



TERMS OF REFERENCE	
Project title: From diversity blind into diversity transformative local communities towards inclusive equality	
PUBLIC CALL: 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 overall objective is to foster structured dialogue and collaboration between public institutions and empowered rights-based grassroots CSOs. This is achieved through evaluation of local policies, programmes, and budgets using equality indicators, leading to improved local governance and more inclusive communities.
Target groups:	Target groups: Representatives from local, rights based CSOs in the Republic of North Macedonia.
Place:	Republic of North Macedonia, with focus on the above-mentioned municipalities. The media campaign will be implemented on NCGE’s social media.
Timeframe	April 2026 – May 2026 The assignment will be implemented in the final phase of the project, with a focus on visibility, dissemination of results, and promotion of project outcomes, including the final conference.

The objective of this assignment is to ensure the full implementation of a coordinated social media campaign, aimed at increasing the visibility of project results, strengthening public awareness, and ensuring effective dissemination of key messages and outputs.

Scope of work:

The selected service provider will be responsible for the development and full implementation of a social media campaign, including content creation, planning, dissemination, and performance monitoring.

The assignment includes:

- Development of a campaign concept and content calendar
- Creation of visual and written content (infographics, short videos, statements)
- Full management of social media dissemination, including scheduling and publishing
- Coordination with the contracting authority for batch approval of content
- Implementation of paid promotion (where applicable)
- Promotion of:
 - project results
 - sub-grantees and their achievements
 - final project conference and key outputs
- Ensuring compliance with EU visibility and communication requirements
- Monitoring performance and adjusting the campaign accordingly

All activities shall be implemented as part of a unified and results-oriented campaign, not as isolated deliverables.

Outputs / Deliverables

The service provider shall deliver the following outputs, in line with the project budget structure, as part of an integrated campaign:

1. Infographic development

- Design and delivery of up to **30 infographics**, adapted for social media use
- Content aligned with project results, advocacy messages, and visibility requirements

2. Video production

- Development of **3 short promotional videos (1–2 minutes each)**
- Videos presenting key project messages and results

3. Joint statements and announcements

- Drafting and dissemination of up to **6 thematic statements or announcements**, aligned with project outputs

4. Campaign implementation and dissemination

- Development of a **content calendar**
- Scheduling and publishing of all materials
- Coordination of dissemination through social media and partner channels
- Promotion of the final conference



	<p>5. Final report</p> <ul style="list-style-type: none"> • Brief report summarizing: <ul style="list-style-type: none"> ○ content produced ○ campaign reach and engagement ○ key dissemination results (including screenshots and analytics)
<p>General requirements:</p>	<ul style="list-style-type: none"> • All materials must be produced in Macedonian and Albanian language • All outputs must comply with EU visibility guidelines • The service provider shall ensure timely delivery aligned with the project closure timeline
<p>Submission of offers:</p>	<p>Required documentation:</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) • Budget The maximum available budget for this assignment is EUR 4200. The financial offer must include a breakdown per deliverable, in line with the project budget structure.
<p>Deadline for submitting offers:</p>	<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: Media Campaign</p> <p>Deadline: April 24th 2026</p>