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CALL FOR APPLICATIONS FOR DESIGNER

TERMS OF REFERENCE

Project: Furthering Gender Equality through the EU Accession Process
Contracting authority: The Kosovo Women's Network
Funded by: European Union and Swedish International Development Agency
Reference number: 2019/414-028
Contact Person: Valmira Rashiti, Gender Mainstreaming Officer
Tender open: 26 April 2023
Application deadline: 19 May 2023
Submit electronically to: kosovawomensnetwork@gmail.com

BACKGROUND

The Kosovo Women's Network (KWN) is a non-governmental, not-for-profit organization with a mission to support, protect and promote the rights and interests of women and girls throughout Kosovo, regardless of their political beliefs, religion, age, level of education, sexual orientation, and ability. As a network of 139 members, women-led organizations of various ethnicities located throughout Kosovo, we carry out initiatives together towards furthering women's human rights, as per the goals set in KWN's Strategy.

KWN is a member of several regional coalitions, collaborating with other women's rights groups (WCSOs) in the region to further gender equality as per our Strategy. Related to the EU Accession process, KWN is part of the Coalition for Gender Equality in the EU Accession Process (EQUAPRO) through which we are collaborating with other WCSOs in the region towards "Furthering Gender Equality through the EU Accession Process". KWN considers that the EU Accession process provides several opportunities for furthering women's rights and gender equality, and we are utilising this process to raise awareness about and push forward women's rights as human rights. Yet, many people do not know or understand how specifically the EU Accession process affects them and their lives. There is a need to "translate" the reforms in such a way that people understand and see the benefits of this process to their everyday lives. Related to this is the need to ensure that reforms related to EU Accession are based on gender analysis and thus benefit diverse women and men.

The **overall objectives** of our joint regional Action is to "Enhance the capacities of CSOs to effectively engage with governments, EUD/EUO, other CSOs and other CSOs in the region, making these actors more aware of the gender dimensions of the EU Accession process, their importance and agency"; and to "Improve accountability of governments and EU/EUO in implementing commitments to gender equality and women's rights during the EU Accession

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process". Towards this aim, one of the **outputs** is "Governments, EUD/EUO held accountable to mainstreaming gender in the EU Accession process politically and financially". Related to these, we aim are to contribute to legal and social changes via awareness-raising and advocacy.

Towards achieving the aforementioned outcome, output and aims, KWN is preparing two gender analyses on issues identified as needed by key stakeholders to inform the EU and government's work: digitalisation and the informal economy. KWN plans to publish these in 2023 and 2024, respectively. After each, KWN plans to produce fact sheets and have an online campaign to raise awareness about the findings. Fact sheets will also be used during advocacy meetings with government and EU stakeholders to inform them about the findings and key recommendations. Meanwhile, KWN plans to organize an online campaign related to the EU Accession process from a gender perspective, which will aim to increase public awareness about how and why the EU Accession process should be important to them.

KWN is seeking a designer to develop all of these materials, towards ensuring a harmonised branding and approach to these campaigns, given that they are all under the same Action. The branding should be harmonised with KWN's existing branding and visual materials, and in line with donor requirements that will be shared by KWN.

TARGET GROUP

The main target group of the gender analyses will be government representatives engaged in digitalisation in various sectors (e.g., education, economy, agriculture, justice, social services, etc.), EU officials supporting digitalisation, and EU and government officials involved in supporting address of Kosovo's informal economy. The second main target group will be diverse women and men citizens, whose awareness we seek to raise about the EU Accession process from a gender perspective and why this process is important to them.

SCOPE OF WORK, MAIN TASKS AND RESPONSIBILITIES

KWN seeks an individual designer, consortium of designers represented by a single person, or design company to prepare the designs for the aforementioned two gender analyses (publications), fact sheets about them, and social media campaigns. While KWN foresees discussing with the designer their recommendations and ideas for these, the main tasks and responsibilities shall include:

1. **Design report on Gender and Digitalisation in Kosovo:** A4, approximately 150 pages in three languages (Albanian, Serbian, English), including at least one infographic and some pulled quotes.
2. **Design report on Gender and Informal Economy:** A4, approximately 150 pages in three languages (Albanian, Serbian, English), potentially with some graphics and pulled quotes.
3. **Design a fact sheet on Gender and Digitalisation** in three languages
4. **Design a fact sheet on Gender and Informal Economy** in three languages

5. Design a **social media campaign** on **Gender and Digitalisation** in three languages; approximately 10 posts, to be discussed and decided together with KWN
6. Design a **social media campaign** on **Gender and Informal Economy** in three languages; approximately 10 posts and/or short, simple infographic/gifs or short video, to be decided together with KWN
7. Design a **social media campaign** on **Gender and the EU Accession Process** with slogans co-created with the KWN team in three languages; approximately 5 posts and a short, simple video of less than 30 seconds, to be discussed and decided together with KWN
8. Collaborate closely with the KWN team in creating the designs, adapting them based on KWN's feedback.
9. Ensure quality, original designs.

