



## Terms of Reference for Service:

**“Awareness raising campaign to increase gender awareness and lower gender barriers for women in the tourism/hotelier sector in Kosovo (SEED project region)**

**Deadline for applications: 04 July, 2016**

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## 1) Background

This ToR is launched by the “SEED Kosovo - Support of Educational and Employment Development in Kosovo”, an Austrian Development Agency funded project implemented by the NGO Syri i Vizionit and Volkshilfe Solidarität. The aim of this call is to design and implement an Awareness Raising Campaign to increase gender awareness and contribute to eradicate gender obstacles in tourism and hotelier sector (HT).

SEED Program aims to improve access to labour market for women and youth to alleviate poverty and to contribute to gender equality. This program is in its third year of implementation. Over the course of the two-year period, SEED Kosova has implemented activities that contributed to increase the cooperation between secondary vocational schools, businesses and institutions in the municipalities of Pejë, Gjakovë and Prizren.

This cooperation must contribute to development of opportunities for students to be able complete their internships in enterprises, participation of enterprises in drafting of curricula based on the market needs, support of school staff and development of opportunities for involvement of more females in this sector.

A research on barriers of females’ participation in HT industry was carried out by UBO Consulting in January 2015 in the framework of SEED Program. . Some of the barriers for women’s participation in HT industry in the municipalities of Pejë, Gjakovë and Prizren, where the research was carried out, are harassments at workplace, unfair and prejudging treatment by the enterprise personnel and consumers in their workplace are some of the reasons why this occupation was disliked also followed by unemployment, uncertainty and movement from one HT company to the other.

SEED Program has envisaged implementation of this Awareness Raising Campaign to overcome gender barriers in the field of women’s participation in the tourism/hotelier sector in the Region of Pejë, Gjakovë and Prizren. The campaign might include, but not limit only to, media outreach and

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public awareness activities (TV and radio campaigns, social media campaigns, working with institutions, story gathering, video, publication of best practices/case studies, billboards and other advertisements.)

The campaign is expected to be conducted by a consulting company or marketing/PR agency. It is also expected to collaborate with media, institutions, private sector and civil society. The campaign is aimed to deliver the key messages to the general public and decision-makers. SEED Kosovo is now inviting qualified companies or agencies to conduct the awareness campaign.

## 2) Key objectives of the assignment

The main objective of the campaign is to raise awareness on the importance of gender equality in hotelier and tourism industry and that participation of females in this sector will contribute to increase of citizens' quality of life in general. The company or agency will plan, develop, coordinate and implement a comprehensive marketing awareness campaign and communication strategy, suitable for all levels using a range of media appropriate and accessible for the various target audiences.

### Specific main tasks (non – exhaustive list)

- Prepare proposal of a plan, timeline and budget for the development and delivering of the campaign
- Coordination and implementation of activities to identify and map appropriate communication channels for enhancing public awareness at the SEED target area.
- Design of appropriate communication and advocacy tools to be used in the awareness campaign.
- It is foreseen to negotiate advertising space and airtime (online, broadcast and print) to reach the highest number of people in the target audience at the lowest possible cost and monitor activities to ensure that the adverts run accurately.
- Prepare and submit reports on all activities of the campaign.

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### 3) Qualifications and experience

The selected consulting Company or agency team will have a track record of at least three (3) years of expertise in awareness raising campaign. The agency shall be able to provide evidence of having undertaken similar assessments and proposed staff should have.

- Preferable Master's degree in the field of public relations, journalism, communication or marketing, or business management or similar field.
- In-depth knowledge of the Kosovo mainstream media and PR environment, as well as of marketing theories and techniques
- Experience in handling press/media events
- Experience in working with nongovernmental organization

### 4) Duration of the assignment

All the planned activities for the campaign must end on 01 November, 2016.

### 5) Application Procedure

Applicants are required to submit the following:

- Brief methodology on the approach and implementation of the assignment
- Include a monitoring and evaluation plan of the campaign expected results
- List and CVs of key technical personnel proposed for this project, highlighting qualifications and experience in similar projects.
- Work references (at least 3)
- Financial proposal
- The proposals (technical and financial proposals) must be submitted to [info@syriivizionit.org](mailto:info@syriivizionit.org)

## 6) Evaluation

- Experience of the company – 20 points
- Experience and qualifications of staff – 20 points
- References and creative approach proposed in the technical proposal – 40 points
- Efficient work cost – 20 points

## 7) Submission Deadline

The proposal must be delivered to the address above by **Monday 04 July, 2016 at 16:00.**

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