events (application of the overall identity design on promotional material for particular events);
- Design of conference equipment (roll ups x 5, street stands – 11 stands with the same design and different text, conference boards for 3 conferences);
- Existing BNLD newsletter to be redesigned as a template in accordance with the project visual identity, with possibility to be independently and fully edited by project partners;
- Propose and set technical framework and tools for dissemination through direct email to estimated 1000 persons /organisations.

3) Direct actions with citizens

- Preparation of visibility plan for direct actions with citizens – two types of direct actions implemented in 11 cities in the region

4) Media and Social Media plan

- Design and edit of the obligatory content for all media related material (for press releases, interviews, other appearances in media...etc.)
- Media plan for key events (3 annual Conferences and Youth Regional Forum) with aim to spread the project messages and reach the target groups,
- The Social media plan needs to be developed and updated quarterly during the project, in accordance with dynamics and nature of project activities to be implemented.

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5) Two reports during the project, one until October 2019, and second until April 2021.

6) Updating existing BNLD website

- A new web page on the existing <http://www.alda-balkan-youth.eu/> web site is to be designed and implemented, according to the newly agreed project design. This page should be approached from the horizontal menu on the Home page.

7) Designed material and all other required services are to be also approved by the Lead Partner. All changes that may occur in previously accepted design of material, products and media content should be sent for approval to the Lead Partner.

4. Time frame to complete the Communication Strategy, Visual Identity and Media Plan

The Service Provider would be expected to complete the draft of Communication strategy, Visual Identity and Media Plan until October 15, 2018, and the Final version until October 30, 2018.

However, the Logo of the project is to be designed (three different solutions designed, one of them will be chosen by the Project Management Team) until September 30, 2018.

The deadline for submission of bids is September 15, 2018.

5. The Bid must contain the following:

- Memo of the Service Provider
- Date
- Full name of the Agency, contact data and the contact person
- Filled Form Questionnaire for Bidders
- The structure of the prices referring the section 3. Tasks and Objectives to be fulfilled
- Deadline for sending the bids is September 15, 2018.

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The main criteria for selection of the best Bid will be:

- Reference list
- Prices
- Extra services

The decision will be communicated to the selected bidder upon 10 days from the deadline for sending the bids by the Lead Partner Center for Democracy Foundation.

The Contract with the selected bidder will be signed by ALDA Skopje, by the Lead Applicant.

Additional information about this call for bidders can be received through e-mail aldaskopje@aldaintranet.org

6. How to apply?

All interested parties should send the bid with the required documents electronically on the following email address: **aldaskopje@aldaintranet.org**.

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