

Terms of Reference for Awareness Campaign Consultant
Expert Services for Development of Promotional Plan and Materials for Sustainable Sewage Sludge
Management in Kosovo

I. Background

Kosovo's wastewater sector continues to face critical challenges, particularly in the management of sewage sludge. The absence of a national strategy, fragmented legal and institutional frameworks, unclear responsibilities among actors, and limited long-term planning have resulted in uncoordinated and often unsafe sludge disposal practices. These shortcomings pose serious environmental and public health risks and highlight the urgent need for strategic and evidence-based policy development.

In response to this pressing issue, the **Water and Wastewater Works Association of Kosovo (SHUKOS)**—a non-profit association established by the seven Regional Water Supply and Sewerage Companies (RWCs)—has taken the lead in facilitating coordinated sectoral responses. SHUKOS operates under the NGO Law (No. 04/L-57) and is governed by its Assembly and Board of Directors, which includes the CEOs of all 7 RWCs as well as representatives from the Ministry of Economy and the Ministry of Environment, Spatial Planning and Infrastructure. The Association plays a key role as a bridge between water utilities and central institutions, and maintains active collaboration with national and international partners, including IAWD, IWA, and the Regional Capacity Development Network (RCDN).

This assignment is supported under the **Regional Capacity Development Network (RCDN) for Water and Sanitation Services** project, which aims to enhance the capacity and advocacy role of Associations of Public Utilities (APUCs) and Local Governments (LGAs) across the Western Balkans. The RCDN project is jointly financed by the Swiss State Secretariat for Economic Affairs (SECO) and the German Federal Ministry of Economic Cooperation and Development (BMZ), and is administratively embedded in the GIZ project “Open Regional Fund for Southeast Europe – Modernization of Municipal Services (ORF MMS)”.

As part of its engagement in RCDN+, SHUKOS has initiated activities to develop a structured **advocacy mechanism**, with one of the key priorities being the advancement of a **National Strategy for Sustainable Sludge Management**. To support the reach to its target audiences — including central government ministries, water utilities, municipalities, and other stakeholders — SHUKOS intends to engage a qualified expert to design and implement a targeted promotional and dissemination activity. This will include the development of a promotional plan, production of materials such as factsheets, preparation of a short animation video, and implementation of a dissemination campaign through SHUKOS's communication channels (website, Facebook, LinkedIn, Instagram pages and official email), culminating in the presentation of materials during the planned Stakeholder Dialogue Event.

Through this assignment, SHUKOS aims to strengthen its advocacy function and contribute to the development of sustainable sludge management practices in Kosovo, aligned with European and regional best practices.

II. Aim of the Assignment

The **general objective** of this assignment is to **select a qualified and professional consultant, marketing company or an environmental organization to develop promotional materials to disseminate the key messages of position papers regarding sludge management. The consultancy parties will be engaged a) To develop a comprehensive promotional plan, including key audiences, channels, messages and timeline b) design a factsheet summarizing the Position Paper messages c) prepare the production of a short animation video highlighting the key issues and recommendations.**

The focus of this set of activities will be to provide strategic and evidence-based support for SHUKOS's advocacy and communication efforts, with the aim of effectively promoting the findings and recommendations of the Position Paper. Within this process, SHUKOS seeks to strengthen informed public dialogue and stakeholder engagement by equipping target audiences with clear, compelling, and accessible messages derived from the Position Paper. The selected consultancy—whether an expert, marketing company, or environmental organization—will play a key role in enhancing SHUKOS's outreach and advocacy function by developing a comprehensive promotional plan, designing a factsheet summarizing key messages and preparing a short animation video. The preparation and development of these deliverables will be based on the Position Paper, relevant background documentation, consultations with SHUKOS staff, and additional materials provided to the selected consultancy.

III. Responsibilities and tasks of the Consultant

These activities will be facilitated by a consultant. Interested consultants, marketing companies, or environmental organizations are encouraged to submit their applications. The consultant should ensure the necessary expertise to provide strategic and technical support in promoting the findings and recommendations of the Position Paper. This includes developing communication and advocacy materials that effectively summarize the key issues, evidence, and recommendations. The task will be carried out to support SHUKOS's advocacy and stakeholder engagement efforts in Kosovo.

