**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 Iber. 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**

The overall objective of the project “**Reconciliation and Conflict Transformation (RCT)”**  is to help in the aims to transform existing conflicts and build peace, predominantly among majority ethnic Albanians and minority ethnic Serbs in the Kosovo. The project will help communities on the individual level as it will assist in better mutual understanding in the differences and emphasize joint strengths, as well as on the policy level, where the impact of the project will influence amending policies that will address reconciliation process among divided communities.

 The RCT project will contribute to increased community engagement by creating a network of relatable role models closest to the population groups, such as influence people, community leaders, and others that they share the same value.

Project activities will cover Mitrovica North & Mitrovica South Municipalities and after that it will expand in whole Kosovo.

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 RCT activity and contribute to the better visibility of the project.

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 to be suitable for:

* two banner dimensions - 85x200, 120x200
* Notebooks
* Pens (to have a proper visibility placement)
* Business Cards
* Folders
* Templates for Facebook, Instagram Promotion
* Template for Invitation purposes
* T-Shirts

The visibility design should complement colors CBM is 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

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1. **Expert Competencies, Experience and Skill Requirements:**
* Strong experience track record of development and delivery of creative visibility packages
* Relevant experience in developing, designing, production and publishing of communication products;
* Proven experience in design
* Demonstrated high level of professionalism and an ability to work independently and in high pressure situations under tight deadlines;
* Excellent communication and written skills in English

**8. Deadline and submission of expression of interest**

CBM invites interested teams to submit the following documents by **November 26th, 2020.** The interested parties should submit the following documentation:

* Expression of interest (EoI) outlining how the expert meets the selection criteria and their understanding of the ToR.
* 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 outlining relevant qualifications and experience,
* Itemized financial proposal.

 **9. 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**.**