

REQUEST FOR PROPOSALS

Development and Implementation of an Awareness-Raising Campaign on Foster Care in Albania

Publisher:	SOS Children's Villages Albania
Subject:	Campaign for promotion of Foster Care in Albania
Submission deadline:	July 30, 2026

SOS Children's Villages Albania (hereinafter: SOS CV Albania) hereby invites experienced **legal entities in the area of advertising, marketing or public relations**, to submit **proposals for designing, producing and disseminating information materials for promotion of foster care in Albania**.

BACKGROUND INFORMATION

SOS CV Albania

SOS CV Albania is a non-profit, non-governmental organization, which is one of the 136 independent (national) members of the SOS Children's Villages Federation. Its vision is: **every child belongs to a family and grows with love, respect and security**.

The organization operates since 1996, providing quality care services for children and youth without parental care and community-based support services for vulnerable families. It participates in policy and legislation making and advocates for the rights of children and youth at social risk, working closely with decision-makers, institutions, civil society organizations and social service providers. SOS CV Albania promotes the implementation of the [UN Guidelines for the Alternative Care of Children](#) and participation of young people in decision-making processes in the country.

The foster care promotion campaign, subject of this Request for Proposals, will be implemented as a part of the **"Right to a Family II – Improving the availability, accessibility and quality of foster care and community-based services"** project. The project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), through **SOS Children's Villages Worldwide** and is implemented by SOS Children's Villages associations in five countries: Albania, Armenia, Belarus, North Macedonia and Ukraine.

In Albania, the project is implemented by **SOS Children's Villages Albania**, building on its long-term experience in child protection, family strengthening, alternative care, and support for vulnerable children and families. The project aims to contribute to strengthening child protection systems and ensuring that children without parental care, or at risk of losing parental care, have access to safe, stable and family-based care solutions.

The **expected impact** of the project is to improve the availability, accessibility and quality of foster care and community-based services, contributing to the protection of children's rights and increasing opportunities for vulnerable children to grow and develop in a supportive family environment. The project promotes the implementation of family-based alternative care models in line with international standards, including the UN Guidelines for the Alternative Care of Children.

In Albania, despite progress in child protection reform and the recognition of foster care as a preferred alternative care model for children without parental care, important challenges remain in developing a sustainable foster care system. These include limited public awareness about foster care, the need for more foster families, strengthening professional capacities, and improving quality community-based services for children and families.

Project activities are implemented at three interconnected levels:

- (1) **advocacy and support for improving policies and systems related to alternative care and child protection,**
- (2) **raising public awareness and promoting foster care as a family-based care option,** and
- (3) **strengthening prevention and alternative care services for vulnerable children and families** through capacity building, cooperation and direct support.

The foster care promotion campaign aims to increase public understanding of foster care, encourage community engagement and support the recruitment of new potential foster families in Albania. Through communication materials and awareness-raising activities, the campaign will highlight the importance of family environments for children's wellbeing and promote the message that every child has the right to grow up in a safe, caring and supportive family setting.

Campaign rationale

Foster care represents an essential family-based alternative care solution that protects the right of children without parental care, or at risk of losing parental care, to grow up in a safe, stable and supportive family environment. In line with international child protection standards, including the UN Guidelines for the Alternative Care of Children, family-based care is recognized as the preferred approach for ensuring children's wellbeing, development and protection, while preventing unnecessary placement in residential institutions. In Albania, important progress has been achieved in the reform of the child protection and social care system, including the recognition of foster care as a preferred form of alternative care. The new Law on Foster Care, approved in December 2025 and entering into force in January 2026, provides a dedicated framework for the development, regulation, and provision of foster care services, aiming to promote family-based care alternatives for children who cannot be cared for within their biological families. The implementation of this new legal framework requires increased public awareness, improved understanding of foster care procedures and requirements, and greater engagement of communities and potential foster families. The foster care system in Albania is still developing and requires continued efforts to strengthen institutional capacities, expand service provision, and increase awareness and acceptance of foster care as an alternative care option. There are still a limited number of foster families available to respond to the needs of children who cannot remain in their biological families. Most existing family-based care arrangements are provided by relatives, while non-kinship foster care remains limited. The promotional campaign on alternative care options, including foster care, is aligned with the **National Transformation Plan for Residential Care in Albania 2025–2027**, where the development and promotion of alternative care models is identified as one of the planned measures of the Ministry of Health and Social Protection. In this context, the campaign aims to increase public awareness and understanding of foster care as a safe and family-based care option for children who cannot be cared for by their biological families. Furthermore, the trainings and workshops conducted with professionals and heads of social services in the four target municipalities where the project operates have highlighted the need for a structured, well-prepared, and targeted promotional campaign to address existing knowledge gaps, strengthen community engagement, and support the recruitment and engagement of potential foster families.

