

Open Call for Consulting Services

Subject: Youth Policy Lab on Green Agenda

Title: Youth-Led Awareness Campaign on Green Agenda Engagement
*
in Kosovo

RCC Department: Western Balkans Youth Lab 2

Eligible: Companies/agencies or consortia of individual consultants

Reporting to: RCC's WBYL2 Team Leader

Duration: August – October 2025

Reference Number: 058-025

TERMS OF REFERENCE:

I. BACKGROUND:

The Western Balkans Youth Lab 2 (WBYL2), implemented by the Regional Cooperation Council (RCC), supports structured dialogue between youth and public authorities across the Western Balkans. Through Capacity Building, it enables co-creation and implementation of innovative, youth-informed solutions in key policy areas. Aligned with the Sofia Declaration on the Green Agenda for the Western Balkans, signed in November 2020, and based on recommendations of the Youth Policy Lab Working Group from Kosovo*, a youth-led intervention was co-designed. The initiative aims to enhance environmental awareness and meaningful youth engagement in green policy processes across the region.

II. DESCRIPTION OF RESPONSIBILITIES

Objective of the assignment

The aim of the assignment is to provide capacity-building support to the Working Group on Youth Policy Lab on Green Agenda in Kosovo* in implementing a **Youth-Led Awareness Campaign on Green Agenda Engagement**. The assignment will focus on transforming environmental policy

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence

into accessible, youth-friendly formats and building structures for ongoing engagement through digital and community-based actions.

III. SCOPE OF WORK

Specific Tasks

The expert is expected to carry out the following detailed tasks:

1. **Development of the Creative Concept and Core Narrative:** Create a compelling campaign slogan and overarching storyline that captures the attention and interest of young people in Kosovo*, aligning with the tone of the Green Agenda.
2. **Detailed Content Calendar:** Draft of a two-month social media content calendar with thematic weeks, post types, publishing frequency, and engagement tactics tailored for youth audiences.
3. **Extraction and Alignment of the Key Messages:** Identify 5–7 key messages from the main report (to be shared with the expert) and ensure they are consistent with national youth and environmental strategies, simplifying technical language for youth understanding.
4. **Design Visual Explainers of Environmental Policies:** Creation of a series of infographics and short-form videos that simplify legal frameworks, environmental policies, and mechanisms for youth participation in decision-making.
5. **Development of Social Media Content for Youth Engagement:** Design and deliver at least 10 digital materials, including Instagram carousels, story templates, and TikTok/Reels, showcasing real-life challenges and solutions tied to youth climate action.
6. **Support Visual Identity of Interactive Quiz:** Develop the visual concept and branding for the interactive quiz, including interface mockups, colour palette suggestions, and youth-friendly typography.
7. **Development of a Quiz with Tailored Visual Content:** Create teaser visuals, pre-launch announcements, and call-to-action graphics to encourage quiz participation across Instagram and TikTok.
8. **Design of Result-Sharing Templates:** Produce 3–4 customisable templates for quiz participants to share their results on social media, boosting organic reach and campaign visibility among peers.
9. **Develop weekly environmental challenges for Green Clubs in schools;** Create fun, age-appropriate activities that promote sustainable habits and student participation.
10. **Prepare a strategy for implementing the Green Club challenges in schools:** Outline how activities will be rolled out, monitored, and evaluated, including roles of students and teachers.

The selected expert is expected to propose the best methodological approach for undertaking this task. However, the following guiding principles should be taken into consideration:

1. Desk review/research and data collection, processing, validation, visualisation, and interpretation (mix of online and onsite activities);
2. Participatory methods engaging youth in co-creation; collaboration with schools, youth centres, and civil society and other stakeholders;
3. Creative digital approaches for communication and outreach;
4. Any other method applicable.

Note that a clear methodological overview should be an integral part of the concept note.

I. LOGISTICS AND TIMING

Timeline

The engagement is expected to start in August 2025 and end by 10 October 2025.

Lines of Communication

- The task will be implemented in close consultation with the Western Balkans Youth Lab 2 and Working Group on Green Agenda from Kosovo*.
- The contracted bidder will report to the Working Group and WBYL2 Team Leader.
- As appropriate, meetings with WBYL2 team will be organised to agree on expectations and deliverables.

