

PUBLIC CALL

For Expert / PR Agency for Public Awareness Campaigns

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

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1. Background

The project “**Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption**”, implemented by the Konrad Adenauer Foundation and co-financed by the European Union and the Konrad Adenauer Foundation, aims to strengthen the role of small and medium-sized enterprises (SMEs) in promoting integrity, transparency, and responsible business practices in North Macedonia.

The project contributes to raising awareness within the business community about the importance of ethical conduct, prevention of corruption, and alignment with European standards of corporate integrity. Through capacity building, dialogue, and digital tools, the project aims to encourage SMEs to become active actors in the fight against corruption.

As part of the project, the digital platform “**Business with Integrity**” will serve as a central online resource for SMEs, offering learning materials, tools, and practical guidance on business integrity and anti-corruption.

Both **individual experts and teams from PR agencies/organizations** providing such services are eligible to apply.

2. Objective of the Assignment

To increase awareness, engagement, and participation of SMEs and citizens in promoting integrity and anti-corruption practices and to position the “**Business with Integrity**” web platform as the leading national resource for business integrity.

The purpose of this assignment is to engage an external communication expert or PR agency to:

- Develop a comprehensive communication and visibility strategy for the project.
- Design and coordinate public awareness campaigns promoting business integrity.
- Increase public awareness regarding corruption risks and ethical business practices.

- Promote the **“Business with Integrity”** web platform among SMEs and the wider public.
- Support long-term campaign implementation until the end of the project.

Specific objectives:

The assignment shall contribute to:

- Reaching at least 10,000 members of the target groups through awareness campaigns.
- Achieving at least 20,000 annual visitors to the **“Business with Integrity”** web platform
- Promoting SME integrity initiatives and good practices.
- Increasing visibility of the Corruption Risk Assessment Tool, e-learning modules, reporting mechanisms, and SME recognition schemes, as part of the **“Business with Integrity”** web platform
- Supporting a measurable positive change in public perceptions regarding corruption and business integrity.
- Engaging youth and woman-led SMEs

3. Scope of Work

The selected expert or agency shall perform the following tasks:

Task 1. Communication and Visibility Strategy

Develop a comprehensive Communication and Public Awareness Strategy covering the period 2026–2028, including:

- Communication objectives.
- Target audiences.
- Key messages.
- Communication channels.
- Branding and visual identity guidelines.
- Media engagement approach.
- Social media strategy.
- Albanian-language communication approach.
- Youth engagement activities.
- Monitoring and evaluation framework.

Task 2. Campaign Concept Development

Develop the overall concept for the public awareness campaign “Business with Integrity,” including:

- Campaign slogan.
- Key messages.
- Campaign narrative.
- Communication materials.
- Media plan.

****Note: Branding strategy of the project is already developed (including logo, colors, merchandise materials) and shall be used throughout the campaign.***

Task 3. Teaser Campaign (2026)

Design and support implementation of a teaser campaign by the end of 2026, aimed at:

- Introducing the **“Business with Integrity”** web platform
- Raising initial awareness.
- Building audience interest.
- Promoting upcoming project activities.

The teaser campaign may include:

- Social media activities.
- Short promotional videos.
- Infographics.
- Media appearances.
- Digital advertisements.
- Launch events.

Task 4. Campaign Implementation Support (2027–2028)

Provide strategic and communication support for the implementation of at least four multi-channel awareness campaigns, including:

- TV and radio campaigns.
- Social media campaigns.
- Online content.
- Municipal outreach activities.
- Local events.
- Promotional campaigns for the platform.

Task 5. Communication Materials

Develop communication products, including:

- Social media templates.
- Campaign visuals.

- Infographics.
- Video concepts and scripts.
- Promotional texts.
- Success stories.
- Media materials.
- Visibility guidelines.

Task 6. Monitoring and Evaluation

Develop indicators and tools for monitoring campaign performance, including:

- Awareness indicators.
- Reach and engagement indicators.
- Website traffic indicators.
- Public perception measurements.
- Recommendations for campaign improvements.

4. Expected Results (Deliverables)

One comprehensive communication strategy developed.