According to its specific aim, the assignment consists of four sets of activities:

- 1) Development of Promotional Plan
- 2) Design of Factsheet
- 3) Development of a short animation video

The responsibilities and tasks of the consultant are described below.

1) Set of activities referring to development of Promotional Plan

As a part of this set of activities, the consultant is obliged to:

1. Participate in the preparatory talks and consultations (orientation & coordination meetings) with SHUKOS and Core Group members.
2. Collect and analyse relevant documents on the topic (working group meeting reports, comprehensive analyses, position paper developed by SHUKOS) on sludge management in Kosovo.
3. Review stakeholder map and targeted audience.
4. Define Promotional objectives, channels, key messages and timeline.
5. Propose dissemination approach tailored to each audience.

6. Collect feedback from Core Group and Working Group members for final promotional plan.

Deliverables of this set of activities:

- Summary of collected data and desk review results.
- Promotional Plan (in Albanian and English), including:
 - Target audience
 - Communication objectives and messages for **4 weeks (8 publication in social media including the animation video and factsheets)**
 - Proposed channels, activities and key instructions to increase the reaches in social media
 - Detailed timeline of actions **(presented in a table)**
 - Include feedback from working group in final version of promotional plan.

Please, note that all logistic matters will be organised by the SHUKOS. The expert will be duly informed about all logistic details and will be asked to provide input, as necessary.

2) Set of activities referring to Design of Factsheets:

As a part of this set of activities, the consultant of SHUKOS is obliged to:

1. Design up to 3 concise and visually engaging factsheets summarizing the key points of the Position Paper.
2. Prepare content for SHUKOS's website, Facebook/LinkedIn page, and email outreach.
3. Draft and validate dissemination messages with SHUKOS.

Deliverables of this set of activities:

- Factsheets in digital version (Albanian and English)
- Website & social media content package (text + visuals)
- Dissemination message bank (short, medium, long formats)

3) Set of activities referring to Development of short animation video

As a part of this set of activities, the consultant of SHUKOS is obliged to:

1. Develop a script and storyboard for a 90 – 120 seconds animation video presenting the issue, key findings, and recommendations
2. Prepare a visual graphic/animation design
3. Oversee production and ensure alignment with advocacy goals.

Deliverables of this set of activities are:

- Approved script and storyboard
- Final animation video in digital formats suitable for social media and events.

IV. Expected outputs, estimated consultancy days and proposed timeline

Working package	Tentative number of days	Explanation
Development of Promotional Plan	4	This activity focuses on creating a comprehensive communication and outreach strategy to promote the findings and recommendations of the Position Paper. It includes identifying key target audiences, defining tailored messages, selecting appropriate communication channels, and developing a realistic timeline for implementation.
Design of a Factsheet	3	Based on the Position Paper, this activity involves designing a concise and visually appealing factsheet that summarizes the main issues, evidence, and recommendations in an accessible format suitable for a wide range of stakeholders.
Preparation of a Short Animation Video	4	This activity entails developing a brief, engaging animation video that highlights the key points from the Position Paper. It includes preparing the script, storyboard, and visual elements to ensure messages are communicated in a clear and impactful way.
Total number of days	11	

V. Expert Days

In total 11 working days are planned for the entire assignment:

The expert is expected to provide a proposal of stakeholder mapping.

The contract between the SHUKOS and expert will be signed under the laws of the Republic of Kosovo

VI. Experts' Profile

The SHUKOS consultant for the development of a promotional plan, factsheet, and short animation video is a highly experienced professional, marketing company, or environmental organization, with demonstrated expertise in strategic communications, advocacy campaigns, and the translation of complex policy content into clear and engaging messages for diverse audiences. The consultant should have hands-on experience in designing communication materials and campaigns, preferably within the water supply, wastewater, or environmental sectors, with a strong understanding of stakeholder engagement and public awareness strategies.

