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## Terms of Reference (ToR)

Production of Public Service Announcement (PSA) on Social Protection Rights, within the Action: *Improving Civil Society Capacities to Enhance Access to Quality Social Protection for Diverse Women and Men*

### I. Background of the Action

The Kosovo Women's Network (KWN) is a network of women's groups and organizations from various regions in Kosovo, established informally in 1996 and formally registered in 2004. KWN's mission is to support, protect, and promote the rights and interests of women and girls, regardless of their political or religious beliefs, age, education level, sexual orientation, or abilities.

This Terms of Reference (ToR) is developed within the framework of the Action "*Improving Civil Society Capacities to Enhance Access to Quality Social Protection for Diverse Women and Men,*" funded by the European Union Office in Kosovo. The Action aligns with [KWN's Strategy 2023–2026](#), focusing on gender-responsive social protection and strengthening civil society's role in shaping inclusive policies.

The overall objective of the Action is to strengthen the resilience, role, and capacities of civil society in advancing inclusive democracy and gender-responsive social progress, in line with Kosovo's EU integration agenda. Its specific objective is to enhance KWN's and its members' capacity to influence, reform, and monitor social protection policies, ensuring better access to services for diverse women and men.

Expected results of the Action include enhanced participation and activism of KWN and its members in shaping social protection policies, improved quality of policy recommendations submitted to institutions, increased access to social protection services for marginalized groups, and strengthened capacities of civil society organizations to advocate for gender-responsive reforms. The Action also aims to improve municipal and national institutions' commitment to gender-responsive budgeting, ensuring adequate resource allocation for social protection services.

Within this framework, KWN will procure the production of a Public Service Announcement (PSA) to raise awareness among citizens about their rights related to social protection services and available mechanisms for reporting rights violations. The PSA will aim to encourage diverse women and men to report cases of unfairly denied or inadequate social protection services, thereby contributing to increased reporting, identification of systemic gaps, and evidence-based advocacy for improvements in social protection policies and service provision. The PSA will be disseminated online and through public television to reach a broad audience across Kosovo and support citizen

engagement, accountability, and institutional responsiveness in line with the Action's expected results and impact.

## 2. Objective of the Assignment

### 2.1 Overall Objective

The objective of this assignment is to design and produce a compelling Public Service Announcement (PSA) that raises public awareness about citizens' rights related to social protection services and available mechanisms for reporting rights violations. The PSA will aim to motivate diverse women and men to take action when their rights are denied or inadequately fulfilled, contributing to increased reporting of violations and improved accountability of institutions responsible for social protection services.

Through accessible and engaging messaging, the PSA will support the Action's efforts to strengthen citizen awareness, encourage reporting of rights violations, and generate evidence that can inform advocacy for more inclusive, responsive, and gender-responsive social protection policies and services.

### 2.2 Specific Objectives

The assignment seeks to:

- Develop a clear, engaging PSA concept aligned with the objectives of the Action;
- Produce a PSA suitable for broadcast on public television and distribution online, contributing to wider public outreach and citizen engagement.

PSA shall:

- Provide information to inform citizens about their rights related to social protection and available complaint/reporting mechanisms.
- Encourage diverse women and men to report violations of their rights.
- Contribute to increased visibility of support mechanisms available through civil society and institutions.

## 3. Scope of Work

The selected contractor/company will be responsible for the full creative and technical production of the PSA, including concept development, scripting, production, and post-production, in close coordination with KWN.

The assignment will include, but not necessarily be limited to, the following tasks:



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- Develop a creative concept and key messaging aligned with the Action's objectives and target groups.
- Draft a script and storyboard for KWN's review and approval.
- Ensure messaging is clear, inclusive, gender-sensitive, and accessible to diverse audiences.
- Produce one PSA video of approximately 30 seconds suitable for broadcast on public television and online distribution.
- Ensure the PSA is produced in Albanian, Serbian, and English (voice-over and/or subtitles as agreed with KWN).
- Conduct filming and/or animation, including casting, locations, equipment, and technical production as required.
- Carry out editing, sound design, graphics, and post-production.
- Ensure compliance with EU visibility and communication requirements.
- Deliver a final high-resolution version suitable for TV broadcast, as well as formats appropriate for online dissemination.
- Incorporate feedback from KWN and revise the PSA as needed before final approval.

## 4. Key Tasks

Under the supervision of KWN, the contractor will undertake the following key tasks:

### Task 1: Concept Development

- Review relevant project materials and messaging guidance provided by KWN.
- Develop a creative concept and key messages aligned with the objectives of the Action.
- Ensure the concept is inclusive, gender-sensitive, and accessible to diverse audiences.
- Present the proposed concept to KWN for feedback and approval.

### Task 2: Scriptwriting and Storyboarding

- Draft the PSA script in Albanian, with adaptations in English and Serbian.
- Develop a visual storyboard outlining scenes, narration, and key messages.
- Revise script and storyboard based on KWN feedback until final approval.

### Task 3: Pre-Production

- Plan all logistical and technical aspects of production (casting, locations, filming schedule, equipment, etc.).
- Ensure all participants provide informed consent where relevant.
- Coordinate closely with KWN regarding messaging and visual identity requirements.

### Task 4: Production



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- Film and/or animate the PSA according to the approved script and storyboard.
- Ensure high-quality audiovisual production suitable for television broadcast and online dissemination.

### **Task 5: Post-Production**

- Edit the PSA, including sound design, graphics, subtitles, and voice-over as required.
- Produce versions in Albanian, Serbian, and English (voice-over and/or subtitles as agreed).
- Ensure compliance with EU visibility and communication requirements.

