



## Terms of Reference for the engagement of Consultants or Agency

Communication and Visibility  
Design of project visual identity and production of visibility and information sharing materials support through the project:

“Right to a Future”



Deadline for application: September 3, 2024

### About CARE in the Balkans

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CARE’s mission in the region is to contribute to post-war recovery and the socio-economic development of Bosnia & Herzegovina, Croatia, Serbia, Kosovo\* and Montenegro. CARE in the Balkans consists of Offices in Sarajevo, Bosnia and Herzegovina (BiH), in Belgrade, Serbia and Pristina, Kosovo\*.

CARE’s work in the Balkans started in 1992, when it provided humanitarian support to people affected by war. In the late 90-ties CARE shifted its focus in the region from humanitarian post-war assistance and rehabilitation to socio-economic development engaging in interventions directed at conflict prevention and peace-building, sustainable livelihoods, gender equality and the prevention of gender-based violence.

### The Project

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The action’s overall objective is to protect human rights and fight discrimination in BiH by facilitating gender equality, and Roma<sup>1</sup> and marginalised women and girls’ empowerment. Protecting marginalised girls and boys from early marriage is an essential human right, as is defending fundamental freedoms ensuring their right to make important life choices.

CARE will work with two key partners on implementing this initiative: 1) the Roma Association [Better Future](#) from Tuzla and 2) the [Wings of Hope](#) from Sarajevo and four selected local communities through subgrants for members of Roma Women Network “Success” utilizing CARE’s tested tools Program E and Community Score Card.

The project will increase capacities and skills of local Roma women CSOs, youth, Parents, community members, media representatives and school staff/teachers, local

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<sup>1</sup> In line with the terminology of European institutions the umbrella term ‘Roma’ is used here to refer to a number of different groups, without denying the specificities of these groups.

and national authorities and other stakeholders to adequately prevent and ensure better access to and use of services to Roma and other marginalised girls and their families in dealing with GBV, trafficking and early, child and forced marriages.

To accomplish the

The project is funded by the European Union and implemented until 31 January 2026.

### Purpose of consultancy

CARE International would like to engage a person or an agency with the following expectations within the project:

- a.) The engaged designer/agency will perform tasks from the field (preparation and design of visual materials, for the promotion of the project for a maximum duration of 20 days
- b.) Together with staff of CARE review their needs for the design of the Project logo and moto.
- c.) Demand agreed with CSO (Better future and Wings of Hope) and CARE at the end must be confirmed with CARE team.
- d.) It is necessary to create a document based on the EU guidelines for visibility and communication plan, which are mandatory for all implementing bodies.
- e.) This document illustrates the legal obligations of CARE and its partners and the binding criteria of EU communication and visibility measures.

### CARE's Outputs

- Provide necessary information and documentation on the project to the Consultant/ agency and agree on the work plan.
- Provide reporting template.
- Coordinate with partner organisations and the Consultant/agency during the entire preparation and realization of the activity.

### Schedule

The Consultants/ agency will be engaged in the period 06 – 20 September 2024 for minimum of 7days and maximum 10 days.

The payment will be made after the service has been performed, the work completed, accepted by CARE:

Final payment (100% of the contracted amount),	not later than September 30, 2024	Upon the approval of the Consultancy/ agency report by CARE (communication plan and visual identity)
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### Required qualification of the Consultant

CARE invites individual experts, teams of experts, agencies, familiar with the type of work required in the context of a CSOs development project, to submit their bids and present in details their expertise, experience, division of work and responsibilities levels/ responsible persons ( in case of teams or agencies).The general requirements are:

1. 5 years knowledge and vast experience in CSOs communication and visual design.

2. The consultant/agency has references with which he can prove his knowledge in the field of graphic design.
3. attach examples of past works (minimum three).
4. 5 years knowledge of CSO scene in Bosnia and Herzegovina

### Application process

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The Consultant is requested to submit following documents to shalkic@care.ba by 3 September 2024.

- CV, indicating all experience from providing similar services, as well as the contact details (email and telephone number) of the candidate and professional references.
- Financial offer, indicating local currency and total price in BAM and provide breakdown of the costs

The received applications will be evaluated against the below stated criteria:

REFERENCE/ HISTORY (experience in similar work)	METHODOLOGY/ APROACH (appropriateness for the task)	KNOWLEDGE/ SKILLS (specific for the task)	FUNDS (value for money)
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