**Annex A**

**USAID Kosovo Compete Activity**

**Scope of Work**

## Project Background

The USAID Kosovo Compete Activity (hereinafter “USAID Compete Activity,” “Compete” or simply “Activity”) is funded by the United States Agency for International Development (USAID) and is implemented by DT Global as prime contractor, in consortia with Kosovo-based Recura Financials and US-based Canopy Lab, as subcontractors.

Compete is a five-year USAID activity (August 2020 – August 2025) whose main objective is to facilitate the private sector’s improved competitiveness in local, regional, and international markets. Compete’s implementation approach is based on “market systems development (MSD).” This approach is part of an evolved thinking within USAID to support private sector development through addressing systemic constraints that prevent market systems from being self-sustaining.

USAID Compete Activity seeks to empower and partner with companies, organizations, and relevant institutions through a *facilitative approach* that addresses systemic constraints. In a departure from direct firm interventions, the MSD approach seeks to support Kosovo to move toward self-sustaining private sector development by promoting resilient market systems.

USAID Compete Activity focuses on the following export-oriented sectors:

* Wood Processing, including the subsector of modular homes/prefabricated building producers.
* Information and Communications Technologies (ICT).
* Food Processing.

USAID Compete Activity’s work in all of its focus sectors is organized along five functional areas:

|  |  |
| --- | --- |
| **Functional areas** | **Description** |
| Market Access | Facilitate market links between local companies and regional/international markets. |
| Diversified Finance | Support diversification of available financial products for local exporters. |
| Business Sophistication | Facilitate improvement of in-company management systems, structures, and tools. |
| Skills Development | Support the improvement of provision of industry-relevant skills. |
| Supporting Business Environment | Facilitate the improvement of capacities of relevant institutional actors, associations, and service providers to deliver improved services. |

## Activity Background and Rationale

The domestic financial sector currently has limited options for manufacturers and exporters to access lending against existing and future contracts with clients. This is typically known as “contract-based financing.” Put simply, such products would allow prospective businesses to obtain loans from the financial sector with eased or limited, or in a best case scenario with no collateral requirements, aided by, and in part based on, specific contracts between a company and its clients or customers.

The USAID Compete Market Systems and Constraint Analysis (MSCA)[[1]](#footnote-1), a comprehensive assessment of the main sector constraints, identifies that one of the main constraints facing Kosovo firms in its focus sectors is the absence of such funding options for local export-oriented producers and processors, adversely affecting their growth and competitiveness potential. This is mainly because, in the absence of such lending options, Kosovo companies face difficulties meeting Capital Expenditures (CAPEX) and Working Capital (WC) needs in order to respond to market demand. Therefore, USAID Compete is partnering with leading industry associations from the manufacturing and banking sectors to support efforts that seek to diversify the availability of financial products. Based on USAID Compete and other analyses, it has emerged that private sector companies have significant demand for more responsive financial products, tailored to their needs.

USAID Compete is partnering with the Kosovo Credit Guarantee Fund (KCGF) to provide tailored funding solutions to export-oriented companies. The KCGF has recently approved the establishment of an Export Window which is known as the Export Financing Facility (EFF). USAID Compete is supporting KCGF to operationalize the EFF. This particular assignment is an effort to support KCGF with promoting the Export Window/EFF.

## Scope of Work: Broad Outlines

The beneficiary of the solicited support will be the Kosovo Credit Guarantee Fund (KCGF), who is an independent, autonomous legal entity established by Law No. 05/L-057 on the Establishment of the KCGF, that provides credit guarantees for Micro, Small and Medium Enterprises (MSMEs), by sharing the credit risk with Registered Financial Institutions (RFIs). By guaranteeing the credit portfolios of RFIs, the aim is to enhance access to finance for MSMEs, support entrepreneurship development, enhancement of domestic production and services that create an added value, stimulate exports, create new jobs, and support the overall economic development in Kosovo. The KCGF adopted the creation of the Export Finance Facility (EFF) window in late April 2022, with facilitation by USAID Compete Activity. *The primary aim of the Scope of Work is to support KCGF to promote the Export Window from a public relations and related perspective.*

## Tasks of the Bidder/Contractor

The bidder/service provider (company or consortium) will be required to provide the following services: Public Relations and External Communication Services for Kosovo Credit Guarantee Fund’s Export Window. The services will be contracted by USAID Compete Activity and intended for KCGF.

