

Annex 1: Terms of Reference

Contract Title:	Baseline Study and Communication Strategy for CEA
	<p>LOT I: Survey to identify citizens' knowledge and perceptions related to civil society and civic engagement and preferred communication channels</p> <p>LOT II: Communication strategy</p> <p>LOT III: Annual surveys for Communication and Monitoring and Evaluation</p>
Program:	Citizen Engagement Activity (CEA)
Reference No.	RFP 02 / 2021

BACKGROUND

About KCSF

The Kosovar Civil Society Foundation (KCSF) is a leading organization in supporting civic initiatives in Kosovo since 1998. KCSF provides funding to civil society through advanced re-granting mechanisms and systems, builds capacity and knowledge for the sector through the KCSF Center, as well as protects and promotes civic space and the environment for civil society activism in Kosovo and beyond, through policy research, advocacy and mobilization of the sector. KCSF believes that a strong civil society with real involvement of citizens in its work is a key element for inclusive, transparent and accountable governance, which contributes to the transformation of Kosovo into a democratic society with a perspective of European integration and an advanced socio-economic situation.

KCSF engages to collect data on the civil society sector on regular basis. Provision of comprehensive information on the sector started back in 2001 with the Civil Society Anthology and continues to date with numerous analysis and reports such as the Kosovar Civil Society Index that analyzes the main dimensions of the sector such as: structure, legal framework, governance and internal capacities, civic engagement, funding, perceived impact and external environment for civil society activities.

Citizen Engagement Activity (CEA)

The Citizen Engagement Activity (CEA) in Kosovo aims to support Civil Society Organizations (CSOs) to build constituencies, diversify their resource and partner base, and affect change by connecting different actors around locally driven development solutions, and to enhance government accountability. CEA is a five-year program (2021-2026) supported by the United States Agency for International Development (USAID) and implemented by the Kosovar Civil Society Foundation (KCSF).

Building on long-standing experience and expertise of KCSF in civil society development, including recent approaches towards a more constituent-based civil society, and complementing it with the mandate and expertise of local partners and proven models of international partners, CEA will contribute towards the achievement of the following objectives:

Objective 1: Strengthened civil society links to constituencies, energized community activism and increased demand for accountability.

Objective 2: Established cross-sectoral partnerships and increased trust between CSOs, citizens, private sector and public institutions.

Objective 3: Developed capacities of CSOs and an enabling regulatory environment to mobilize alternative domestic and diaspora resources.

SCOPE OF WORK

The overall scope of the requested services is to design a strategic public communication approach to inform and inspire citizen engagement for the betterment of their communities and the work of civil society. In parallel by promoting CEA activities and results through substantive content that showcases concrete initiatives related to CEA goals, CEA aims to create a public profile and citizens acknowledge the generous support of American people to the development of civil society in Kosovo.

The required services are presented in lots in chronological order. All deliverables should be designed by careful consideration of the civil society context, CEA objective and expected results/indicators. In case the required services (LOT I, LOT II and LOT III) are to be developed by different service provider/s, the teams should cooperate closely, in particular when the survey methodology for LOT I is designed and when the first draft of the Communication strategy and the Annual survey are developed.

LOT I: 'Survey to identify citizens' knowledge and perceptions related to civil society and civic engagement and their preferred communication channels'

The survey will be conducted with a minimum sample of 1,200 respondents nationwide to identify knowledge and perceptions related to civil society and civic engagement, specific communication channels for each target group, as well as key messages. The methodology and approach, including the structure of the report, should be proposed by the applying service provider. Before drafting the methodology, applicants are strongly recommended to review the existing information on the civil society sector in Kosovo, especially the Kosovar Civil Society Index, a regular KCSF report published at www.kcsfoundation.org and consult communication strategies, especially those for the civil society sector, to ensure inclusion of the necessary elements.

Proposals for LOT I should take into consideration the below presented tasks and deliverables to be accomplished throughout the service provision timeframe.

1. Survey

- Design the proposed methodology to include concise elaboration of the rationale including the proposed formulation of the questionnaire, methodology for respondents' selection, survey sample, focus group number and format, etc. Methodology will be approved by KCSF;
- Design the questionnaire and send it to KCSF for approval;
- Depending from the pandemic situation with COVID-19, the two alternative options for data collection will be considered: Computer-assisted personal interviewing (CAPI) surveys through face-to-face interviews and by telephone or Computer-assisted telephone interviewing (CATI).
- Organize focus group discussions on premises or online;
- Submit the filled-out questionnaires;
- Submit summary excerpts of focus-group discussions;
- Submit the data dataset in Excel format and Code Book.

2. Data analysis

- Submit the analyzes of the quantitative data through software for statistical analysis (SPSS, STATA) and tabular datasets in 2 formats: one set where data are broken down by main demographic indicators and one set where data are broken down by regions;
- Submit the analyzes along with a summary of findings from qualitative data, including infographics and/or tables for key data.

