

**TERMS OF REFERENCE
COMPANY FOR DESIGN AND RUNNING OF A CAMPAIGN ON MENTAL HEALTH**

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Duration of Assignment:

Maximum duration of the assignment is seven months with the preferred start on 1st April 2023

1. BACKGROUND

NGO Domovik from Mitrovica North was established in 2010. During these years, NGO Domovik was fully operational, working on implementation of many projects. By orientation NGO Domovik is profiled as one that provides activities concerning the psychosocial and physical health, social and legal protection and education of children, youth, and members of vulnerable groups, and as an organization that seeks to help people in understanding the factors that affect their life quality.

With the aim of improving the results of the campaign on the EU Strategy on the rights of the child and civic engagement and its connection with the UN Convention on the Rights of the Child and the Sustainable Development Goals that was launched in 2021/2022, supported by Kosovar Civil Society Foundation, Domovik will continue to distribute information significant for improving the position of children, by publishing specific content on Domovik's social networks and other media channels. This year's content will be related to mental health issue among children, adolescents and young people. Mental health is directly related to UN CRC (Article 27) which states children have the right to a standard of living that is good enough to meet their physical and mental needs.

2. OBJECTIVE AND SCOPE

The process of the design and running the campaign on mental health, should cover following objectives:

2.1. Developing visual identity of the campaign in consultations with Domovik

- creating logo;

2.2. Developing promo video which will include defined key messages of the campaign

2.3. Developing graphic elements of the campaign in consultations with Domovik

- creating interactive infographics;

2.4. Developing one video content on specific topic selected in consultations with Domovik

**2.5. Providing technical support to Domovik in the organization of event on Mental Health Day
(October 10th)**

It should be emphasized that all relevant support, available at NGO Domovik, will be provided upon request of the company.

3. ROLES AND RESPONSIBILITIES

3.1. Company:

The company will be responsible for:

- Developing visual identity of the campaign in consultations with Domovik;
- Developing graphic elements of a campaign in consultations with Domovik (creating interactive infographics);
- Developing and producing one promo video (up to 1 minute);
- Developing and producing one video content on specific topic selected in consultations with Domovik;
- Submitting final report on the campaign impact

3.2. Domovik:

Domovik will have the responsibility for the overall management of company's engagement, and this will include the following:

- Reviewing and approving the proposed the campaign products;
- Ensuring that Domovik management staff provide all necessary support;
- Supporting contractor in working on the field, scheduling, and logistics.
- Monitoring the delivery of milestones

4. KEY DELIVERABLES

- Fully developed the campaign visual identity;
- One fully produced promo video with the use of brand toolkits of Domovik and donors;
- One fully produced video content on specific topic with the use of brand toolkits of Domovik and donors;
- Submitted final report

5. DURATION AND TIMEFRAME

The duration of the assignment should be within the timeframe of seven months, preferable throughout the period starting from the 1st April 2023

6. QUALIFICATIONS AND COMPETENCIES OF COMPANY

- Company with a clear design style and a good track record;
- Proven experience in video and graphic production (Employees' CVs);
- Experience in developing materials which can be used on social media/YouTube;
- High level of creativity in developing videos, graphics, or animated materials;
- Ability to deliver products on time and according to set schedule;
- Experience in working with civil society will be considered an advantage;

APPLICATION PROCEDURE

Applications must be sent in English or Serbian and entail the following:

- Availability date;
- CVs of employees;
- Expected remuneration, in the form of gross fee.

Only applicants satisfying all the criteria will be taken into consideration. After the selection process, the selected company will be informed on the outcome and will be offered a contract. Domovik reserves the right not to inform other applicants on the outcome of the selection process unless a written request is submitted.

7. Zero tolerance on Sexual exploitation and abuse

Domovik applies zero tolerance on Sexual exploitation and abuse. It is, therefore, required that the interested candidates read and understand the *Anti-harassment, intimidation, and bullying policy* and *Child Safeguarding Policy*. The policies are available in *About us* section of www.domovik.org web site, or through links: https://domovik.org/wp-content/uploads/2023/02/NGO-domovik-politika-protiv-zlostavljanja-zastrasivanja-i-uznemiravanja_2022.pdf; and https://domovik.org/wp-content/uploads/2023/02/Politika-za-zastitu-deteta_2022.pdf

Expression of Interest clearly named as “*COMPANY FOR DESIGN AND RUNNING OF A CAMPAIGN ON MENTAL HEALTH*” can be submitted at email address office@domovik.org and c.djordjevic@domovik.org or as a hard copy at the address Sutjeska bb, L1, Mitrovica North, **before 15th March 2023**, 16:00 hours local time. Only shortlisted candidates will be contacted.