



Kosovo Women's Network
Serving, Protecting and Promoting the Rights of Women and Girls



WITH FUNDING FROM

**AUSTRIAN
DEVELOPMENT
COOPERATION**

CALL FOR BIDS FOR

DESIGNER/DESIGN COMPANY

FOR THE CREATION OF PUBLIC AWARENESS CAMPAIGN

TERMS OF REFERENCE

Project: Further Advancing Women's Rights in Kosovo II, Project number 8299-00/2021

Implemented by: Kosovo Women's Network

Supported by: Austrian Development Agency (ADA), co-financed by Swedish International Development Agency (Sida)

INTRODUCTION

Gender-Based Violence (GBV) remains one of the main issues that women face in Kosovo. Domestic violence is among the main types of violence. It affects women disproportionately, compared to men. KWN was the first actor ever to conduct a nationwide household survey of men and women on the topic of domestic violence (2008), setting a crucial baseline. This research was repeated in 2015, supported by ADA, using the internationally recognised FRA methodology to enable cross-country comparability, as well as interviewing men (not in the methodology) and including some additional questions on sexual harassment, which also had never been studied through a national survey in Kosovo. In its 2015 ADA-supported report No More Excuses, KWN found that more than 68% of women in Kosovo had experienced domestic violence in their lifetimes (56% of men). In 2014 alone, 42% of women and 20% of men said they suffered some form of domestic violence. Regarding citizens' awareness of where domestic violence can be addressed, 73.6% responded that they would contact the police, while very few mentioned other institutions, such as the Centre for Social Work or Victim Advocates.

When it comes to other types of GBV, there is still a lot to be done. Although Sexual Harassment has been criminalized, also following KWN advocacy initiatives supported by ADA, it has been noted in different stakeholder meetings and in KWN's forthcoming (2021) ADA-supported research monitoring institutional performance that the legal framework's implementation remains weak, due to lack of understanding of this provision by relevant institutions (police, prosecutors, judges). Indeed, KWN's research has shown they often confuse sexual assault with sexual harassment, seeing the latter as inconsequential for them to address. Rape and sexual violence remain taboo topics in the society; even when they are reported, women are treated very badly by institutions, as KWN has observed first-hand. Kosovo lacks rape crisis centres and sexual violence referral centres for victims are inexistent, though required by the Istanbul Convention. Not all public institutions and workplaces, including private companies, have anti-sexual harassment policies, internal procedures and mechanisms to report cases of sexual harassment for further investigation.

PURPOSE

Awareness of the public and officials on GBV and the rights of persons who have experienced violence is important, including to ensure that GBV cases are reported so that they can report violence and their cases can be addressed. It is difficult to implement the legal framework if people do not come forward to report cases. Given aforementioned taboos and isolation that may prevent reporting, continued awareness-raising on the types of support available and how to report violence is important for encouraging people to come forward and to implement the legal framework. Moreover, awareness raising is also important to transform social norms towards reducing GBV.

The main purpose of this campaign is to increase the awareness of the public and institutions regarding: 1) what sexual assault is; 2) what to do if you have been sexually assaulted; 3) what the responsibilities of the institutions are; 4) where you can ask for help.

Awareness-raising efforts have several audiences, including institutions, civil society organizations, and people depending on different specific posts. This will be discussed and explained further to the designer during the initial meeting.

JOB REQUIREMENTS AND DELIVERABLES

Initially, the designer will need to read KWN's research From Laws to Action in order to understand the legal framework of Kosovo and knowledge and attitudes of institutions responsible for addressing gender-based violence. 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:

- I. 10 social media posts (images with text) related to the legal framework of Kosovo and knowledge and attitudes of institutions for addressing gender-based violence in, for which KWN will contribute content, related to the following topics:
 - I.1. What sexual assault is?
 - I.2. What to do if you have been sexually assaulted?
 - I.3. what the responsibilities of the institutions are?
 - I.4. Where you can ask for help?
 - I.5. What are the responsibilities of the Kosovo Police?
 - I.6. What are the responsibilities of the Prosecutor's Office?
 - I.7. What are the responsibilities of the Court?
 - I.8. What are the responsibilities of the Victims Advocate?
 - I.9. What are the responsibilities of the Center for Social Work?
 - I.10. What are the shelter services in Kosovo?

KWN will provide all text content for the materials (discussed with the designer), and will work closely with the designer throughout the process. All materials should be produced in close coordination and cooperation with KWN, ADA and Sida, 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	1-6 September
Review and comments by KWN	7 September
Contractor finalizes all posts	8-19 September
Review and comments by KWN	20-22 September
Contractor finalizes concept and all designs based on comments	23-27 September
All materials finalized	3 October

Bids should be submitted to kosovawomensnetwork@gmail.com by **26 August at 17:00** with the subject "Public Awareness Campaign - GBV". 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 in gross total amount inclusive of all expenses; 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%).