Education: University Degree in an area relevant to the assignment (e.g., communications, marketing, public relations, environmental sciences, social sciences, or related areas).

Professional experience:

- 3 years of professional experience in experience in communications, marketing, public outreach, or advocacy work;
- Familiarity with social media strategies and content creation;
- Experience in producing or supervising the production of short promotional or educational videos;
- Familiarity with environmental, water, or wastewater sector topics is an asset;
- Strong IT skills, including MS Office (Word, Excel, PowerPoint) and relevant design/video tools (e.g., Adobe Creative Suite, Canva, or similar).
- IT skills: MS Office (Word, Excel, PowerPoint).

Other requirements:

- Strong understanding of stakeholder engagement and advocacy processes.
- Excellent writing, editing, and presentation skills in Albanian and English.
- Ability to translate technical content into accessible formats.
- Strong coordination skills

Language skills: Fluency in Albanian and English

VII. Proposal

The consultant is asked to submit a proposal, **by 19/09/2025**. The proposal has to be submitted in the Albanian language **by e-mail, at info@shukos.org** and shall contain the following sections:

- CVs of the Expert
- Portfolio or examples of similar promotional work
- Financial offer including daily rate and total budget (in EUR, gross)
- Proposed outline for promotional plan

VIII. Evaluation Criteria and Scoring

The proposals will be evaluated based on the following criteria:

- 35% Applicants' Profile: Consultants' expertise and experience for fulfilling the tasks under this ToR;
- 20% Portfolio/Examples of Similar Work
- 25% Outline of Promotional Plan
- 20% Financial Offer.

IX. Reference Person

The reference person for this assignment is the SHUKOS's RCDN+ Project Manager, Erdonita Humolli.

Email address: erdonita.humolli@shukos.org Project Manager.

X. Modification of Terms

SHUKOS reserves the right to modify the terms of the ToR at any time at its sole discretion.

XI. Acceptance and Rejection of Proposals

SHUKOS may not necessarily accept the lowest priced proposal or any proposal. At its sole discretion, SHUKOS reserve the right to reject any or all proposals received and to accept any proposal which it considers advantageous, whether or not it is the lowest priced proposal. SHUKOS is not under any obligation to award a contract and reserves the right to terminate the request for proposal process at any time, and to withdraw from discussions with all or any of the consultants who have responded. SHUKOS reserve the right to accept the proposed offer in total or in part, to reject any or all offers, to waive any minor informalities, irregularities, or technicalities, and to accept the offer deemed most favourable to the association and the RCDN.

XII. Ownership

All materials, documents, designs, and information prepared, developed, or adapted by the consultant (expert, marketing company, or environmental organization) within the scope of this assignment—including but not limited to the promotional plan, factsheets, animation video, social media content, dissemination messages, and related reports—shall remain the sole property of SHUKOS and RCDN.

The consultant acknowledges and agrees that these materials are developed exclusively for the purposes defined in this ToR and may not be reproduced, distributed, adapted, or stored in any form, medium, or database for any purpose other than those related to this assignment, without the prior written consent of SHUKOS.

XIII. Delivery of documents

The consultant shall deliver all finalized files and related annexes—covering the promotional plan, factsheets, animation video, social media content, and dissemination materials, once that are confirmed from the SHUKOS that are final. All deliverables shall be submitted in Albanian, in digital format, and in editable source files, to ensure their usability for SHUKOS and RCDN.

XIV. Terms and Payment

The expert, will be hired under separate Individual Contracts (IC) each, signed by the SHUKOS and will be paid upon submission and approval of the deliverables listed above. The expert shall provide the IC timesheets (by using the RCDN timesheet [Template A attached to the ToR](#)) together with the deliverables in order to proceed with the payment.

The payment will be based on the actual number of working days, (according to the submitted timesheet) invested for the development of each deliverable, but not exceeding the approved number of days for each of the proposed consultants.

Templates and annexes:

[Template A: Time sheet for consultants](#)