II. REQUIRED OUTPUTS / REPORTING

The following deliverables will be produced and transferred to the RCC Secretariat during the course of the assignment, as per the timeframe specified below:

	Deliverables	Due date
1.	Methodology presented and approved	August 2025
2.	Facilitation of dialogue session	August-September 2025
3.	Digital Quiz developed and launched	September 2025
4.	Final Report with campaign insights and recommendations	September – October 2025

III. REQUIREMENTS

The team leader proposed by the company should have a strong background in media campaigns. The team should include a content strategist, designer or video editor, and social media manager. Fluency in English and proficiency in local languages is essential. Potential applicants are encouraged to propose additional team members or support staff, as necessary, to meet the requirements of the assignment.

Team Leader

Education:	<ul style="list-style-type: none"> ▪ Master's degree in Environmental Communication, Political Science, Law, Sustainability, or a related field will be considered an advantage. ▪ Alternatively, at least 5 years of professional experience in communication, environmental advocacy, or engagement in environmental or climate-related initiatives.
Experience and qualifications:	<ul style="list-style-type: none"> ▪ Minimum of 5 years of professional experience in translating complex environmental concepts, legislation and other relevant documents into accessible, engaging content for diverse audiences, particularly youth. ▪ At least 5 years of experience working with youth groups, regional initiatives or similar. ▪ Proven experience in working with governments, youth and different environmental stakeholders. ▪ Experience in developing and leading educational materials, campaigns or tools aimed at raising youth awareness and participation in environmental actions. ▪ Expertise in moderating workshops and engaging with youth to gather information on environmental issues. ▪ Proven expertise in EU integration processes, particularly in the environmental and climate change sectors. ▪ Strong background in desk research and compiling information relevant to sustainability and environmental policy. ▪ Experience in eco-activism, youth-led environmental campaigns, and raising awareness about climate change is highly desirable.
Language requirements:	<ul style="list-style-type: none"> ▪ Very good knowledge of English and local languages.
Other:	<ul style="list-style-type: none"> ▪ Ability to lead with flexibility and adapt to changes during review and feedback processes, ensuring team alignment and progress. ▪ Strong capability to foster collaboration and cohesion within a multidisciplinary team, guiding and supporting team members to achieve common goals. ▪ Proven leadership in advocating for sustainability and environmental responsibility, driving initiatives that align with organisational values.

Experts (content strategist, designer or video editor and social media manager)

Education:	<ul style="list-style-type: none">▪ University degree in Political Science, Law, Sustainability, or a related field will be considered an advantage.▪ Alternatively, at least 3 years of professional experience in environmental advocacy, social media management, strategy development, design and/or youth engagement in environmental or climate-related initiatives.
Experience and qualifications:	<ul style="list-style-type: none">▪ At least 3 years of experience working with youth groups or in the youth sector.▪ Experience in developing educational materials, campaigns, content creation for social media and/or tools aimed at raising youth awareness and participation in environmental actions.▪ Familiarity with using digital tools, social media platforms, and creative communication techniques (e.g. videos, memes, podcasts) to engage youth in environmental issues.▪ Expertise in moderating workshops and engaging with youth to gather information on environmental issues.▪ A track record of effectively translating complex environmental concepts into accessible, engaging content tailored to diverse audiences, particularly youth.▪ Strong background in desk research and compiling information relevant to sustainability and environmental policy, as well as design of visuals.
Language requirements:	<ul style="list-style-type: none">▪ Very good knowledge of English and local languages.
Other:	<ul style="list-style-type: none">▪ Ability to be flexible and respond to changes as part of the review and feedback process.▪ Ability to work collaboratively in a multidisciplinary team environment.▪ Demonstrated commitment to sustainability and environmental advocacy.

Core Values

- Demonstrates integrity and fairness by modelling RCC values and ethical standards;
- Independent and free from conflicts of interest in the responsibilities defined by the Terms of Reference;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Core Competencies

- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Result-oriented; plans and produces quality results to meet the set goals, generates innovative and practical solutions to challenging situations;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations clearly;
- Team work: Ability to interact, establish and maintain effective working relations in a culturally diverse team;
- Ability to establish and maintain productive partnerships with regional and economy-level partners and stakeholders.

