

Annex 1: TERMS OF REFERENCE (TOR) 07/2018

Vocational Education and Training (VET) Media Campaign

April 2018

Introduction

Enhancing Youth Employment (EYE) is a programme funded by the Swiss Cooperation Office in Kosovo (SCO-K) and implemented by the consortium of HELVETAS Swiss Intercooperation (HSI) and Management Development Associates (MDA).

The overall goal of EYE is to improve the labour market conditions in Kosovo hence increasing the employment opportunities of the young Kosovar women and men going out from Vocational Education and Training (VET) schools and universities and facilitating their transition from school to work.

More specifically, through Output 2.2, EYE is planning to initiate a large-scale media campaign that would provide better information about career choices in VET and according to the labour market.

EYE supported several assessments with important findings that portray skills gap in the market for profiles deriving from Vocational and Training institutions, as well as lack of information for students, parents, and school staff about the levels of education that have better employment potential for new job-seekers in the future.

Background

The “Skill Gap Analyses” conducted recently by American Chamber of Commerce showed that the majority of private sector companies surveyed answered that the “education sector is failing to satisfy the demand for skills in the private sector”, thus allowing the occurrence of major skills deficit in the labour market, especially in the private sector.

Moreover, businesses from better performing sectors such as manufacturing, trade, and service expressed a priority for qualifications for upcoming vacancies include VET and Professional certificates (provided by public and private training providers). Manufacturing companies lead the pack by prioritizing VET education with various technical skills for positions such as production technologist, production safety controller, welder, etc.¹

Another important finding came from EYE’s recent VET Perception Survey, conducted by UBO Consulting, showing a “wider prejudice against technical oriented jobs.” The study also suggested that “although parents (as the most influential career advisors to students) recognize the

¹ Skills Gap Analyses, American Chamber of Commerce supported by EYE, 2018



employment value in the vocational education, they still like children to take up “prestigious” professionals like law, medicine and science oriented professions”.²

Both cases, the need for VET skills in the private sector as well as prejudice against such skills by parents and students (although perception of VET is highly positive), illustrates that this market system is not working well to provide needed capacities to growing employers.

On the other hand, according to the VET Perception Survey, students also are not satisfied with the information provided by school staff managed public institutions about their career choices. Nonetheless, they have also stated that school staff are the most trusted source of information, thus raising the relevance of targeting and informing education institutions about the career choices of students in VET education, as a major stakeholder in this market system.

Objectives

EYE is planning to commission a major VET media campaign, expected to start from mid-May until December 31, 2018, that would incite a general debate around the following topics that derive from the above-presented findings:

- Which level of education brings fastest transition from school to work?
- What is the quality of education in VET and what is GOK doing to address it?
- What are the opportunities in the market for VET graduates?

A key element of the campaign will be a specific slogan which will be projected throughout the media products applied to reach out the target audience.

Interested Parties are invited to propose an aggressive, provocative slogan and messages, and PR products targeting:

-Parents as the most influencing factor in guiding their children’s education. Although EYE targeted specific profile of parents as part of the VET Perception Survey (parents of: students in the 9th grade, current VET students, and those of VET graduates), campaign should also seek to target all parents as part that have children in lower education levels or that are yet to enroll their children in primary schools.

(Preferred communication tool: TV)

-Students in the 9th grade of Primary School, those currently in VET, VET graduates will be important audience that should be targeted in order to provide better information about their education prospects for faster transition from school to work. The latter should be able to take informed decision about several important aspects that could lead to choosing specific skill such as: info about current skills gap in the labour

² VET Perception Survey, UBO Consulting on behalf of EYE, 2018



market, VET vs Other Education Levels (is there a career in the VET?) and so on.
(Preferred communication tool: Internet/Social Media)

-Policy makers/general audience (MEST/school staff, Kosovo Government, municipal mayors/local MPs). Media campaign should incite these important market players and challenging them through provocative messaging and PR teasers to think and act about the most quality/effective level of education that is offered to youth for faster/greater employment, as well as addressing the current skills gap in the labour market.