- One teaser campaign implemented in 2026.
- Strategic framework for four awareness campaigns established.
- Increased visibility of the **"Business with Integrity"** web platform
- Enhanced public awareness regarding business integrity.
- Stronger engagement of SMEs, youth, and woman-led SMEs
- Increased digital engagement and platform traffic.

5. Timeline

The assignment is expected to start mid-August/beginning of September 2026 and continue until December 2028.

The estimated level of effort is approximately **30-40 working days**, distributed throughout the implementation period.

Deliverable	Timeline
Inception meeting and work plan	Month 1
Communication and Visibility Strategy (2026–2028)	Month 2
Campaign concept and branding package	Month 3
Media and social media plan	Month 3
Teaser campaign package	By December 2026
Communication materials toolkit	During implementation
Annual communication recommendations	2027–2028
Final communication report	End of assignment

6. Required Qualifications

The expert should possess:

Education

- University degree in communications, public relations, marketing, journalism, political science, social sciences, or a related field is considered an advantage.

Professional Experience

- At least 5 years of professional experience in communications, public relations, media campaigns, or strategic communications.
- Proven experience in developing communication or visibility strategies.
- Experience in designing public awareness campaigns.
- Experience with social media and digital communication.
- Previous experience with EU-funded projects is considered an advantage.
- Experience in governance, anti-corruption, civil society, or business-related projects is considered an asset.

Technical Competencies

- Excellent writing and communication skills.
- Experience in campaign planning and media relations.
- Knowledge of digital communication tools.
- Understanding of audience segmentation and outreach.
- Excellent command of English and Macedonian; knowledge of Albanian is considered an advantage.

7. Remuneration

The expected remuneration must be specified by the applicant in the application form. It is a single expert fee that includes the preparation of the e-learning modules.

The expert shall propose a gross Expert Day (ED) unit rate (1 ED = 8 hours) including personal income tax. The total gross fee will be determined as ED unit rate × (EDs for preparation + EDs for delivery).

Please specify exactly how many ED you estimate for **preparation**.

The terms of payment will be defined in a separate honoraria contract.

8. Application Procedure

Interested candidates should submit:

- A **short technical proposal** using the provided application form
- **CV(s)** of the expert(s)
- Company profile (if applicable).
- Portfolio of previous campaigns or communication strategies.
- A **financial offer** for the assignment (in MKD) using the provided application form

Applications should be submitted no later than **19 July 2026 (23:59)** to: anita.nikolovska@kas.de

9. Ownership and Copyright

All materials produced under this assignment will remain the **exclusive property of the project and the implementing organization**.

The selected contractor may not use or reproduce the materials for other purposes without prior written consent.

10. Selection Procedure

Applications will be evaluated based on a 100-point scoring system, combining technical quality, relevant experience, and financial offer.

To be considered for selection, candidates must demonstrate a strong understanding of the assignment, relevant professional experience, and a competitive financial proposal.

Evaluation Criteria

Applications will be assessed against the following criteria:

Technical Proposal (max. 40 points)

Assessment of the quality, clarity, and relevance of the proposed methodology and content, including understanding of the assignment, feasibility of the approach, and added value. The most comprehensive technical proposal will receive the maximum score, with other offers scored proportionally.

Relevant Experience (max. 30 points)

Assessment of the applicant's professional background, experience in similar assignments, and quality of references, including experience with EU-funded or international projects (considered an asset). The candidate with the most extensive experience will receive the maximum score, with other offers scored proportionally.

Financial Offer (max. 30 points)

Assessment based on cost-effectiveness and value for money. The lowest financial offer will receive the maximum score, with other offers scored proportionally.

Minimum Requirements

To qualify for further consideration, applicants must:

- Achieve a minimum of 60 points overall, and
- Score at least 50% of the points in the Technical Proposal section (minimum 20 points)

General terms

The contract will be awarded to the applicant with the highest overall score, subject to meeting the minimum technical requirements.

The contracting authority reserves the right to:

- Request clarifications from applicants during the evaluation process
- Award the contract to one or more applicants (where applicable)
- Cancel the procedure without awarding a contract

Only shortlisted candidates may be contacted.

The Foundation commits not to use submitted proposals (selected or rejected) for other purposes.

If you require any additional information, please do not hesitate to contact us.

11. Contact information

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