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# BACKGROUND INFORMATION

## Partner country

Republic of Albania

## Contracting authority

“Qendresa Qytetare” - a non-profit organization founded by a group of young professionals in 2016, who come with different experiences from civil society, uniting their knowledge and energy to contribute to the country and Albanian society.

## Current situation in the sector

The challenges of this project are common to many democracies, but what exposes Albania to a greater extent is the traditionally weak culture of ethics and transparency in electoral campaigns that has also entered the online sphere. Coupled to that is limited digital media literacy of voters and modest capacities of civil society and media to keep up with the pace of online challenges presenting at each electoral cycle. The funding of electoral campaigns remains a sensitive area with entry points for undue influence.

Despite some transparency achieved through post elections reporting, the picture of that reporting is still far from the reality of the campaign days. The same goes to misuse of public administration resources, where the recently established monitoring mechanisms need further testing and consolidation to make a long term impact on political party behaviour. Civil society and media would play a greater role in political finance transparency if supported with the suitable knowledge on the complexities of political funding and as well as with capacities/learning opportunities from peers that have successfully deployed efficient tools and mechanisms in other countries.

## Related programmes and other donor activities

NA

# OBJECTIVES & EXPECTED OUTPUTS

## Overall objective

* The overall objective of this intervention is to contribute to the enhancement of electoral integrity, transparency, and equal competition in Albania's electoral processes.

## Expected outputs to be achieved by the contractor

This action will provide the following results:

* Outcome 1: Increased transparency and accountability on use of public funds and public administration in relation to electoral processes through monitoring and needs analyses in relation to how public administration employees interact in social media and traditional media with political parties.
* Outcome 2. Improved governance of electoral process - More engaged civil society, media and youth in election monitoring, including watchdog role on issues related to misuse of public funds, political party finances, media coverage and representation of women candidates and gender mainstreaming in the 2025 electoral campaign.
* Outcome 3: Enhanced public trust and confidence in the electoral process - Civil society actors and communities better informed on election processes in order to strengthen multi - stakeholder’s discussions on election integrity and related reforms.

# SCOPE OF THE WORK

## General

### Description of the assignment

In the framework of Evidence Based Monitoring of Public Spending during Electoral Processes project, Qendresa Qytetare is seeking to contract a communication and visibility expert to prepare the brand and communication strategy of the project.

## Specific work

More specifically, the Communication Expert is expected to prepare visibility materials and brand for this project according to following steps:

* Develop a project communication strategy
* Preparation and proposal of at least three variants for the project logo
* Adoption of posts on social networks and promotional materials that will be created during the project
* Brand identity and visibility in different communication channels

### Responsible body

Qendresa Qytetare

### Management structure

Decision-making process is regulated by Contracting Authority

### Facilities to be provided by the contracting authority and/or other parties

N/A

# LOGISTICS AND TIMING

## Location

The Expert will be located in Tirana.

## Start date & period of implementation of tasks

The assignment will start in 27/01/2024 until 10/02/2024. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

# REQUIREMENTS

## Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

### Key experts

Qualifications and skills

* University degree in a relevant field such IT, Marketing, or a related discipline.
* At least 3 years of experience as a communication sectors.
* Proven expertise in organization visibility campaigns
* Good knowledge of the election sector.
* Ability to work in a team and to perform in respect of deadlines.

### Proposal

The communication expert is expected to submit a proposal, including:

* Letter of Interest, including a summary of approaches to be implemented for the successful fulfilment of the assignment;
* Financial offer which indicates the fee per day for this duty (in Euro). The service provider should submit a Financial Offer as described in Annex A.
* CV of the expert in EU format, including a summary of expertise areas as per requirements of this ‘Term of Reference”.

The expert must be independent and free from conflicts of interest in the responsibilities they take on.

### Other experts, support staff & backstopping

N/A

# REPORTS

## Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.