### **Task 6: Review and Finalization**

- Submit a rough cut to KWN for review.
- Incorporate feedback and finalize the PSA.
- Deliver final broadcast-ready and web-ready versions in agreed formats.
- Submit all final files and transfer usage rights to KWN.

## **5. Deliverables**

The contractor shall deliver the following:

### **1. Inception Note (max. 3–5 pages)**

- Creative concept and key messages
- Proposed approach and methodology
- Initial timeline/workplan
- Proposed format and technical specifications

### **2. Draft Script and Storyboard**

- Full script in Albanian
- Visual storyboard illustrating scenes and key messages

### **3. Rough Cut Version**

- Preliminary edited version of the PSA for review
- Delivered in digital format for feedback

### **4. Final PSA Video**

- One finalized PSA of approximately 30 seconds



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- Produced in Albanian, Serbian, and English (voice-over and/or subtitles as agreed with KWN)
- High-resolution broadcast-ready version suitable for public television
- Web-optimized version suitable for online dissemination

## 5. Source Files and Rights Transfer

- Delivery of final editable files and master files
- Full transfer of usage rights to KWN for unlimited dissemination and reproduction

All deliverables shall be submitted electronically in formats agreed upon with KWN.

## 6. Duration and Timeline

The assignment is expected to be completed within up to two months from the date of contract signature, depending on the timely delivery and approval of the agreed deliverables.

The contractor will work according to a deliverable-based timeline agreed with KWN. Indicative milestones may include:

- Submission of the inception note and proposed concept
- Submission of the draft script and storyboard
- Submission of the rough cut for review
- Delivery of the final PSA incorporating KWN feedback

Specific deadlines for each deliverable will be agreed upon between KWN and the contractor upon contract signature.

## 7. Reporting and Coordination

The contractor will work under the supervision of KWN and will coordinate closely with the Project Officer, and KWN Public Relations Team, and Program Director.

- All creative concepts and scripts must receive prior written approval from KWN.
- KWN reserves the right to request revisions to ensure alignment with the Action's objectives and EU communication requirements.
- Regular communication (online or in-person meetings, as needed) will be maintained throughout the assignment.

## 8. Visibility and Communication Requirements



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The contractor must ensure compliance with the European Union visibility guidelines applicable to EU-funded actions.

This includes:

- Proper display of the European Union emblem and relevant funding reference.
- Inclusion of the required disclaimer stating that the content is the sole responsibility of KWN and does not necessarily reflect the views of the European Union.
- Ensuring messaging is gender-sensitive, inclusive, and respectful of diverse communities.
- Avoiding stigmatizing language or imagery.

All materials must be approved by KWN prior to finalization.

## 9. Required Expertise and Qualifications

Applicants (companies or individuals) must demonstrate:

- Proven experience in audiovisual production, including development of PSAs or similar communication materials.
- A strong portfolio of relevant previous work.
- Experience in producing content related to social issues, human rights, public awareness, or civic engagement (preferred).
- Understanding of EU visibility and communication standards (preferred).

The proposed team should include, at minimum:

- A Creative Director/Concept Developer
- A Scriptwriter
- A Video Producer/Editor

## 10. Application Requirements

Interested applicants must submit:

**Technical Proposal**, including:

- Understanding of the assignment
- Proposed creative approach and methodology
- Workplan and timeline
- Description of team members and roles

**Financial Proposal**



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- Lump-sum offer in EUR
- Breakdown of major cost categories (optional but encouraged)
- Prices must be quoted **exclusive of VAT**.

### Company/Individual Profile

- CV(s) of key experts
- Portfolio of relevant previous work (links or attachments) including three references.

Applications must be submitted electronically to the Kosovo Women’s Network (KWN) at: [procurement@womensnetwork.org](mailto:procurement@womensnetwork.org), no later than 6 April 2026, at 17:00. Applications received after the deadline will not be considered.

## 11. Tender Dossier and Procurement Framework

This procurement will be conducted through an open call in accordance with the internal procurement rules of the Kosovo Women’s Network (KWN).

This Terms of Reference forms part of the tender dossier prepared by KWN. In line with KWN procurement procedures, the tender dossier made available to applicants includes the following documents:

- Invitation Letter
- Instructions to Bidders or Consultants
- Data Sheet and Technical Specifications, including Award Criteria
- Cover Letter and Declaration on Honour regarding exclusion criteria and absence of conflict of interest
- Tender Submission Forms
- Draft Contract

Applicants are expected to review all tender dossier documents carefully and submit their proposals in accordance with the requirements outlined therein.

## 12. Evaluation Criteria

Applications will be evaluated based on the following criteria:

Criteria	Maximum Points
Technical quality and creative approach	40
Relevant experience and portfolio	20
Qualifications of the proposed team	10



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Criteria	Maximum Points
Financial offer (value for money)	30
<b>Total</b>	<b>100</b>

The contract will be awarded to the applicant with the highest overall score (technical + financial), ensuring best value for money.

### 13. Contracting and Payment Modalities

The assignment will be contracted under a service contract.

Payments will be made in instalments, linked to deliverables, for example:

- 20% upon approval of the Inception Note and Script
- 30% upon submission and approval of Rough Cut
- 50% upon delivery and approval of the Final PSA

Exact payment terms will be specified in the contract.

### 14. Ethical Considerations

The contractor must:

- Ensure informed consent from any individuals appearing in the PSA.
- Respect data protection and privacy standards.
- Ensure that representation of beneficiaries and diverse communities is dignified and non-stigmatizing.
- Comply with applicable laws in Kosovo and ethical standards.

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



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