DELIVERABLES

The deliverables shall include:

1. **Designed report on Gender and Digitalisation in Kosovo** in three languages
2. **Designed report on Gender and Informal Economy** in three languages
3. **Designed fact sheet on Gender and Digitalisation** in three languages
4. **Designed fact sheet on Gender and Informal Economy** in three languages
5. **Social media campaign on Gender and Digitalisation** in three languages
6. **Social media campaign on Gender and Informal Economy** in three languages
7. **Social media campaign on Gender and the EU Accession Process** in three languages

KWN'S INPUT

KWN will collaborate closely with the selected Designer and will provide the following inputs:

- Provide necessary information about the Action and gender analyses overall.
- Provide information on the content, which can be discussed and adjusted in communication with the Designer.
- Provide input on possible formats.
- Organize coordination meetings, as needed, to discuss the materials.
- Review and provide input on all draft materials.

INDICATIVE TIMEFRAME

KWN anticipates engaging the Designer from approximately 1 June 2023 through 30 April 2024. The following table includes a tentative timeframe, which may be adjusted in consultation with the designer.

#	Task	Tentative Timeframe
1	Designed report on Gender and Digitalisation in Kosovo in three languages	1 June – 30 June 2023

2	Designed report on Gender and Informal Economy in three languages	15 December 2023 – 31 January 2024
3	Designed fact sheet on Gender and Digitalisation in three languages	1 June – 30 June 2023
4	Designed fact sheet on Gender and Informal Economy in three languages	1 June – 30 June 2023
5	Social media campaign on Gender and Digitalisation in three languages	1 June – 30 June 2023
6	Social media campaign on Gender and Informal Economy in three languages	15 December 2023 – 31 January 2024
7	Social media campaign on Gender and the EU Accession Process	1 June – 31 July 2023

REQUIRED QUALIFICATIONS

The individual designer, consortium of designers represented by a single person, or design company should demonstrate the following minimum qualifications:

- At least two years' experience designing creative, effective public outreach materials on themes related to gender equality, as shown by the Express of Interest and Portfolio.
- Excellent reading, writing, and speaking skills in Albanian and English languages. Knowledge of Serbian is an asset but not required.

SUBMISSION OF BIDS

Interested individual designers, consortium/a of designers represented by a single person, or design companies should submit the following documents:

1. Letter of Expression of Interest;
2. Work portfolio showcasing experience with similar designs, knowledge and experience working on themes related to gender equality;
3. Short proposed approach (up to 1 page) with suggested draft concept and branding (e.g., one sample post related EU, gender equality, and why its important):
4. Detailed financial proposal that includes individual budget lines in gross, divided individually for each of the proposed tasks under [Main Tasks and Responsibilities](#) section. Please provide the cost per deliverable as well as the total overall bid, using the following template. The cost per post, GIF, or short video (<30 seconds) can be further broken down, as needed, and rows can be added for this purpose.

#	Deliverable	Cost in Gross €
1	Designed report on Gender and Digitalisation in Kosovo in three languages	
2	Designed report on Gender and Informal Economy in three languages	
3	Designed fact sheet on Gender and Digitalisation in three languages	

4	Designed fact sheet on Gender and Informal Economy in three languages	
5	Social media campaign on Gender and Digitalisation in three languages	
6	Social media campaign on Gender and Informal Economy in three languages	
7	Social media campaign on Gender and the EU Accession Process	
	Total Cost Proposal	

The bid should be in English.

Interested applicants are advised to carefully study all sections of this ToR and ensure that they meet the general requirements as well as specific qualifications described. Incomplete applications will not be considered for further evaluation. Please make sure you have provided all requested evidence and supporting documents.

Please submit the completed bids by **19 May 2023** to kosovawomensnetwork@gmail.com with the subject "Designer - EUGM".

EVALUATION OF BIDS AND TIMELINE

Received complete bids will be evaluated based on the following criteria:

CRITERIA	MAXIMUM SCORE
Qualifications	
At least two years' experience designing creative, effective public outreach materials on themes related to gender equality, as shown by the Express of Interest and Portfolio	20
Excellent reading, writing, and speaking skills in Albanian and English languages. Knowledge of Serbian is an asset but not required	10
Approach	
Proposed approach with suggested draft concept and branding.	40
Financial offer	
Proposed financial offer (lowest cost)	30
TOTAL	100

We thank to all applicants for their interest. Only selected applicants will be contacted.

For any additional information concerning the application, please contact kosovawomensnetwork@gmail.com no later than 7 May 2023. Any clarifications will be published on the KWN website at: <https://womensnetwork.org/about-us/vacancies/>.

ACTIVITY	DATE
Tender issued	26 April 2023
Deadline for requesting clarifications	7 May 2023

Deadline for submitting tenders	19 May 2023
Evaluating offers	26 May 2023
Notification of award	31 May 2023
Contract signature	1 June 2023
Start date	1 June 2023