3. Report

- Submit the proposed table of contents and the proposed structure of the report. The structure is to be validated by KCSF;
- Submit the narrative report. In addition to the textual part, it is preferred that the report contains graphics and / or tables presenting the key data. Graphics and tables should also be submitted in the working file (for example Excel format were source of information is present). Should additional sources of information be used, present them in the form of references, both in the text and as an appendix to the report.
- Review KCSF comments and submit the final report.

LOT II. Communication strategy

The communications strategy will serve CEA to outreach the public by applying a targeted communication approach. When drafting the proposed outline applicants are strongly recommended to review KCSF website and its social media accounts and consult communication strategies, especially those of the civil society sector. The strategy should be sensitive to gender equality and social inclusion. It should take into account CEA Branding Strategy and Marking Plan as well as USAID communication requirements.

For LOT II the below presented tasks and deliverables should be considered:

1. Survey (LOT I)

- Contribute in designing the survey methodology for LOT I to incorporate the needed information for the communication strategy (if separate service provider to LOT I);

2. Communication strategy

- Submit the proposed table of contents and the proposed structure of the strategy. The structure is to be validated by KCSF;
- Submit the Communication strategy and Costed implementation plan.
- Review KCSF comments and submit the final Communication Strategy.

The Communication Strategy should serve CEA to at least:

- 1) have tailored communication objectives, modalities and communication products to inform and engage the targeted audiences;
- 2) deliver the appropriate messages to encourage participation of citizens in the program activities;
- 3) utilize the appropriate communication channels, messages, dissemination methods/tools and media for specific targeted audiences;
- 4) have a broad style guide for publications and communication products;
- 5) ensure effective communication among stakeholders;
- 6) know the cost of implementation plan including the annual activities related to advocacy and communication;
- 7) have a methodology for monitoring the implementation of the strategy.

While the proposed Strategy is expected to determine which products will be utilized to best serve the communication goals, some of the intended communication products include direct engagement, short videos and longer stories, video animations, infographics, social media hashtag, media articles and so on.

LOT III. Annual surveys for Communication and Monitoring and Evaluation

The principal purpose of annual survey is to monitor important trends and developments related to communication and implementation of CEA. Data to be collected should serve to validate the communication and outreach adequacy, CEA implementation compatibility and inform on the necessary adjustments. In addition, the survey should feed CEA M&E Plan.

Proposals for LOT III should take into consideration the below presented tasks and deliverables that will be delivered throughout the service provision timeframe.

1. Survey

- Contribute in designing the survey methodology for LOT I to incorporate the needed information for the annual survey for Communication and Monitoring and Evaluation (if separate service provider to LOT I);
- Design the methodology for the annual survey. A broad methodology for the entire program lifespan and a detailed methodology for the first year should be designed. The methodology should at least contain information on the proposed format (in-person vs. online or mix), the questionnaire, methodology for respondents' selection, survey sample, etc. The proposed methodology should respond/ comply with the COVID-19 pandemic situation and the prevailing context.
- Submit the methodology and questionnaire to KCSF for approval;
- Submit the filled-out questionnaires and dataset in Excel format and Code Book.

2. Data analysis

- Submit the analyzes of the quantitative data through software for statistical analysis (SPSS, STATA) and tabular data sets in 2 formats: one set where data are broken down by main demographic indicators and one set where data are broken down by eight regions);
- Submit the analyzes along with a summary of findings from qualitative data, including infographics and/or tables for key data.

3. Report

- Submit the proposed table of contents and the proposed structure of the report. The structure is to be validated by KCSF;
- Submit the narrative report. In addition to the textual part, it is preferred that the report contains graphics and / or tables presenting the key data. Graphics and tables should also be submitted in the working file (for example Excel format where source of information is present). Should additional sources of information be used, present them in the form of references, both in the text and as an appendix to the report.
- Review KCSF comments and submit the final report. Final report should be delivered each year latest by 31 July.

MAIN OUTPUTS/DELIVERABLES

The contracted service provider/s will be responsible for submitting the below indicated main outputs/deliverables within the agreed timeframes. While performing the tasks, contractor/s should ensure adaptability with the existing Covid-19 pandemic situation.

LOT I:

- Complete data set with entire survey data in Excel and Code Book;
- Data analysis in statistical programs;
- Final report that will incorporate KCSF comments. The report should be written in English and should preferably have maximum 30 pages (without annexes);
- Questionnaires, summary excerpts of Focus Group Discussions and other relevant documents.

LOT II:

- Communication Strategy and relevant annexes/other documents;
- The costed implementation plan for the advocacy and communication strategy including the annual activities related to advocacy and communication.

