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## Call for Expression of Interest for Broadcasting of Short Documentary and Digital Contents

### BACKGROUND

Solidar Suisse SEE is implementing a project “Preventing Gender Based Violence Through Education and Awareness Raising” in partnership with the Kosovar Gender Studies Center in Kosovo funded by the European Commission. The project aims to counter and prevent all forms of gender-based violence in Kosovar society through education and awareness raising activities.

As part of the project, Solidar Suisse SEE is seeking to collaborate with National Public transmitters, public portals, and digital platforms to broadcast and promote video and digital contents related to an awareness campaign on gender-based violence in Kosovo. The purpose of this campaign is to raise awareness, challenge harmful gender norms, and encourage citizens to take a stand against violence towards women, particularly in the municipalities of Pristina, Gjakova, Prizren, Gjilan, Mitrovica, and Kamenica.

### SCOPE OF WORK/ DELIVERABLES

The selected National Public transmitters, national and local portals, and digital platforms will be responsible for broadcasting the following pre-developed content

**1. Short Documentaries** (up to 7 minutes)

**Topic:** Domestic violence, success stories, legal rights, the negative effects of domestic violence on children, and marital violence.

The video will be in Albanian Language with English and Serbian subtitles.

**Distribution Channels:**

- National Public and Private transmitters (TV).
- National and local portals and the digital platforms of the most-read electronic media outlets.
- Social media platforms (Instagram, Facebook, Twitter, LinkedIn).

**2. Digital Contents** (maximum 2 minutes):

**Topics:** Overview of domestic violence, legal rights, intimate partner violence, success stories, and negative effects of gender-based violence on children.

**Format:** Videos, animations, or infographics.

**Distribution Channels:**

- National and local portals and the digital platforms of the most-read electronic media outlets.
- Social media platforms (Instagram, Facebook, Twitter, LinkedIn).

### REQUIREMENTS:

The following details should be provided by the interested National Public and Private transmitters, national and local public portals, and digital platforms:

**1. Transmission and Promotion Options:**

**National Public and Private Transmitters (TV):** Submit offers based on daily, weekly, and monthly transmission options and specify the number of times the documentary and digital content will be aired each day, week, or month and include potential time slots.



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**National and local portals & Digital Platforms:** Provide prices for promoting the short documentaries and digital content across the most-read electronic media in Kosovo. Include placement options, such as home page features, banner ads, or embedded videos.

**Social Media Platforms:** Submit offers for content promotion on Instagram, Facebook, Twitter, and LinkedIn. Provide reach estimates, targeted demographics, and potential engagement metrics.

## 2. **Broadcast and Digital Reach:**

- Provide detailed information about your audience reach demographics for TV (age, gender, location).
- Include data on public portals and digital platforms, such as monthly users, engagement rates, and target audiences.
- For social media channels, include reach and engagement metrics, and specify how the target group (citizens, communities, families, youth) in Pristina, Gjakova, Prizren, Gjilan, Mitrovica, and Kamenica will be reached.

## 3. **Technical and Promotional Requirements:**

- Confirm your capability to broadcast and promote/broadcast a video and digital content providing a number of followers of local websites
- National and local portals and social media platforms must ensure high visibility and proper content placement to maximize audience reach.

## 4. **Scheduling:**

- Provide proposed time slots or campaign periods for TV transmissions, digital content publishing, and social media posts.

## **SUBMISSION OF EXPRESSION OF INTEREST**

Interested companies should submit their Expression of Interest (Eoi) by email to Solidar Suisse in Kosovo at [info@solidar-suisse-kos.org](mailto:info@solidar-suisse-kos.org) no later than 22.10.2024. The Eoi should include the following information:

- Detailed pricing for daily, weekly, and monthly transmission and promotion of the campaign content (excluding VAT).
- Audience reach and demographic details.
- Proposed transmission and promotion schedules targeting the municipalities of Pristina, Gjakova, Prizren, Gjilan, Mitrovica, and Kamenica.



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#### EVALUATION OF THE EXPRESSION OF INTEREST

Solidar Suisse SEE will evaluate the submitted EoIs based on the following criteria:

- **40%** Clear schedules and rates for daily, weekly, and monthly transmissions targeting key municipalities
- **30%** Effective audience reach and engagement metrics across TV, public portals, and social media
- **20%** Ability to broadcast in Albanian with English and Serbian subtitles, ensuring high content visibility
- **10%** Competitive and transparent pricing offering good value for money

Solidar Suisse SEE reserves the right to request additional information or clarification from the interested companies.