

Terms of Reference

Support in Developing the Marketing and Communication strategy, and capacity building for its implementation for REDI NGO in North Macedonia, Serbia and Albania

1. Background

In partnership with the Swedish International Development Cooperation Agency (Sida), HELVETAS Swiss Intercooperation is leading a regional inclusive economic development program, RECONOMY, in 11 countries in Eastern Partnership (Armenia, Azerbaijan, Georgia, Ukraine, Moldova), and the Western Balkans (Kosovo, North Macedonia, Albania, Montenegro, Serbia, and Bosnia and Herzegovina). While the program is considered one for the targeted countries, the thematic focus for Western Balkans and Eastern Partnership countries slightly differs based on the economic and political dynamics of the region. What unites the program is the vision for change aiming at inclusive and green economic opportunities that build on common problems and common opportunities for the target group – women and youth, including the most disadvantaged and excluded.

REDI NGO in its capacity of a RECONOMY's partner has established REDI Recycling as a Start-up social enterprise that aims to organize and formally employ individual Roma collectors, primarily women and youth, while establishing a system for primary waste separation in households and companies in North Macedonia. REDI NGO with the support of RECONOMY will upgrade the existing inclusive e-commerce platform of REDI (<https://pappocrafts.ro/>) and localize it in North Macedonia. The platform will target entrepreneurs in North Macedonia, it will cater to both formal and informal entrepreneurs, with a specific focus primarily on women and youth representing Roma community entrepreneurs.

Based on the above background information RECONOMY is looking for a marketing and communication company to develop a comprehensive marketing plan for promoting REDI activities.

2. The objective of the consultancy required

The objective of this service is to engage a marketing company to support REDI NGO in enhancing visibility, outreach, and educational content creation of their activities in North Macedonia, Albania, and Serbia. The services should aim to increase the brand awareness of REDI Recycling and the inclusive e-commerce platform, expand outreach efforts to engage with key stakeholders including consumers, businesses, and community groups. For REDI Recycling the specific focus will be to develop and disseminate educational content to promote recycling best practices, environmental awareness, and the benefits of sustainable waste management, drive traffic to REDI Recycling platforms, including website and social media channel. The specific focus on the inclusive e-commerce platform will be the promotion of the upgraded website and branding on the Macedonian market, visibility, and outreach of the platform in Serbia and Albania, to the consumers and promote the entrepreneurs selling on the platform.

2.1. Experience/qualification required

The consultancy company should demonstrate experience/qualification in the following fields:

- Marketing strategy development tailored to sustainable and inclusive initiatives with emphasize on successful outreach campaigns, preferably within recycling, upcycling and e-commerce platforms.

- Proficiency in promoting environmentally sustainable products and services,
- Brand building and awareness raising campaigns.
- Digital marketing, including social media management, content creation, and SEO.
- Working with environmentally focused organizations or initiatives.
- Ability to generate engaging educational content suitable for diverse audiences.

2.2 Activities and Outputs

In the frame of the current assignment, the consultancy company, in close coordination with REDI NGO and in consultation with the Western Balkan Regional Manager, the Program Officer and other RECONOMY team members (needs-based), shall:

Output 1: Developed a marketing and communication strategy for REDI Recycling

- Overview of REDI Recycling's current marketing and communication efforts and brand positioning in North Macedonia, Serbia, and Albania, taking into consideration the country contexts (i.e. language, culture, etc.)
- Marketing and communication strategy document covering North Macedonia, Serbia, and Albania, by outlining key objectives, target audience, messaging, tactics, for the period of 31 August 2024- 31 August 2025.
- The marketing and communication strategy should cover REDI Recycling services in the collection of plastics and nonhazardous e-waste from household buildings, formalization of non-formal waste collectors and the newly introduced REDI Recycling services in upcycling textile waste.
- Establish objectives that address both short-term awareness and long-term engagement with the target audience.
- Identify and prioritize communication channels based on their effectiveness in reaching different segments of the target audience.
- Plan for both digital and traditional media outreach.

