Call for Proposals

**Digital Promotion Campaign for Investments into Kosovo**

**Guidelines for applicants**

**Municipal Action for Re-integration and Diaspora – MARDI**

 **Nr. P220003**

Deadline for submission of applications

 15.06.2023, 16:00hrs (CET)

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 BACKGROUND INFORMATION

As of January 2022, Caritas Switzerland (CACH) implements the project "Municipal Action for Reintegration and Diaspora" (MARDI), financed by the Swiss Agency for Development and Cooperation, the Principality of Liechtenstein and Caritas Switzerland, in co-financing with the Ministry of Regional Development of Kosovo.

**The MARDI** project has its main objective, as follows:

*The municipalities of Kosovo are perceived as places of positive socio-economic development, utilizing the potential and strong experience of repatriated persons, returnees, foreigners, ethnic minorities and the diaspora.*

For this purpose, the project will support the strengthening of the capacities of local administrations and business to manage migration and (re)integration. CACH aims to fully achieve the project goals by engaging and working closely with key stakeholders in at least 10 municipalities of Kosovo.

The three main outcomes of the MARDI project are as follows:

1. *Municipal and non-governmental actors improve their capacities and coordination to better address challenges in the fields of migration and (re)integration management;*
2. *Local Capacities are developed and strengthened to provide individual support and to facilitate the sustainable (re)integration of repatriated persons, refugees and asylum seekers;*
3. *Diaspora know-how and financial capital are utilized for economic development of Kosovar municipalities;*

2. OBJECTIVE OF THE CALL

The main objective of this Call is:

***Digital Promotion Campaign for Investment into Kosovo from Abroad***

Therefore, the purpose of the call is to engage one (1) company/service provider to support Kosovo companies in their efforts to increase exports through effective digital marketing strategies. This call is specifically related to the third outcome *Diaspora know-how and financial capital are utilized for economic development of Kosovar municipalities.* Through this call we intend to inform and introduce the diaspora business community (and international businesses), primarily in Switzerland, Austria and Germany, about/to investment opportunities through a public relation campaign. A successful strategy will reach out and engage a broader audience and increase the visibility and awareness of investment opportunities in international markets.

2.1 Expected outputs of a project proposal:

|  |
| --- |
| Outputs |
| *Public Relations Strategy for Successful Kosovo Investment Promotion Abroad* |
| *Digital Marketing for good opportunities to invest* |

2.2 Activities:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| **ACTIVITIES** | **Time frame** |
| *Development and implementation Digital Promotion Campaign for the successful Investment Promotion** *Conduct Market Research on target markets and identifying key trends and opportunities for investment.*
* *Develop a Digital Marketing Strategy*
* *Develop a campaign branding that reflects the values and mission of successful Kosovo (15-20) investment projects and (10-15) companies with potential for investment/equity.*
 | July-August 2023 |
| *Digital Marketing Campaign:** *Implement a comprehensive digital marketing campaign in German speaking countries focusing on diaspora.*
* *Providing regular reports on campaign performance, including key metrics, social media engagement, and email open and click-through rates.*
* *Conducting ongoing analysis of campaign performance and making recommendations for improvements.*
 | August-December 2023 |

 |

3. FORMAL CONDITIONS OF CALL

* 1. Eligible applicants: who can apply?
		+ Companies registered in accordance with the Law No. 06/L-016 On

 Business Organizations;

* + - The company should have financial and organizational capacities to implement the project (present institutional audit reports);
		- Annual turnover of at least EUR 50,000 for the year 2022 (in case of consortia, only t he lead applicant must meet this criteria);
		- Company consortia can apply where the lead applicant must implement 70% of the project and its budget;
		- Have a track-record of activities which are focused on: promoting businesses and products in international markets, cross-cultural communication; branding; media relations and social media marketing;
		- It is recommend for the company to engage in the Project staff with knowledge of the German speaking countries market;
		- The company shall engage in the Project staff that speak German language and have experience in market research;
		- Having performed all tax obligations and other mandatory contributions in accordance with applicable law in the Republic of Kosovo;
		- Registered for at least 3 years before the date of publication of this call;
		- At least three (3) references, where two (2) of them are projects that have contributed to the following areas: investment promotion, promoting businesses and products in international markets, cross-cultural communication; branding; media relations and social media marketing.
		- Companies which are not in the process of bankruptcy, liquidation, or in procedures of debt collection;
		- Demonstrate capacity for the management of proposed activities;

