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CALL FOR BIDS FOR

DESIGNER/DESIGN COMPANY

FOR THE CREATION OF PUBLIC AWARENESS CAMPAIGN AS PART OF THE ACTION: STRENGTHENING WOMEN'S PARTICIPATION IN POLITICS

TERMS OF REFERENCE

INTRODUCTION

Women's participation in politics in national and local level continues to remain low. Although the Law on Gender Equality (LGE) defines equal representation as 50% participation of women and men at all levels, electoral laws are still not aligned. Sanctions for not implementing the LGE are rare. Women with disabilities as well as Roma, Ashkali, Egyptian and Gorani women are not represented. Key challenges to women's political engagement include: socialized gender norms and perceptions that women lack capacities to lead; political parties resist involving women; related, low financing and minimal media coverage of women politicians/candidates; women's time constraints due to care responsibilities at home; and weak connections with constituents. Further, women candidates lack human and financial resources to improve relations with constituents or expand constituencies.

Since its official establishment in 2003, Kosovo Women's Network (KWN) has led several initiatives to secure quality representation of women in decision-making processes.

Now, within the Action "Strengthening Women's Participation in Politics", supported by the European Union (EU) Office in Kosovo, KWN seeks to contract an individual designer or a company to create an effective awareness campaign and encourage voting for more women in local elections.

The awareness-campaign will involve several public outreach materials as well as social media, detailed below, in order to encourage the voting of more women for mayors and assemblies in local elections.

PURPOSE

The main purpose of this campaign is to raise awareness among constituents about: 1) The importance of voting for more women in local elections, 2) Engage women citizens, particularly those hitherto marginalized, in political and decision-making processes, 3) Increase women's participation in politics and decision-making positions in local level.

Awareness-raising efforts have several audiences, including constituents, media, and citizens in general. 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 in order to understand the background of women's participation in politics in local level. Deliverables will include:

- 10-13 designs for social media posts (images with text) to inspire people to vote for more women;
- 2 animation videos (video length varying 40-60 seconds);
- 2 brochure designs, which will be derived from the most accurate social media posts;
- Preferably but not necessarily: Printing of the brochures.

In addition to Albanian, several materials will need to be prepared/adapted in English 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, ensuring that the designs are aligned with the vision and mission of KWN and adhere to European Union (EU) Office in Kosovo visibility requirements.

The design concepts should be unique and original products (ensuring compliance with copyright laws).

Bids including a brief technical and financial proposal should be submitted to procurement@womensnetwork.org by 7 September 2021.

The financial cost should include the cost per single deliverable, as well as the estimated overall cost.

The designer/design company is expected to start work within a few days after this call for bid deadline.

Only successful designers/companies will be contacted!



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