As part of the **“Right to a Family II – Improving the availability, accessibility and quality of foster care and community-based services”** project, SOS Children's Villages Albania will implement an awareness-raising campaign aimed at increasing public knowledge about foster care and promoting a positive understanding of its role in protecting children's rights. The campaign will focus on informing communities about what foster care means, who can become a foster family, and how family-based care contributes to children's emotional security, development and future opportunities. Through communication materials, public outreach and community-based activities, the campaign will contribute to creating a more supportive environment for foster care development in Albania.

The campaign will target the general public and is expected **to reach and inform on foster care at least 240.000 citizens at national level** and to engage and inform at least 20,000 citizens in the targeted municipalities of **Tirana, Korçë, Shkodër and Vlorë**, where project activities are implemented and where there is a need to further strengthen foster care services. Furthermore, citizens from four

focus municipalities (Tirana, Korca, Shkodra and Vlora) will be approached through local, face-to-face informing and motivation events. This is expected to result in **recruitment of 40 potential foster families**.

By raising awareness and encouraging community participation, SOS CV Albania campaign aims to support the identification of potential foster families and contribute to ensuring that more children in need have access to safe, nurturing and family-based care.

GENERAL INFORMATION FOR BIDDERS

This Request for Proposal is open to all registered legal entities in the areas of advertising, marketing or public relations, with minimum three (3) years of existence on the day of the proposal submission. In case the proposal is submitted by a consortium, the lead legal entity shall be considered the Bidder.

Bidders shall bear all costs of proposal (bid) preparation themselves. SOS CV Albania cannot be held liable for any costs of the bidders related to successful or unsuccessful proposal preparation.

Bidders must submit their proposals in Albanian. Financial offers shall be expressed in ALL -Albanian LEK

Deadline and submission

Proposals must be submitted electronically (as separate PDF files) **by 30th of July, 2026** (CET), to the following email: info@soskd.org.al.

Only proposals containing the following documents will be considered complete and will be evaluated.

1. Brief description of the bidding company
 - as evidence, a certificate of registration with the central registry shall be annexed;
2. At least three references of bidder's relevant previous experience in working for public institutions or civic (non-profit), international or national, organizations
 - provide description of performed services such as: service provided (scope of work), name of client, topic/field covered, outline of results/achievements, etc;
 - include former client reference letters or feedback sent by their official e-mails, including contact info for possible further communication by SOS CV Albania;
 - at least one (1) reference letter or certificate must refer to bidder's engagement within the past three (3) years of the bid submission date;
 - at least three (3) examples of bidder's relevant previous experience with various campaigns and/or information materials they have already prepared.
3. CVs of key staff and experts to be engaged in the execution of this engagement;
4. Financial proposal
 - statement of requested amount per specific task, as well as the overall gross sum for execution of this assignment, presented with all costs and taxes included.

Bidders have the right to withdraw or modify their proposal, or any aspect thereof. Withdrawals or modifications must be presented in writing and prior to the submission deadline. Modifications must be clearly stated in comparison with the original proposal; failure to do so will be at bidder's own risk.

Throughout this bidding procedure, SOS CV Albania maintains the rights to:

- contact bidder's references;
- request additional supporting, clarifying or supplementary information from the bidder;
- arrange interview with the bidder;

- reject any or all proposals submitted;
- negotiate with bidder(s) who will be considered for contracting; and
- contract any number of bidders as required to achieve the purpose of this assignment.

Evaluation and contracting

The selection will be conducted in line with the SOS Children Villages Albania rules and procedures for procurement of goods and services. SOS CV Albania shall evaluate all received proposals per the following criteria:

- compliance with the requirement set in this Request for Proposals; 25 %
- competence and previous experience of the bidder, as presented in the submitted offer; 35 %
- competence of the proposed consultants; and 30%
- requested amount for completion of the assignment 10%

Successful bidder will be notified of the decision of SOS CV Albania with regards to this Request for Proposals, within two week of its closing date.

The successful bidder(s) shall be presented with a contract form, expected to be signed, stamped and dated, and returned to SOS CV Albania maximum within five working days of its receipt.

Question and queries

Interested parties may address their questions or queries to the following email: info@soskd.org.al, by 29th of July (CET), at the latest. Kindly refrain from telephone calls or personal visits.

TERMS OF REFERENCE

Purpose

The **purpose** of this assignment is to support SOS CV Albania in conducting a public awareness raising campaign on the need for and potential benefits of further development of foster care in Albania.

