

Një projekt i Agjencisë Zvicerane për
Zhvillim dhe Bashkëpunim SDC



Schweizerische Eidgenossenschaft
Confédération suisse
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Agjencia Zvicerane për Zhvillim
dhe Bashkëpunim SDC

Zbatuar nga:



Save the Children



June 16, 2025

TERMS OF REFERENCE (TOR no. 2025/0101)

Service provision for conducting health promotion campaigns and celebrities' advocacy promoting wide range of healthy behaviors for the project "Shkollat për Shëndetin"

1. BACKGROUND AND RATIONALE

In May 2025, Save the Children started the implementation of the first year of the second phase of the Swiss Agency for Development and Cooperation (SDC) Project: "*Shkollat për Shëndetin*".

The aim of the Project is the adoption of healthy behavioral practices and healthy lifestyle habits in the Albanian population, with a particular focus on schoolchildren (aged 6-16 years) in order to reduce the major risk factors for non-communicable diseases (NCDs).

Building on the success of Phase 1, one of the main interventions of the project "*Shkollat për Shëndetin*" continues to be the adaptation and expansion of health promotion campaigns. The adapted and expanded version of health caravan was successfully implemented in the first phase of the project (covering the period March 2021 – April 2025) in 12 regions of Albania (Kukës, Elbasan, Korçë, Lezhë, Durrës, Berat, Shkodër, Vlorë, Gjirokastër, Tiranë, Fier and Dibër).

For the first year of the second phase of the project (covering the period May 2025 – April 2026), the health caravan will focus on 4 regions of Albania with enhanced focus on both school-based initiatives and community-based campaigns.

The aim of the health caravan is to deliver healthy lifestyle messages and demonstrate healthy behavioral practices in an attractive manner to targeted project beneficiaries. In the context of the project "*Shkollat për Shëndetin*", these campaigns consist of health promotion activities targeting schoolchildren, out of school children, their parents/caregivers, and communities at large. It is expected that participation of children and their parents/caregivers in these health promotion activities will improve in a natural context the knowledge and interaction between them regarding healthy lifestyle habits and healthy behavioral practices.

In addition, like previous years, another activity of the project “*Shkollat për Shëndetin*” also for the first year of the second phase concerns involvement of celebrities in health promotion advocacy. More specifically, the aim of celebrities’ advocacy is to bring sport champions and other national and local celebrities into the scene through different means including, but not limited to, the following: TV spots, social media messages, talk-shows, billboards, etc.

In the first implementation year of the second phase of the project, 40 new schools are targeted for in-depth (onsite) interventions in the following four regions of Albania respectively in Elbasan, Berat, Korçë and Kukës. In these 40 schools and their respective communities, a wide range of activities is envisaged for the first implementation year of the second phase of the project, aiming at promoting sustainable positive behavioural changes among children, their respective families, and communities at large.

Onsite (in-depth) interventions of the first-year implementation (covering the period May 2025 – April 2026) are mainly focused in 40 schools pertinent to the following four regions of Albania: Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 schools). In these 40 schools and their respective communities, a wide range of activities is envisaged for the first implementation year of the second phase of the project aiming at promoting sustainable positive behavioural changes among children, their respective families, and communities at large.

2. AIM AND OBJECTIVES OF THE SERVICE

Aim:

Save the Children is seeking to contract a service provider capable of conducting health promotion campaigns and celebrities’ advocacy for the first year of the second phase of the project “*Shkollat për Shëndetin*”.

Specific Objectives:

Health Caravan and celebrities’ advocacy campaign

- To carry out health promotion campaigns at a community level involving schoolchildren, ***out of-school children***, their respective parents/caregivers, and communities at large.
- To identify and reach out a large audience and deliver effective health promotion messages, ***especially for vulnerable and marginalized categories*** of children and their families.
- To deliver adequate and culturally sensitive health promotion messages.
- To bring celebrities (sport champions and other national and local celebrities) into the “health promotion scene” through different means of communication (local TV or radio, social media, etc.).
- To conduct awareness raising and information the “know how” for the children, teachers, other school staff, on health and education topics.
- To enable supportive environments in schools regarding health promotion interventions and health education activities.
- To ensure a wide reach of children aged 6-16 years in the areas targeted for in-depth interventions.

