**Terms of Reference (ToR) for Developing the Visibility Package**

1. **Introduction**

Community Building Mitrovica (CBM) is a local non-governmental organization (NGO) operating in the field of peace and community building in the wider region of Mitrovica, northern municipalities of Kosovo. The overall aim of CBM is to facilitate contact and dialogue between citizens in the whole of Mitrovica municipality. CBMs staff consists of devoted citizens – both Serbs and Albanians – who grew up in this region and want to restore the previous confidence and even friendship that war and politics have destroyed.

By supporting many concrete projects which address the direct needs of the local communities, CBM contributes in a modest way to this aim. The work of the past years has gained the organization a strong reputation on both sides of the Ibër/Ibar river. Fields in which CBM works are: media, culture, youth, women, minorities, dialogue, and return of refugees and IDPs (Internally Displaced Persons). CBMs projects are open to members of all communities living in Mitrovica, and wider. CBM often cooperates with other NGOs, helps out with local initiatives and works with local governmental institutions and international organizations in order to initiate, to develop and to implement activities, for the benefit of the communities, in Mitrovica, and wider.

1. **Project Background**

*Coffee Festival* will be organized for the first time this year, on September, aiming to bring people of all communities closer to each-other by emphasizing joint cultural habits. The festival which aims to be an annual event, will take place on the main bridge over Ibër/Ibar river in Mitrovica and will last for a whole day. Various businesses from both sides of the city will serve coffee to the citizens and several other activities will be organized by the Cohesion Circle (an informal group from CBM).

The objective of *Coffee Festival* is to create a safe space for cultural exchange, where anyone can enjoy a coffee while having a chat with a friend, where youngsters can make and listen music together, play interactive games, learn about Mitrovica and its people through exhibitions and storytelling activities. By doing so, this event wants to send a message of reconciliation and peace This will be the opportunity for all the citizens to meet maybe for the first time in a while and have the chance to talk and have a coffee.

*Coffee Festival* is an event organized through “**Reconciliation and Conflict Transformation (RCT)”** activity**,** which aims to transform existing conflicts and build peace, predominantly among majority ethnic Albanians and minority ethnic Serbs in the Kosovo. Reconciliation and Conflict Transformation activity is implemented by CBM, in partnership with New Social Initiative (Nova društvena inicijativa) & Youth Initiative for Human Rights - Kosovo (YIHR KS) and supported by the American people through the USAID in Kosovo.

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1. **The Purpose**

The purpose of this contract is to engage an expert to design a visibility package for the purposes of promotion of the *Coffee Festival* activity and contribute to the better visibility of the activity.

1. **Methodology and scope of work**

This section will identify the proposed methods for developing the visibility package. Under the supervision and in close co-operation with the CBM the expert will implement the following developing a design visibility templates. The templates should be in line with the RCT developed visibility outline along with:

* Design of the festival logo
* Design of the festival entrance arch (dimensions to be checked and suggested by the engaged individual/company)
* Festival leaflet design
* Festival promo poster design

The visibility design should complement colors CBM and the RCT activity are using for purposes of the activities promotion, namely the colors of the logo, but the expert should having the freedom to propose appropriate colors and design, as well as availability to add logos of partnering organizations of the project.

1. **Duration**

The expert will be engaged **a total of 7 days** to develop the visibility package.

1. **Expert Competencies, Experience and Skill Requirements:**
2. Strong experience track record of development and delivery of creative visibility packages.
3. Relevant experience in developing, designing, production and publishing of communication products.
4. Proven experience in design
5. Demonstrated high level of professionalism and an ability to work independently and in high pressure situations under tight deadlines.
6. **Deadline and submission of expression of interest**

CBM invites interested teams to submit the following documents by **July 2nd, 2021.** The interested parties should submit the following documentation:

* Names and contacts of three recent professional referees (previous clients) for whom similar work has been conducted.
* An example of similar pieces of work completed recently.
* Curriculum vitae/portfolio outlining relevant qualifications and experience,
* Itemized financial proposal.

1. **Evaluation and Selection Process**

This application is open to experts who are specialized in developing, designing, and production of visibility products. The selected contractor will be responsible for designing and executing all the activities described in this TOR in collaboration with CBM.

The selection process of the expert will be based on the set of criteria developed by CBM Evaluation Committee to evaluate the proposals. The Evaluation Committee will evaluate the proposals by using the combined scoring method. Technical proposal will be evaluated on 60%; whereas financial proposals will be evaluated on 40%. The short-listed bidding consultant or firm may be asked for a formal presentation prior to the final selection**.**