

Enabling Income Generation for the Poor (EnInGeP)

Financed by Austrian Development Agency

Implemented by CARE International in the Balkans and ECIKS

Annex 1: Terms of References: Graphic Design Expert

As of May 2023¹

1. Project Background

The private sector in Kosovo suffers from inability to create new jobs, lack of access to finance and BDS, low FDI inflows and gender norms which can prevent women and girls from reaching their full potential. Given the unequal distribution of economic opportunities, through facilitation and upscaling of market support functions, the project “Enabling Income Generation for the Poor” will address critical market constraints, igniting growth, narrowing disparities, and increasing the economic assets of the most vulnerable. This project distills lessons from ACCESS², to achieve an overall objective: contribute to a sustainable, resilient, and inclusive private sector development enabling inclusive job creation and income generation for the poor and vulnerable.

The interventions proposed will achieve the following outcomes:

- Development and modernization of the support system for MSME and future entrepreneurs in a gender-sensitive and socially inclusive manner by cooperating with and incentivizing relevant stakeholders (public, private and civil society) facilitated.
- Access to finance for innovative and entrepreneurial ideas in a gender-sensitive and socially inclusive manner (focus on inclusion and economic empowerment of vulnerable women and men) improved.
- Access to acceleration and digitalization services with a special focus on MSME led by vulnerable women and men facilitated.

The expected outputs are:

- Support service of KIESA for market development improved.
- Consultancy services of BCC standardized and regulated.
- Women’s participation in the ICT sector increased through supporting Digi Women Cluster.
- Kosovo’s Fund for Innovation and Technological Development (KFITD) established.
- MSMEs enabled to digitalize through targeted and upscaled Business Digitalization Services.
- Financial literacy of vulnerable population improved through the “Biznesi Im” Platform.
- MSMEs enabled to access digital services through the “Biznesi Im” Platform.

¹ These ToRs are subject to changes as adaptations during the inception phase.

² „Market Access and Business Digitalization Services for Kosovo Companies – ACCESS“ is a private sector development project, predecessor to EnInGeP, funded by ADA, co-funded by GoK, and implemented by ECIKS (2019-2022).

- Business Digitalization Services improved through certification of consultants from marginalized populations.

The target groups of the proposed project are vulnerable young and marginalized women and men interested in entrepreneurial activities. The main beneficiaries consist of MIET, KIESA, BCC, DECK and vulnerable MSMEs. By introducing systemic change through the application of IMSD, we aim at creating/maintaining 300 jobs, and generating benefits that would accrue to more than 10,000 enterprises.

About ECIKS

ECIKS is a cutting-edge consultancy firm with exceptional local and international expertise in helping private and public organisations unlock their potentials to achieve objectives and increase performance. ECIKS delivers value to institutions and firms in Vienna, Berlin, Zurich, Bern, Tirana, Prishtina for over 20 years through an agile and dedicated team of professionals specializing in management consulting, business strategy, digitalization, foreign direct investment, private sector development, investment promotion, research and analysis, and human resources.

ABOUT CARE International

CARE's work in the Balkans started in 1993, 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. CARE International in the Balkans places the quality of its program at the center of its mission and has developed a regional strategy that encompasses two main program directions: Gender Equality and Social and Economic Inclusion.

2. Purpose of the Objective

The purpose of this activity is to support the project in preparation of graphic design for various promotional materials like infographics, flyers, brochures, social media posts and other project publications.

3. Main Activities and Deliverables

Main Activities:

1. Designing project logos, brochures, posters, banners, and other print materials.
2. Creating visually appealing presentations, reports, and documents.
3. Developing infographics and illustrations to convey complex concepts and data.
4. Collaborating with the project team to develop visual content for the project's website and social media platforms.
5. Incorporating feedback and revisions into design work based on stakeholder input.
6. Ensuring that all design materials are delivered within agreed-upon timelines.
7. Maintaining a consistent visual identity throughout all project-related materials.
8. Providing support in selecting and sourcing appropriate stock images and graphics.

Main Deliverables:

1. Project logo and brand identity guidelines.
2. Print materials, including brochures, posters, and banners.
3. Digital designs for the project's website and social media platforms.
4. Infographics and illustrations to enhance project-related communication materials.
5. Any other design-related deliverables required to support the project.

4. Timetable

The duration of the assignment is from July 2023 till June 2026. During this time period the Graphic Design Expert is expected to respond to any potential request from the project, related to all activities mentioned under point three (3) of the ToR. The expected level of engagement is on average 3-5 working days per month, as per project needs.

5. Qualification requirements

Consultants will be assessed according to the following criteria

- Proven experience as a Graphic Designer, preferably with a portfolio showcasing relevant design work;
- Proficiency in graphic design software and tools such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.);
- Sound knowledge of design principles, including layout, typography, and color theory;
- Relevant education with specialization in visual communication, graphic design and marketing;
- A minimum of 3 years of professional experience in areas relevant to the assignment (visual communication, graphic design and marketing);
- Ability to work in team and independently;
- Very good communication skills;
- Fluency in written and spoken Business English;

6. Payment

Upon the completion and acceptance of assignment deliverables, the Contractor will be paid through payments released directly to the contractor's account. The contractor shall render monthly invoices and timesheets to ECIKS.

Deliverables will be reviewed and confirmed as satisfactory by the EnInGeP Project staff.

7. Management

The consultant will perform her/his duties under the supervision of the Team Leader and PR expert.

8. Selection Criteria

The proposals will be evaluated based on the following criteria:

- Experience and expertise in graphic design
- Financial proposal

9. Commencement of Services:

The date for commencement of services is: 17 July 2023

10. Application Process

Interested organizations are invited to apply and submit:

- CV
- Portfolio
- Financial offer (VAT Excluded) and based on a per-working-day rate.

Applications should be submitted via e-mail to office@eciks.com not later than 12 July 2023 with the subject: Application: Graphic Designer