

OFFER FOR EXPERT ENGAGEMENT

for Public Awareness Campaigns

Project: Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption

1. Personal information	
Name and Surname of expert/s:	
Address (city, street) :	
E-mail :	
Telephone Number:	
Employment (name of employer and job title)	

2. Area of expertise

Please describe your relevant expertise in relation to this assignment (e.g. Strategic communications, Public relations, Communication and visibility strategies, Public awareness campaigns, Media relations, Social media campaigns, Digital communications, Communication for EU-funded projects, Promotion of digital platforms or online services, Experience working with SMEs, public institutions or civil society organisations.).

Please refer to the Terms of Reference for required qualifications.

Please describe it here:

Write here....

3. Proposed Approach and Methodology

Please provide a brief description of how you would implement this assignment.

The methodology should explain your proposed approach to:

- Developing the Communication and Visibility Strategy (2026–2028)
- Designing the overall "Business with Integrity" communication campaign
- Preparing and implementing the teaser campaign in 2026
- Supporting the implementation of the awareness campaigns throughout the project
- Promoting the "Business with Integrity" web platform and its digital tools



- Reaching SMEs, youth, rural communities and the general public
- Ensuring inclusive communication, including Albanian-language content
- Measuring campaign effectiveness

Please consult also the Terms of reference for more information.

Please not more than 1.000 words!

4. Proposed Learning Methodology and Topics

Please briefly describe your initial vision for the communication campaign.

Your proposal may include:

- Key campaign messages
- Proposed slogan or campaign concept
- Communication channels
- Target audiences
- Ideas for teaser activities
- Ideas for social media engagement
- Promotional materials (videos, infographics, testimonials, etc.)
- Innovative approaches to increasing visibility of the "Business with Integrity" web platform

This section is intended to demonstrate your creative approach and understanding of the assignment.

Write here....

5. Please indicate your financial offer for your selected profile, in the way that you only fill in the desired gross fee in EUR per expert day (ED) and the number of expert days.

(1 ED = 8 full hours of work, please see more about remuneration and duration of assignment in the Terms of Reference)

<i>Description of tasks:</i>	<i>Number of Expert Days (ED)</i>
<i>Total number of ED</i>	
<i>Gross fee in EUR per expert day (ED):</i>	
<i>Total fee in EUR (Total ED x gross fee):</i>	

6. Timeline and Availability

Please indicate:

- Your availability to commence the assignment in 2026.
- Your availability to provide support throughout the implementation period until December 2028.
- Any periods of unavailability that should be taken into consideration.

Write here....

Date:

Name and Signature