3.2 Selection Criteria - Evaluation Grid

The grant will be awarded to the responsible bidder whose offer follows the call instructions, based on application of the following evaluation criteria:

|  |  |  |
| --- | --- | --- |
| **#** | **EVALUATION CRITERIA TABLE** | **WEIGHTING %** |
| **1** | Methodology suggested for implementation | 20 |
| **2** | Company experience (portfolio proof – see 3.1) | 20 |
| **3** | Capacity to manage the intervention | 20 |
| **4** | * Promotion activities, and proven experience working with local business sector;
* Companies which have research capacity to conduct market research and reporting, as well as evaluate opportunities;
* Companies which have managed major public relations campaigns.
 | 20 |
| **5** | Financial Offer/Budget  | 20 |
| **OVERALL WEIGHTING** | **100%** |

3.3 Eligible activities, Timeframe and Regions

* + - Eligible period of the proposed project: 1 July 2023 – 31 December 2023;
		- Activities will be implemented for successful companies coming from all regions of Kosovo
		- The list and main types of activities that will be funded through this call are listed in

point **2.2.** of this call.

3.4 Eligible costs

According to the definition of eligible direct costs, these are expenses that are directly related to the implementation of specific activities of the proposed project, such as:

* + - Market Research and identification of key trends and opportunities for successful

Kosovo businesses & products;

* + - Service fees, specifying the name of the persons engaged, their professional

 competencies;

* + - Media (including Social Media) outreach expenses;
		- Content creation expenses;
		- Communication costs (telephone, internet costs, etc.) directly linkable to the project;
		- Transport costs (where necessary specifying number of people, destination, frequency and purpose of travel and type of public transport);
		- Other costs that are related to the implementation of the Public Relations’ campaign.

3.5 Ineligible costs include:

* + - Administrative overhead / indirect cost;
		- Capital investments or investment loans, guarantee funds;
		- Construction works;
		- Vehicles;
		- Alcoholic drinks;
		- School material and other items produced from plastic;
		- Debt interest expense;
		- Fines, financial penalties and court costs;
		- Payments and bonuses for employees;
		- Bank liabilities for opening and administering accounts, fees for financial transfers and other fees of a purely financial nature;
		- Costs that are already financed from other sources or expenditures in the project period financed from other sources;
		- Costs incurred before the project is awarded or after the contract ends;
		- Costs not covered by the agreement (contract with the financial support provider);
		- Charitable donations as expenditure;
		- Loans to other organizations or individuals;
		- Usual operating costs (maintenance and similar, other running cost);

Other costs that are not directly related to the content and objectives of the project

1. HOW TO APPLY?

The application will be considered complete if it contains all the required documentation as follows:

* 1. Methodology and Technical offer; including, at a minimum – the tactics, tools and channels to be used; plans how to tailor the campaign for effective reach and engagement, and the approach to crafting compelling messages.
	2. Financial offer up to 23,000 EUR;
	3. Company portfolio of similar projects. This can include weblinks and/or samples of previously implemented digital campaigns.
	4. Copy of Company registration certificate;
	5. Copy of Fiscal Number certificate;
	6. Annual financial statements from TAK for the last 3 years (2020, 2021, 2022);
	7. Certificate from the Tax Administration of Kosovo regarding the status of public debt valid on the day of application, which certifies that the applicant has no current outstanding tax debts or other tax obligations, or is in agreement for debt settlement with TAK;
	8. At least three (3) reference projects, preferably in the following areas: cross-cultural communication, business development, market research, investment opportunities, promotion of Kosovo abroad;
	9. Prior to signing the agreement, the winning company must submit evidence that the responsible person in the company and the project manager are not under investigation for criminal offenses.
	10. The application can be submitted in one of the official languages in Kosovo or English.

* 1. Where to submit the application?

Interested Companies with relevant qualifications and proven experience are requested to submit an electronic copy of their application (which must be signed by the authorized representative and stamped with the official stamp of the organization) and required documentation scanned (ideally in a high PDF format), with the subject REF: “*Digital Promotion Campaign for Investment Promotion into Kosovo from Abroad*” to: lsekiraqa@caritas.ch and in CC kosovo@caritas.ch

* 1. Deadline for submitting applications

The deadline for submission of applications is **15 June 2023 at 16:00 (CET).**

* 1. How to contact if you have any questions?