- To ensure social inclusion, integration and participation of vulnerable groups in targeted communities in promoting healthy lifestyle
- To offer different scenarios to ensure that the most suitable approach is chosen (based on the local context) when is appropriate.

3. SERVICE PERIOD

The duration of the service will be over the period 1 July 2025 – 15 December 2025.

The service provider is required to proceed according to the following assignment steps:

Assignment Steps
<p>Preparatory work:</p> <ul style="list-style-type: none"> - Familiarize with the health caravan model, and modalities of working with celebrities. - Consultative meetings with relevant stakeholders and the project team. - Preparation of all materials and equipment.
<p>School-based health promotion campaign (in 4 regions): the importance of healthy nutrition – in selected schools pertinent to the 4 regions covered by the project (the exact schools will be specified by the project team in due time).</p>
<p>Health promotion campaign (in 4 regions): the importance of <u>healthy nutrition</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>
<p>Health promotion campaign (in 4 regions): the importance of <u>physical activity</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time). The type of physical activity is to be defined in agreement with the school directors and other relevant local staff (municipality representatives), based on the needs and on what is most feasible in each school/community.</p>
<p>Health promotion campaign (in 4 regions): the importance of <u>sexual and reproductive health</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>
<p>Health promotion campaign (in 4 regions): the importance of good <u>hygienic measures</u>, <u>waste management</u> and <u>environmental protection</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>

Health promotion campaign (in 4 regions): promotion of mental health – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).

Celebrities Advocacy Health promotion campaign (in 4 regions) and Celebrities Advocacy on the importance of physical activity/active and healthy lifestyle – including health challenges endorsed by celebrities, social media engagement, live-streamed events with Q&A sessions, and other means such as TV spots, social media messages, talk-shows, billboards, etc.

* Any changes of the timeline should be agreed with the selected service provider based on the work plan.

** The activities will be conducted in Tirana 40 schools pertinent to the following four regions of Albania: Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 schools)

4. DELIVERABLES

➤ Health Caravan and Celebrity

It is expected from the service provider to submit the following deliverables:

- Materials used for the health promotion campaigns (following the guidelines of the project)
- A narrative report about health promotion campaigns conducted in each region (Tiranë, Fier and Dibër) (hard and soft copy duly signed and sealed).
- A narrative report about celebrities' advocacy activities (hard and soft copy duly signed and sealed).
- List of participants in the health promotion activities (hard and soft copy).
- Disaggregation sheet indicating the participation of vulnerable groups in the activities (soft copy).
- Photos from all events (JPEG).
- Questionnaires assess the knowledge of 1700 children at minimum on topic related to sustainable development such as health and the prevention of the non-communicable diseases. (approved by the project)
- A detailed narrative report on the results of data collected measuring the level of understanding of children on topics related to sustainable development such as health and the prevention of the non-communicable diseases (hard and soft copy duly signed and sealed).
- Questionnaires assess the level of satisfaction of children and parents (separately) with the health promotion campaign (approved by the project)
- Detailed reports on the results of data collected measuring the level of satisfaction of both children and parents (separately) with the health promotion campaign (hard and soft copy duly signed and sealed).

- A copy (audio, video, printed materials, etc.) of celebrities' advocacy activities.
- For health promotion activities involving children, an approved written consent by the respective parents/caregivers is mandatory (hard copy).

5. QUALIFICATION AND SELECTION CRITERIA OF THE SERVICE PROVIDER

The service provider (company, or NGO) should have the following qualifications in order to address effectively and timely the specific requirements of the given assignments:

- The service provider must be a legally registered Company/NGO in Albania and comply with the country's legislation.
- The service provider must have relevant proven working experience (at least 5 years) with community-based and/or school-based activities.
- Proven expertise in health promotion campaigns.
- Proven expertise in community work.
- Staff with background in public health and health promotion, with excellent oral and written communication skills in Albanian and English.
- Also, the key health promotion experts and education experts proposed by the service provider should hold a MSc degree in Health Sciences, Social Sciences, or other relevant degrees and should have proven working experience with community-based and/or school-based activities.
- The service provider should have proven experience in project management.
- Furthermore, the service provider should have proven expertise in Albanian and English report writing.
- The service provider should have proven ability to meet deadlines and work under pressure.
- The service provider should have flexibility in responding to the needs of the contracting agency.
- All the proposed experts pertinent to the service provider should have excellent oral and written communication skills in both Albanian and English languages.
- The service provider should work with the Health Coordinator of the school to facilitate the organization of the activities.