LOT III:

- Complete data set with entire survey data in Excel and Code Book;
- Data analysis in statistical programs;
- Annual survey report that will incorporate KCSF comments. The report should be written in English and should preferably have maximum 30 pages (without annexes);
- Questionnaires and other relevant documents.

TIMEFRAME

The estimated completion date of the required services per LOT is:

LOT I: 19 February 2022

LOT II: 20 April 2022

LOT III: 31 July 2022

The timeframe for completion of individual tasks and submission of each deliverable is to be proposed by the selected contractor and agreed with KCSF.

DUTY STATION AND TRAVEL

While the duty station can be anywhere in Kosovo, the surveys are to take place throughout Kosovo. Should there be focus groups and meetings to take place in person, the contractor should be present. While performing the required services, the selected contractor should make sure to abide to the anti-Covid measures that might be in place.

REPORTING AUTHORITY

The reporting authority is KCSF. KCSF reserves the right to request additional information, corrections and/or necessary revisions.

QUALIFICATION REQUIREMENTS

KCSF will entrust this assignment to individual registered entity/ties or consortiums of registered entities that are qualified and eligible to perform work under applicable laws and regulations. A selected committee from KCSF will make the assessment and selection.

Declaration of honor on exclusion criteria and absence of conflict of interest

All tenderers shall provide a Declaration of honor on exclusion criteria and absence of conflict of interest (see Annex 2), duly signed and dated by an authorized representative of the entity, stating that they are not in one of the situations of exclusion listed in the Annex 2.

Technical and professional capacity criteria and evidence

Besides the requirements presented in section 3. Proposal Evaluation / Award Criteria, to be considered eligible, the applicants should fulfil the following requirements:

- Have proven experience of conducting similar assignments, preferably of donor-funded projects;
- Are very familiar with relevant civil society developments;
- Demonstrate capacities to perform the service/s;
- Demonstrate excellent analytical, coordination, communication and reporting skills;
- Have excellent spoken and written Albanian, Serbian and English.

Criteria relating to the team delivering the service

Curriculum vitae (CVs) of people who would be responsible for the contract implementation, together with the CVs of managers, supervisors and key personnel proposed as part of the team should be provided. CVs should include details on relevant services carried out by the applicable staff, including on-going

assignments indicating capability and capacity to undertake the service. For the surveys, applicants should clearly demonstrate to engage trained enumerators.

Technical Offer

The technical offer must cover all aspects and tasks required and provide all the information needed to apply the quality award criteria. Offers deviating from the requirements or not covering all requirements will be rejected on the basis of non-compliance with the tender specifications and will not be evaluated.

Financial Offer

The price for financial offer must be quoted in euro. Prices must be quoted free of all duties, taxes and other charges, including VAT, as the KCSF is exempt from such charges. Services will be provided on fixed unit prices. The unit price should cover all fees such as travel expenses and administrative expenses.

TERMS AND CONDITIONS

Definitions

“Contract” means the Contract Agreement entered into between KCSF and the Successful Bidder.

“Contract Price” means the price or prices offered at which will form the Contract Agreement.

“Intellectual Property Rights (IPR)” means any and all copyright, moral rights, trademark, patent and other intellectual and proprietary rights, title and interests worldwide whether vested contingent, or future, including without limitation all economic rights and all exclusive rights to reproduce, fix, adapt, modify, translate, create derivative works from extract or re-utilize data from, introduce into circulation, publish, enter into computer memory, otherwise use any portion or copy in whole or in part, in any form, directly or indirectly, or authorize or assign others to do so.

“Awarded Tenderer” means tenderer selected through this RPF process.

Notification of Award or Work Order

After selection of the Successful Tenderer and after obtaining internal approvals and prior to expiration of the period of Tender validity, KCSF will send Notification of Award or Purchase Order to the selected Tenderer.

Upon the successful Tender accepting the Work Order and signing the agreement and KCSF will promptly notify each unsuccessful Bidder.

KCSF reserves the right to contact only the selected organization/applicant. KCSF reserves the right to cancel in all or adapt the TORs and relaunch the call for offers.

Price

Price shall remain fixed as per the Financial Bid accepted by KCSF. There shall be no increase in price for any reason whatsoever. Therefore, no request for any escalation of the cost / price shall be entertained.

Work Order cancellation

KCSF reserves the right to cancel the work order in the event of one or more of the following situations, that are not occasioned due to reasons solely and directly attributable to KCSF alone:

- Serious discrepancy observed during performance as per the scope of project;
- If the Tender makes any statement or encloses any form which turns out to be false, incorrect and/or misleading or information submitted by the Bidder turns out to be incorrect and/or conceals or suppresses material information.

Other terms

All information provided to the awarded bidder shall be treated in strict confidentiality by KCSF.

Termination and other terms and conditions are specified on the agreement.