



TERMS OF REFERENCE

Project title: From diversity blind into diversity transformative local communities towards inclusive equality

PUBLIC CALL FOR EXPERTS: MEDIA CAMPAIGN

About the project:	The project has a goal of enabling grass root civil society organizations to become active participants in the evaluation of local budgets and policies, ultimately promoting equity and inclusiveness within their communities. The focus will be on fostering dialogue with local and national governments, advocating effectively, and monitoring reforms related to the accession process. Additionally, the project will enhance the sectorial networking of CSOs and policy dialogue through two of the twelve IPA sectorial working groups. The project will adopt an inclusive approach and work closely with CSO representatives in 17 municipalities to develop evidence-based policies that counteract discrimination and advance equality and inclusiveness.
Project objective:	The objective of this project is to foster structured dialogue and collaboration between public institutions and empowered rights-based grass root civil society organizations. This will be achieved by evaluating local policies, programs, and budgets using equality indicators, leading to reforms and the creation of inclusive communities
Target groups:	Target groups: Representatives from local, rights based CSOs from the following municipalities: Karposh, Shtip, Pehcevo, Kriva Palanka, Lipkovo, Konche, Strumica, Bitola, Mogila, Staro Nagoricane, Gradsko, Rosoman, Kavadarci, Struga, Vevcani, Gostivar, Vrapchishte.
Place:	Municipalities: Karposh, Shtip, Pehcevo, Kriva Palanka, Lipkovo, Konche, Strumica, Bitola, Mogila, Staro Nagoricane, Gradsko, Rosoman, Kavadarci, Struga, Vevcani, Gostivar, Vrapchishte.
Timeframe	01.02.2026 – 31.03.2026

Results and Activities:	
Results:	<p>R1: Inter-sectional gender assessment of local equality policies, annual programs and budgets is conducted by developing unified monitoring tools to measure the commitment of local authorities for improvement of the equality policies on local level;</p> <p>R2: Capacity of right-based grass root civil society organizations are strengthened and networking developed towards strengthening sectorial policy dialogue in (1) Justice and (2) Education, Employment and Social Policy, enabling them to monitor accountability of local self-government;</p> <p>R3: Structured sectorial local mechanisms for consultations on local level are developed and strengthened.</p>
Activities	<p>The project consists of 3 sets of activities:</p> <p>WP1: Developing tools for Intersectional gender assessment</p> <p>1.1 Intersectional gender analysis of local Strategic documents, policies and action plans and tools for their alignment with municipal annual programmes and budgets</p> <p>1.2 Development of intersectional gender indicators for local programming towards gender equality and diversity enhancement on local level</p> <p>1.3 Intersectional gender analysis of local Strategic documents, policies and action plans and tools for their alignment with municipal annual programmes and budgets</p> <p>1.4 Developing practical Guide for Intersectional gender assessment</p> <p>1.5 Seventeen (17) Equality and Diversity consultations with CSOs, citizens and Government</p> <p>1.6 Public conference for presentation of the findings to the existing structures for EU negotiation</p> <p>WP2: Capacity building on Intersectional Gender approach and networking</p> <p>2.1. Needs assessment of the CSOs to assess their advocacy capacities and needs, knowledge, skills to work on improvement on the specific local policies</p> <p>2.2: Capacity building on Intersectional Gender approach and diversity mainstreaming into local strategic documents and programmes</p> <p>2.3: Training interventions organized</p> <p>2.4: Networking, consultation, communication and coordination among local and national stakeholders towards enhancing grass root/local CSOs to participate in the work of the sectorial working groups for EU accession and negotiations</p> <p>2.5. Capacity building thought mentoring on institutional and individual level for grass root CSOs</p> <p>WP3: Sub-granting for 17 CSOs countrywide</p> <p>3.1 Development of sub-granting scheme</p>



	<p>3.2 Implementation of sub-granting scheme</p> <p>3.3 Evaluation of the impact and dissemination of the results of sub-granting scheme</p> <p>3.4 Increased visibility of the project results (relevant for this public call for experts)</p>
Expert's tasks and duties:	<p>Objective:</p> <p>The objective of this assignments is to enhance public awareness and engagement through digital media by creating visually compelling content that promotes key messages. The objective is to develop and disseminate thematic infographics, short promotional videos, and joint statements that contribute to the project's overall visibility and advocacy goals. The content will be tailored for dissemination on web platforms and social media to ensure broad outreach and impact.</p> <ul style="list-style-type: none">- Increase the visibility of the project's results and advocacy efforts through digital content.- Strengthen communication and engagement with the target audience via infographics and videos.- To foster thematic networking among CSOs and promote participation in policy dialogue and sectorial working groups. <p>Output/s:</p> <ol style="list-style-type: none">1. Infographic development:<ul style="list-style-type: none">• Research and design of 30 high-quality infographics aligned with the project's advocacy themes.• Ensure content clarity, visual appeal, and accessibility for diverse audiences.• Optimize infographics for social media sharing (Facebook, Instagram, LinkedIn, X)2. Video production:<ul style="list-style-type: none">• Development of 3 short promotional videos (1-2 minutes each) covering key project messages.• Utilize engaging storytelling techniques and visual elements to maximize impact.• Ensure professional editing, captioning, and formatting for web and social media use.3. Drafting and dissemination of joint statements & public announcements:<ul style="list-style-type: none">• Draft and release 6 thematic joint statements in collaboration with CSOs and stakeholders.• Use statements to advocate for policy improvements and highlight project achievements.• Disseminate statements through partner's websites, social media and traditional media outlets.4. Visibility & Outreach strategy:<ul style="list-style-type: none">• Implement a digital marketing strategy to reach a target audience of 500.000 views• Leverage partnerships with CSOs, media outlets and influencers content



	<p>dissemination.</p> <ul style="list-style-type: none">• Monitor engagement metrics and adjust strategy accordingly. <p>All developed materials need to be available in Macedonian and Albanian language.</p> <p>Price per infographic: 30 EUR</p> <p>Price per video: 1000 EUR</p>
Qualifications of experts	<p><i>Required documentation:</i></p> <p>An offer submitted by legal entities should contain the following information:</p> <ul style="list-style-type: none">• Current status of the supplier no older than 6 months;• Portfolio of previous work (infographics, video samples, or relevant materials) (Annex 1)• Brief biography of the team (Annex 2);• Proposed marketing and PR strategy (Annex 3);• Signed statement of exclusivity and availability (Annex 4).• Financial offer form (Annex 5);• Statement on non-existence of conditions for exclusion of a supplier for the performance of services for the project (Annex 6) <p>An offer submitted by natural persons should contain the following information:</p> <ul style="list-style-type: none">• Portfolio of previous work (infographics, video samples, or relevant materials) (Annex 1)• Brief biography of expert (Annex 2);• Proposed marketing and PR strategy (Annex 3);• Signed statement of exclusivity and availability (Annex 4).• Financial offer form (Annex 5); <p><i>Payments will be made in instalments upon receipt and approval of the deliverables.</i></p>
Deadline for submitting offers:	<p>All offers must be submitted by to the following e-mail addresses: sozm@t.mk; teazografska@gmail.com; irenaaterzic@gmail.com; with the subject line: PUBLIC CALL FOR EXPERTS: Media Campaign</p> <p>Deadline: 27.01.2026</p>