Output 2: Developed a marketing and communication strategy for REDI NGO inclusive e-commerce platform

- Conduct comprehensive market research to understand the needs, preferences, and challenges faced by diverse customers in North Macedonia, Serbia, and Albania.
- Marketing and communication strategy document covering North Macedonia, Serbia, and Albania, by outlining key objectives, target audience, messaging, tactics, for the period of 31 August 2024- 31 August 2025.
- Establish objectives that address both short-term awareness and long-term engagement with the target audience.
- Identify and prioritize communication channels based on their effectiveness in reaching different segments of the target audience.
- Plan for both digital and traditional media outreach.

Output 3: Provided capacity-building sessions to REDI on how to implement the marketing and communication strategy for REDI Recycling and the inclusive e-commerce platform in North Macedonia, Albania, and Serbia

Provide a capacity building to REDI staff on how to:

- Run social media campaigns.
- Produce and post high-quality inclusive and stereotypes-free visuals and written content including articles, infographics, videos, and social media posts that reflects the diversity of the target audience and the values of the program.
- Engage with influencers, partners, and stakeholders to amplify REDI Recycling's messages.
- Regularly collect and analyze feedback from users to identify areas for improvement in inclusivity and accessibility.
- Develop metrics to measure the effectiveness of inclusivity efforts, such as customer satisfaction scores among different demographics and accessibility compliance ratings.
- Collaborate with organizations, charities, and brands that focus on inclusivity and accessibility to reach a broader audience.
- Establish key performance indicators (to report to RECONOMY) to measure the effectiveness of the marketing activities ensuring disaggregation of the outreach data per country and gender.

3.3. Timeline, logistics and other arrangements

The timeframe for completion of this assignment is from the day of signing the contract to 31.08.2025. The payments will be done in instalments upon completion of each the output in the timeline explained below:

ACTIVITY	TIMELINE
Output 1: Develop a marketing strategy for REDI Recycling for North Macedonia, Albania and Serbia	15 November 2024
Output 2: Develop a marketing strategy for the inclusive e-commerce platform for North Macedonia, Albania and Serbia	10 December 2024
Output 3: Capacity building sessions to REDI (dates TBD with REDI staff)	15 November-2024 - 31 August 2025

All logistical costs shall be covered by the program based on the approved plan of activities.

3. Technical Proposal

In the Technical Proposal, the companies should:

- *Company Profile:* A detailed overview of the marketing company, including its history, mission statement, organizational structure, and key personnel staff.

- *Portfolio of Work:* A comprehensive portfolio showcasing past projects and campaigns relevant to sustainability, environmental initiatives, and recycling efforts e-commerce platforms. This should include examples of marketing materials, digital content, and outreach campaigns executed for at least 3 similar projects (within the recent 5 years) by the company.
- *Qualification and Experience of the Key Professional staff:* include the CVs of staff that will be assigned to fulfill the service required, by highlighting the relevant expertise, skills and experience that make them suitable for assignment.
- *References:* At least three references (within the recent 5 years) from previous clients for relevant experience and successful project outcomes.

4. Financial Proposal

The total budget available for this assignment is CHF 17'000, taxes included. The financial proposal should adhere to the structure provided below. Applicants are also encouraged to include budget notes explaining the assumptions used in the budget calculations per each output.

No.	Services	Fee (in CHF)
1.	Output 1: Develop a marketing strategy for REDI Recycling for North Macedonia, Albania and Serbia	
2.	Output 2: Develop a marketing strategy for the inclusive e-commerce platform for North Macedonia, Albania and Serbia	
3.	Output 3: Capacity building sessions to REDI (dates TBD with REDI staff)	
	TOTAL	

5. Reporting

Reporting on the overall progress of the assignment is towards the Program Officer and the Western Balkan Regional Manager of the RECONOMY program.