The main tasks include:

1. Task 1: Creative concept production and branding of the Export Financing Facility (Export Window) and its adoption into various advertising tools (online and printed).
2. Task 2: Production of branded promotional materials: tote bags, pens, notebooks, flyer, roll-up banner, and related.
3. Task 3: Production of video clip (up to 60 seconds) which may include an animation that promotes the new Export Finance Facility (EFF) window features.
4. Task 4: Media buying in different TV stations (national) and online news sites.
5. Task 5: Production/recording of up to three (3) interview/success stories with beneficiary companies to be produced after the materialization of successes (within one year and as they materialize)

## Deliverables (Based on the Above-Referenced Tasks)

The selected bidder/contractor will deliver the following documents/results:

1. Task 1

* Production of brand concept (conceptualization), design and message, which will present the purpose, function, and identity of the EFF window for exporting companies.

1. Task 2

* Production of branded materials (tote bags, pens, notebooks, flyer, roll-up banner and related), as per the created concept to be adopted for promotional campaign tools, to be used during launch event of EFF window for exporting companies and other related purposes.

1. Task 3

* Production of a video clip with an up to 60 seconds length, which will present the purpose, function, and identity of the EFF window for exporting companies. The provision of the storyboard/scenario is mandatory.
* The producers will deliver the video in two formats, one suitable for TV broadcast and one for social media use.
* The video will be produced in Albanian, with Serbian and English subtitles, in both SRT files and embedded subtitle format.
* The producers will deliver the video in an easy to access format.
* Create shorter versions from the same video clip.
* The property rights of the videos will belong to the USAID Compete Activity and Kosovo Credit Guarantee Fund.

1. Task 4:

* Broadcast on television (about fifteen broadcasts per month) in different national TV stations in popular TV shows covering economy-related topics.
* Online news platforms (websites) that cover relevant economic topics.

1. Task 5

* Production/recording of up to three (3) interview success stories with beneficiary companies of the EFF window to be produced and delivered as they materialize and upon request.
* Videos may include graphics, interviews with beneficiaries, key stakeholders and statements. The video success stories will be used in television programs and social media.
* Final videos should be of up to 120 second length.
* Videos should be in Albanian language, with English and Serbian subtitles, in both SRT and embedded subtitle format.
* The producers should provide photos of the subjects from the success stories to be used for event cards (photos with quotes).
* The property rights of the videos will belong to the USAID Compete Activity and Kosovo Credit Guarantee Fund.

Proposal for creative design must be included with the submitted offer.

## Firm Qualifications

The bidder/service provider should be an entity with relevant experience in producing creative content, PR, and informational video clips. The work should be undertaken by a team consisting of experts who have required and demonstrable skills and credentials to perform the work.

The bidder must have successfully implemented at least 3 similar contracts in in the past. Prior experience with financial institutions would preferable.

The bidder should have its own resources to carry out the task and produce the video (camera, video, etc.). as well as its own working space.

The bidder will need to travel to the selected locations to produce the video and take professional pictures. The total contract price would include all direct and indirect costs and other necessary expenses, including travel and subsistence.

Bidders may associate with other firms in the form of consortium to enhance their qualifications.

The selected company is obliged to appoint a Project Manager (PM). The PM, in close cooperation with the responsible persons at KCGF and USAID Compete, will be responsible for coordinating and executing the terms of this contract. The PM will be responsible for the overall management of this contract, including team management and support, coordination between parties involved and will act as the main point of contact for communications and reporting. The PM will ensure that all resources required are available for the high-quality production of the contracted services/products and activities.

1. Conducted in October 2020. [↑](#footnote-ref-1)