All inquiries regarding the Call can only be made electronically, by sending a written request to the following email address: lsekiraqa@caritas.ch, in CC: kosovo@caritas.ch, no later than **7 days before** the call expires.

* 1. Info session, online through Zoom

Please note that the information session will be held online via the Zoom platform. Topic: Call for proposals - Digital Promotion Campaign for Investment Promotion into Kosovo from Abroad

Time: 30 May, 2023 11:00 AM

Join Zoom Meeting

https://us04web.zoom.us/j/72178504413?pwd=djNxFC2awJlIRX6JoE5XrhtXaAnjnI.1

Meeting ID: 721 7850 4413

Passcode: zV0GFj

1. EVALUATION
	1. Applications will go through the following procedure.
		* The Evaluation Committee will prepare a list of all applicants which have met the eligibility criteria to evaluate the content of their applications, and a list of applicants who haven’t met the eligibility criteria of competition; In the second phase, the evaluation of the content and financial offer of the applications will be done by the Evaluation Committee. Each received application will be evaluated based on the criteria listed in point **3.2** of this Call;
	2. Additional Documentation and Contracting
		* To avoid unnecessary additional costs when applying, CACH will require additional documentation only from those applicants who, based on the evaluation process, have entered the provisional list of applications selected for funding.
		* If the applicant does not submit the required additional documentation within the specified time, the application will be rejected.
		* After reviewing the documentation submitted, the Committee will propose the final list of applications selected for funding.
2. INDICATIVE CALENDAR OF CALL REALIZATION

 Stages of the call procedure:

* 1. Call launch date 26 May 2023
	2. Info session date 30 May 2023
	3. Deadline for sending questions regarding the call 5 June 2023
	4. Deadline for application 15 June 2023
	5. Estimated date for notifying the winning applications regarding the award decision and notifying applicants 20 June 2023
	6. CACH reserves the right to update the indicative calendar.
1. ETHICS CLAUSES AND CODE OF CONDUCT
	1. Absence of conflict of interest

The applicant must not be affected by any conflict of interest and must have no equivalent relation in that respect with other applicants or parties involved. Any attempt by an applicant to obtain confidential information, enter into unlawful agreements with competitors or influence the Evaluation Committee or the contracting authority during the process of examining, clarifying, evaluating and comparing applications will lead to the rejection of its application and may result in administrative penalties.

* 1. Respect for human rights as well as environmental legislation and core labor standards

The applicant and its staff must comply with Human Rights. In particular and in accordance with the applicable act, applicants who have been awarded contracts must comply with the environmental legislation including multilateral environmental agreements, and with the core labour standards as applicable and as defined in the relevant International Labour Organisation conventions (such as the conventions on freedom of association and collective bargaining; elimination of forced and compulsory labour; gender-based discrimination related to labour; abolition of child labour).

* 1. Zero tolerance for sexual exploitation and sexual abuse

CACH applies a policy of 'zero tolerance' in relation to all wrongful conduct which has an impact on the professional credibility of the applicant. Physical abuse or punishment, or threats of physical abuse, sexual abuse or exploitation, harassment, and verbal abuse, as well as other forms of intimidation shall be prohibited.

* 1. Anti-corruption and anti-bribery

The applicant shall comply with all applicable laws, regulations and codes relating to anti- bribery and anti-corruption. Caritas Switzerland reserves the right to suspend or cancel project financing if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract and if the contracting authority fails to take all appropriate measures to remedy the situation. For the purposes of this provision, ‘corrupt practices’ are the offer of a bribe, gift, gratuity, or commission to any person as an inducement or reward for performing or refraining from any act relating to the award of a contract or execution of a contract already concluded with the contracting authority.

* 1. Unusual commercial expenses

Applications will be rejected, or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified, or commissions paid to a NGO/company which has every appearance of being a front NGO/company. Beneficiaries found to have paid unusual commercial expenses on projects funded by the Caritas Switzerland are liable, depending on the seriousness of the facts observed, to have their contracts terminated.

* 1. Breach of obligations, irregularities, or fraud

CACH reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial breach of obligations, irregularities, or fraud. If substantial breach of obligations, irregularities or fraud are discovered after the award of the contract, the contracting authority may refrain from concluding the contract.

* 1. BIDDING COSTS

Caritas Switzerland in Kosovo will not cover bidding costs and reserves the right to accept or refuse bidders, or to cancel or postpone the whole bidding process prior to signing of any agreements.

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