

seeks to enable diverse women and men to better balance their personal lives with their work.

## **PURPOSE**

The main purpose of this campaign is to raise the public's, employees', employers', and government awareness about: 1) what the EU Work-Life Balance Directive is and contains; 2) why it is important for companies and people; and 3) how people can engage to support these changes, including within Kosovo's legal framework and businesses.

Awareness-raising efforts have several audiences, including the government, businesses, and people, depending on the different particular posts. This will be discussed and further explained to the designer during the start-up meeting.

## **JOB REQUIREMENTS AND DELIVERABLES**

Initially, the designer will need to read KWN's policy briefs (scenarios) in order to understand the EU Work-Life Balance Directive and why it is important for different audiences (e.g., government, employers, employees). This information should inspire the design of the public relations materials. It will be discussed during a start-up meeting, which the designer will need to attend. Deliverables will include:

1. A concept/branding for the entire awareness campaign, harmonized insofar as possible with the branding and design concept of the UNFPA campaign conducted to date.
2. 10 social media posts (images with text) related to the EU Work-Life Balance Directive adapted in three (3) different languages (Albanian, English and Serbian), for which KWN will contribute content and provide translations, related to the following topics:
  - 1) The EU Work-Life Balance Directive: what is it?
  - 2) The Directive and Parental Leave
  - 3) The Directive and Paternity Leave
  - 4) The Directive and carers' leave
  - 5) Why is the Directive good for women?
  - 6) Why is the Directive good for men?
  - 7) Why is the Directive good for businesses?
  - 8) Why should the government ensure the new Labour Law is harmonized with the Directive?
  - 9) What can people do to further the Directive's adoption in Kosovo?
  - 10) What can businesses do to further the Directive's adoption in Kosovo
3. 1 Fact Sheet design with images
4. 1 Pamphlet design targeting employers
5. 1 Pamphlet design targeting employees

# **CALL FOR BIDS**

## **FOR**

### **DESIGNER/DESIGN COMPANY**

**FOR THE CREATION OF PUBLIC AWARENESS CAMPAIGN  
AS PART OF THE ACTION: EXPANDING CHOICES: GENDER-  
RESPONSIVE FAMILY POLICIES FOR THE PRIVATE AND PUBLIC  
SECTORS IN KOSOVO**

## **TERMS OF REFERENCE**

### **INTRODUCTION**

Concerned about the low levels of women's participation in the labour market, the Kosovo Women's Network (KWN) and the Kosovo Chamber of Commerce in partnership with UNFPA launched a joint action to improve the conditions for women's participation in the labour force. Specifically, the objective is to improve the extent to which the private and public sectors have gender-responsive family policies. This will be achieved through awareness-raising, capacity-building, advocacy, networking and monitoring.

KWN, the Chamber of Commerce and UNFPA already have taken various actions to raise awareness about gender-responsive family policies. Awareness initiatives so far have focused on paid parental leave, including paternity leave, recommendations for amending the Labour Law, and for creating appropriate environments for work-life balance more generally.

Now, KWN in close consultation with the Chamber of Commerce and UNFPA, seeks to contract an individual designer or a company to create an effective awareness campaign on gender responsive family policies, which will inspire and impact social change. The awareness-campaign will involve several public outreach materials, detailed below, related to the EU Work-Life Balance Directive, a new directive that



6. 1 short film (less than 30-seconds) which can be a cartoon, creative compilation of the aforementioned social media posts (2), or another format as proposed by the designer and agreed with KWN and its partners.

All materials will need to be prepared/adapted in two languages: Albanian and Serbian. KWN will provide all text content for the materials (discussed with the designer), translations of the materials, and will work closely with the designer throughout the process. All materials should be produced in close coordination and cooperation with KWN, the Chamber of Commerce and UNFPA, ensuring that the designs are aligned with the vision and mission of the partners. For this, it is advisable that the designer plans time to meet with the partners periodically, as needed, to discuss and adjust the designs.

The design concepts should be unique and original products (ensuring compliance with copyright laws). The designer should ensure inclusivity in the imagery used (e.g., including persons of different ethnicities, ages, genders and abilities).

## INDICATIVE TIMEFRAME

Activities	Anticipated Dates
Contractor completes draft concept, including 1 sample post and draft fact sheet design	13-16 September
Review and comments by KWN and partners on fact sheet	17 September
Contractor finalizes fact sheet design	18 September
Review and comments by KWN and partners on draft concept and sample post	17-22 September
Contractor finalizes concept and all designs based on comments	23 September – 1 October
Partners review designs and provide comments	4-8 October
Revision and preparation of translations of materials (and checking of translations by partners)	11-15 October
All materials finalized	22 October

Bids should be submitted to [procurement@womensnetwork.org](mailto:procurement@womensnetwork.org) by **8 September at 17:00**. The bids should include:

- 1) A brief technical proposal with examples and/or ideas for the campaign;
- 2) A financial proposal, which should include the cost per single deliverable, as well as the estimated overall cost. The offer should be without Value Added Tax (VAT); and
- 3) A portfolio with comparable work demonstrating capacities.

## EVALUATION

The best bid received will be selected by a procurement committee based on the technical proposal, including the capacities of the team (10%), the creativity of the technical proposal (50%), and the financial cost of the proposal (40%).