6. PROPOSAL

The service provider (*company/NGO*) is expected to submit a proposal, including:

Technical proposal for each of the services required separately:

- Health Caravan including the approach of the health promotion campaigns.
- Celebrities' advocacy activities, the proposed work-plan, timeline, and other relevant elements

Financial bid/proposal: lump-sum in ALL (Albanian Lekë) for all services provided, including taxes according to the Albanian legislation. In addition, financial feasibility should be clearly indicated, according to the financial template (see Annex 01), for each of the activities (separately for health promotion campaigns and for celebrities' advocacy activities).

- o Overall fee for the required service (based on the quantity/volume of work specified in the table under section 3: “Service period”).
- o **All products and services provided within the framework of the project shall be considered in accordance with letter “c”, point 1, article 60 of Law No. 92/2014 “On VAT” as stated in the Regulation no. 6, date 24.02.2025. As a result, VAT will be applied at a rate of zero percent (0%). If the selected supplier is subject to issue an invoice with VAT, then the invoice should include the relevant codes that will be provided to the contractor.**

CVs of the company/NGO and **CVs of all key experts** proposed, including a summary of expertise areas as per requirements of these “Terms of Reference”, demonstrating previous experience in conducting health promotion campaigns at community level, and celebrities’ advocacy activities and as per requirements of these “Terms of Reference”, demonstrating previous experience in school-based health promotion interventions and community-based activities.

- A copy of the ID cards for the designated representative of the service provider (Company/NGO) and the key experts proposed.
- Legal registration of the Company/NGO (a copy of NIPT).

7. AWARD CRITERIA

The award criteria will consist of the following:

ESSENTIAL CRITERIA

Criteria which bidders must meet in order to progress to the next round of evaluation. If a bidder does not meet any of the Essential Criteria, they will be excluded from the tender process immediately.

These criteria are scored as ‘Pass’ / ‘Fail’.

Supplier accepts Save the Children’s ‘Terms and Conditions of Purchase’

The Supplier and its staff (and any sub-contractors used) agree to comply with SCI and the IAPG’s policies

The Supplier confirms it is not linked directly or indirectly to any terrorism related activity, and does not sell any Dual Purpose goods / services that may be used in a terror related activity.

The bidder confirms they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this.

The Supplier confirms it is fully qualified, licenses and registered to trade with Save the Children (including compliance with all relevant local Country legislation).

This includes the Supplier submitting the following requirements (where applicable):

- Legitimate business address

- Tax registration number & certificate
- Business registration certificate
- Trading license if any

Capability, Sustainability and Commercial Criteria:

- Technical proposal: 30%
- Financial proposal: 40%
- Qualification and experience of the service provider: 30%

The award criteria are specified in detail in the table below:

CRITERIA	DESCRIPTION	SCORE
Technical proposal	Comprehensiveness (completeness) and coherence (consistency) of the proposal	10%
	Methodology: proposed intervention approaches (models)	15%
	Feasibility of implementation	5%
	Subtotal	30%
Financial proposal	Financial bid (fee for the overall services)	25%
	Financial feasibility according to the financial template (Annex 01)	15%
	Subtotal	40%
CV of the applicant	<i>Company</i> : experience of the company with similar projects (similar interventions and/or community-based programs)	20%
	<i>Campaign coordinator and Experts</i> : qualifications and experience of the proposed team leader and key experts (in similar intervention, in health promotion, health education, and community interventions)	10%
	Subtotal	30%
TOTAL SCORE		100%

8. RESPONSIBILITY OF THE PROJECT IMPLEMENTED BY SAVE THE CHILDREN AND THE SERVICE PROVIDER

In order to respond to the objectives of assignment, the service provider is expected to closely work with the team of the project “*Shkollat për Shëndetin*” implemented by Save the Children Albania.

The project team will provide the content of health promotion materials which will be used in all community activities (health promotion campaigns).

Also, the project team will monitor, supervise and facilitate the service provider in every step of the process, including the approval of celebrities. No action will be taken without the approval of the project.