The expert should ensure an internal quality control during the implementing and reporting phase of the assignment. The quality control should ensure that the draft reports and deliverables comply with the above requirements and meet adequate quality standards before sending them to stakeholders for comments. The quality control should ensure consistency and coherence between findings, conclusions and recommendations. It should also ensure that findings reported are duly substantiated and that conclusions are supported by relevant judgment criteria.

The views expressed in the report will be those of the contractor and will not necessarily reflect those of the Regional Cooperation Council. Therefore, a standard disclaimer reflecting this will be included in the reports. In this regard, the expert may or may not accept comments and/or proposals for changes received during the above consultation process. However, when comments/proposals for changes are not agreed by the expert, they should clearly explain the reasons for their final decision in a comments table.

V. APPLICATION RULES

The application needs to contain the following:

- Technical Offer;
- Financial Offer.

Technical Offer:

The technical offer needs to contain the following:

For the companies and consortia of individual consultants:

- Company profile including a brief description (**up to 2 pages**) of the company. In case of a bidding consortium, the team leader should submit the profile of the consortium (up to 2 pages);
- Copy of Company's/ Registration Certificate;
- In case of bidding consortia of individual consultants participating in this Call, they must indicate the members and show how the work is divided between them. Specifically, all members must name the team leader and authorise this member to represent the consortium

and receive payments on behalf of the other members. A corresponding written authorised power of attorney must be attached to the bid;

- CV of consultants (max **5 pages**) for both companies and consortia, outlining relevant knowledge and experience as described in the Terms of Reference, along with contact details of referees for team leader, content strategist, designer or video editor, and social media manager;
- Financial records in case of company applying for the Call - company's balance sheet and profit-and-loss statement for the past 2 years (only in case of bidding of consulting companies);
- A concept note of up to 4 pages, concisely and clearly elaborating the proposed methodology for addressing and undertaking each activity, relevant documents to be taken into account and the concept for the successful finalisation of the assignment; an additional page can be included, where relevant, indicating key stakeholders to be included in the proposed approach;
- List of references for relevant activities implemented over the past years demonstrating relevant experience in the subject matter;
- Statement of Availability, Annex I

Financial Offer

The financial offer should reflect the following:

- All figures should be expressed in EUR;
- VAT amount, if applicable, should be presented.

When preparing the financial offer, the applicant should take into account the following:

- Use a free format for the budget providing the global price for the work to be provided
- Maximum budget should not exceed EUR 6,000. RCC's WBYL team is to organise workshops, but will not provide additional per diems or travel reimbursement for experts
- The fee rates should be broadly consistent with those applicable in the region.

Submission of applications:

- **Applications need to be submitted by 25 August 2025.**
- **The offers should be submitted through the website link [Apply now](#).**

VI. EVALUATION RULES:

- The consultancy will be awarded to the highest qualified bidder based on the relevance of skills and expertise to this assignment.
- The applications are evaluated following these criteria:

EVALUATION GRID	Maximum score
A. Technical Offer (A.1+A.2+A.3)	100
A.1. Work experience, references list: Relevant work experience; evidence of other contracts of the size comparable with that of the tender; experience with clients comparable to the Contracting Authority.	35
A.2. Quality and professional capacity of the expert(s): CV(s) satisfy the criteria set forth in the Terms of Reference, education and experience demonstrate professional capacity and experience required.	35
A.3 Quality of the concept note: An outline of work programme describing the main issues, information, data sources, research and analytical tools to be employed by the author, as well as the timeline.	30
B. Financial Offer/ lowest price has maximum score	100

Score for offer X =

A: [Total quality score (out of 100) of offer X / 100] * 80

B: [Lowest price / price of offer X] * 20

In addition to the results of the technical and financial evaluation, a competency-based interview will be held with the selected bidder.

Information on selection of the most favourable bidder

The RCC Secretariat shall inform candidates and bidders of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive tendering or to recommence the procedure.

Standard letter of thanks for participation to unsuccessful bidders shall be sent within 15 days after the contract is signed with the awarded bidder.

The candidates and bidders wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

Appeals procedure

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
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ANNEX I:**STATEMENT OF AVAILABILITY**

REF: 058-025

By representing the Entity_____ we agree to participate in the above-mentioned tender procedure. We further declare that we are able and willing to work for the period(s) foreseen for the position for which our CVs have been included in the event that this tender is successful, namely:

Full name	Available from (Date)	Available until (Date)	Acceptance signature	by