Tasks and responsibilities of the contractor:

In supporting SOS CV Albania's campaign for promotion of the need for and potential benefits of further development of foster care, the selected bidder is expected to complete the following tasks:

1. Develop a campaign slogan and key message(s) on national level and for each target municipality:
 - positive, respectful and tolerant;
 - easy to remember and recognize;
 - in Albanian language;
2. Design a campaign logo:
 - to be used on printed, video and electronic materials;
 - easy to remember and recognize;
 - aligned with SOS Brand regulations;
3. Production of a promotional video short (from 1-3 three minutes based on final agreement with SOS Albania) to be aired on National TV and social media broadcast:
 - with actual foster carers and professionals to be identified / proposed by SOS CV Albania,
 - expected duration of filming is two days at two different locations,
 - minimum requirements: professional UHD video recording and production technology, master video in 4K or UHD resolution, 25 frames MP4, codec .264,
 - include subtitles in Albanian and English.
4. Production of two 20-30 seconds TV advertisements:
 - minimum requirements: as above.

5. Production of two 20 -30 seconds radio advertisements:
 - minimum requirements: suitable for radio broadcasting.
6. Electronic media (TV and radio) broadcasting plan and delivery:
 - propose a plan, including pricing, for broadcast of the TV advertisements on one national-licensed TV station for 15 consecutive days, at least once daily,
 - propose a plan, including pricing, for broadcast of the radio advertisements on one national-licensed radio station for 30 consecutive days, at least five times daily,
 - provide objective assessment of target audience of broadcasted TV and radio ads (programme ratings).
7. Production of printed and other campaign materials, with its slogan and logo, as well as key message(s), if applicable:
 - 1,000 plastic pens, white color, featuring the campaign logo and branding elements. The pens shall be made of durable plastic material, with smooth writing functionality and high-quality logo printing.
 - 1,000 plastic wristbands, featuring the campaign logo and key campaign messages. The wristbands shall be made of durable, lightweight, and waterproof plastic/silicone material, suitable for extended use.
 - 250 notebooks (A5) with campaign logo, durable covers, featuring the campaign logo and branding elements. The notebooks shall have a suitable binding type (spiral, stitched, or glued binding as approved), high-quality paper suitable for writing, and full-color logo printing on the cover. Final artwork shall be subject to approval prior to production.
 - 100 t-shirts (unisex, equally distributed between sizes S, M, L, XL). The t-shirts shall be made of high-quality cotton or cotton-blend fabric, featuring full-color campaign logo and branding elements through screen printing or other approved printing method.
 - 100 textile shopping bags, cotton; Approximately 35 × 40 cm; Full-color, one sided project/campaign branding; Handles: Reinforced, suitable for carrying everyday items.
 - 50 textile hats, 100% Cotton; Twill, Weight: 180–220 gsm, **Size:** Adjustable, one size fits most.
 - 150 folders, A4 ; 300–350 gsm coated cardstock; Full-color, double-sided; Matte or gloss lamination; Custom design with project /campaign branding and logo; Die-cut with pocket(s) for A4 documents and business card slot (if required).
 - 1,000 information leaflets, Size: A5 or DL; Material: 150–170 gsm coated paper; Full-color, double-sided; Design: Custom layout with project and campaign branding, text, and graphics; Folded to the approved format.
 - 400 heart-shaped sticky notes, 70–80 gsm wood-free paper (standard), Size: 75 × 75 mm, Paper: 80 gsm, Sheets: 50 per pad, Printing: Full-color logo and slogan, Shape: Heart die-cut, Adhesive: Top-edge repositionable glue,
 - 800 sterile adhesive bandage, Protection of minor cuts, abrasions, scratches, and superficial wounds, Breathable non-woven fabric or polyethylene (PE) ; Hypoallergenic, skin-friendly acrylic adhesive; Sterile, absorbent, non-adherent pad; Individually wrapped and sterile; Skin tone or white; Approximately 19 × 72 mm or equivalent
 - 500 bookmarks; Size: 50 × 180 mm; Material: 350 gsm coated cardstock; Full-color, double-sided (CMYK); Finish: Matte lamination; Design: Developed in consultation with the client and compliant with the project's branding guidelines; Content: Project/campaign logo, key messages, partner logos, contact information, website, and/or QR code
 - 400 label spin; Size: 25–35 mm; Metal alloy with soft or hard enamel; Gold, silver, or black nickel; Design: Custom shape with project/campaign logo and branding; Butterfly or rubber clutch; Individually packed or on branded backing cards.
 - 20 posters with campaign logo and key messages, A2; 170–200 gsm coated paper; Full-color, single-sided.
 - 5 banners (vertical, 200x100 cm, mobile), produced from high-quality PVC or polyester material with full-color, high-resolution printing. Each banner shall include a durable roll-up stand and carrying case. The final artwork shall be subject to approval prior to production.

All the produced materials should be produced with campaign/donor logos and key message of the campaign.

Expected deliverables

1. Technical proposal, i.e. bidder's creative campaign concept in brief;
2. Financial proposal, i.e. statement of requested amount per specific task, as well as the overall gross sum for execution of this assignment (all expenses and taxes included).

Further details on the required documentation is presented in the section 'Terms of References'.