The service provider is responsible for:

- Development (production) of the health promotion materials and provision of other goods (e.g., tents, benches, sport equipment, spots, etc.) which are necessary for the organization of health promotion campaigns and celebrities' advocacy.
- Carrying out the health promotion campaigns according to the requirements and timeline included in these Terms of Reference.
- Obtaining approval (written consent) by parents/caregivers in all activities involving children.

9. PAYMENT MODALITY

The service provider should propose the payment schedule based on the progressive implementation of health promotion campaigns and thereby delivery of the respective financial reports and narrative reports about health promotion campaigns conducted in each region (Tiranë, Fier and Dibër), along with the lists of participants attending the health promotion activities and photos from each event, as well as deliverables from celebrities' advocacy activities. The payment will be subject to the current Albanian legislation taxes.

10. ADMINISTRATIVE ASPECTS

A contract between the project implemented by Save the Children and the service provider will be established covering the activities defined in these "Terms of Reference".

Interested service providers should submit:

- 1 - A technical proposal (approach, work-plan, and timeline),
- 2 - Financial proposal (refer to annex 01),
- 3 - CVs of the company/NGO and key experts proposed and also example of previous similar work,
- 4 - Copy of the ID card of the legal representative,
- 5 - Bank details letter,
- 7 - Letter of commitment that they agree with SC contract terms and SCI policies (Annex 02),
- 8 - Letter of self-declaration that the Supplier is not linked directly or indirectly to any terrorism related activity, and does not sell any Dual Purpose goods / services that may be used in a terror related activity.
- 9 - Letter of self-declaration that they are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this, 10 - Supplier registration form (Annex 03).

by close of business **20 – 06 – 2025**.

The application should be submitted in English in a sealed envelope. Financial offer should be submitted in a separate envelope from the technical proposal and state if VAT is applicable for such service. On each envelope (technical proposal, and financial offer) it should be written clearly the full name of the current tender/call.

Address: The envelopes should be submitted to the following address:

Please do not open!

Save the Children Albania country office

Street: “Komuna e Parisit”, Lagjia 8,

Building 1 Maji, Vila “Lami”; P.O. Box 8185

Tel: +355 4 2261840 / +355 4 2261929 / +355 4 2266227

Fax: +355 4 2263 428

E-mail: shkollat.per.shendetin@savethechildren.org

Late submissions: Bids submitted after the deadline will not be taken into consideration. They will not be opened and will be destroyed.

Submission of written questions about this call may be addressed to shkollat.per.shendetin@savethechildren.org, by close of business **18 – 06 – 2025**. All questions will be responded by close of business **19 – 06 – 2025**.

Annex 01 – Financial Offer

1.1 Health Caravan & Celebrity

Assignment Steps	Unit	Unit price	Cost without VAT	VAT cost	Total cost
Preparatory work: - Familiarize with the health caravan model, and modalities of working with celebrities. - Consultative meetings with relevant stakeholders and the project team. - Preparation of all materials and equipment.					

<p>Health promotion campaign (in Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 Schools)): the importance of <u>healthy nutrition</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>					
<p>Health promotion campaign (in Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 Schools)): the importance of <u>physical activity</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time). The type of physical activity is to be defined in agreement with the school directors and other relevant local staff (municipality representatives), based on the needs and on what is most feasible in each school/community.</p>					
<p>Health promotion campaign (in Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 Schools)): the importance of <u>sexual and reproductive health</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>					
<p>Health promotion campaign (in Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 Schools)): the importance of good <u>hygienic measures, waste management and environmental protection</u> – in different communities covering 60 schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>					

<p>Health promotion campaign (in Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 Schools)): promotion of <u>mental health</u> – in different communities covering 40 new schools pertinent to the 4 aforementioned regions covered by the project (the exact schools and communities will be specified by the project team in due time).</p>					
<p>Health promotion campaign (in Elbasan (12 schools), Berat (10 schools), Korçë (10 schools) and Kukës (8 Schools)) and <u>Celebrities Advocacy</u> on the importance of <u>physical activity</u> – the type of physical activity is to be defined in agreement with the school directors and other relevant local staff (municipality representatives), based on the needs and on what is most feasible in each school/community.</p>					

For each assignment you need to propose a detailed list of expenditure including VAT cost if applicable.