The main focus of the campaign is to question the validity/potential of VET education and referring to real market demand for skills, not necessarily promoting any VET school or profile for the time being.

Deliverables

Moreover, below is a specific list of items that must be developed as part of the proposals that will be commissioned to interested parties that have proven capacity and experience for further development of:

-Campaign branding/strategy including but not limited to:

- Slogan (applicable with # [hashtag] too)
- Logo
- Website layout
- Flyer layout and price per piece for printing

-Social media separate social media outreach activity including but not limited to:

- Developing and promoting the campaign's official Facebook and Instagram accounts
- Instagram and Facebook photo competitions (or any other competition/tool that could incite greater following of the campaign via social media accounts) and referring to the main slogan of the campaign

-Event that would ensure larger attendance by 9th grade students (but not only) at the end of school year in the city of Prishtina. Interested parties must present the format of the event to be organized on specific public places and according to the applicable Laws for such events.

-Video/Audio ads for TV and Radio use, including the cost of the air time .

All deliverables must be developed in Albanian and Serbian language and applied accordantly and referring to representation of communities in the overall population and the targeted regions.

Proposal must indicate and present projections of the estimated outreach of each item towards the target groups throughout the territory of the Republic of Kosovo.

Selection Criteria/Process

The ideas submitted to EYE will be evaluated and scored against the following criteria in two stages:

Stage 1:

Selection criteria	Scores
Technical Offer: Concept design of each deliverable (20) Innovation (20)	40
Company Portfolio/Experience Provide at least 2 references about development and implementation of nationwide media campaigns	20
Financial Offer	20

Stage 2:

The short listed companies with best scores in the Stage1 of the evaluation will be invited to present their proposals in front of the panel and a number of non-voting observers invited by EYE:

Selection criteria	Scores
Presentation	20
Total score from 2 stages	100



Other Requirements

Interested parties must also refer to the following assessments as reference to the content to be developed for the campaign/Purposes:

-Skills Gap Analyses conducted by American Chamber of Commerce

<http://www.amchamksv.org/wp-content/uploads/2017/10/Skills-Gap-Analysis-english.pdf>

- VET Perception Survey and Summary Report on Focus Group Discussions conducted by UBO Consulting

To be delivered upon request via eyeinfo@eye-kosovo.org

It shall be the contractor's responsibility to respect deadlines, to consider comments/suggestions and apply them in a professional manner during the implementation phase.

Guarantee and support for services

All products and materials developed by the Contractor are property of EYE and provided on a request after full completion of the project.

The work done by the selected company must be unique, original and not a copy of any other product or have similarities to it whatsoever. It shall be also the applicant's responsibility to give ideas and submit to the EYE original copy for use as well protected by copyrights. Any future arguments in terms of originality or author right shall remain on applicants' eligibility in responding for the originality.

Expected Outputs

From the interested parties is expected to develop and implement a cost-effective promotional activity, including all the agreed deliverables in order to raise the awareness about VET education according to real market demand.

Proposed Budget

The maximum budget available for implementation of tasks specified by the ToR is max. 60,000 Euros. EYE expects from the interested parties to propose a cost-effective activity that will meet the objectives of this RFP in a coherent way.



Timeframe

This assignment must be completed as per following indicated timeframe.

Activity	Date
Item 1 completion	By May 15, 2018
Item 2 completion	From May 15-December 15, 2018
Item 3 completion	From May 15-December 15, 2018
Item 4 completion	1 st week of June, 2018

Reporting

Contractor is required to report to EYE and MLSW once a month. Contractor may propose information conform the proposed work plan and time schedule. In addition, short notice phone or email updates are highly recommended for closer coordination during the campaign.

The EYE reserves the right to visit the contractor at any business time while it is contractor's responsibility to be transparent in providing project information. Failure to do so from contractor's side will result in client's reconsideration of project process.

Contact Information

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