

## Call for Proposals

### Development of New Tourism Products in the Municipality of Pristina

**PPSE project and the Municipality of Prishtina invite interested parties to apply for the maintenance of the InPrishtina Portal**

**The Promoting Private Sector Employment (PPSE)** is a Swiss Agency for Development and Cooperation (SDC) Kosovo project, implemented by Swisscontact in consortium with the Riinvest Institute. PPSE is implementing its Phase III (November 2021 to November 2025). The goal of the project is to facilitate operation of growing and resilient SMEs and farms in inclusive and consolidated economic sectors that provide decent work and income opportunities for women and men in Kosovo. The project is focused on two main sectors: Food and Natural Ingredients and Tourism.

PPSE project has actively collaborated with the Municipality of Prishtina and the private sector specifically in enriching the tourism offer in the capital, increasing the number of visitors and extending the tourists' length of stay in the destination of Prishtina. Thus, PPSE and the Municipality of Prishtina have signed a Memorandum of Understanding for the development of tourism products/attractions installation/design of a new Tourism Info Center, as well as the activation of the InPrishtina portal and social media.

#### 1 Purpose of the Call

PPSE project has actively collaborated with the Municipality of Prishtina and the private sector specifically in enriching the tourism offer in the capital, increasing the number of visitors and extending the tourists' length of stay in the destination of Prishtina. Thus, PPSE and the Municipality of Prishtina have signed a Memorandum of Understanding for the installation/design of a new Tourism Info Center, development of tourism products/attractions, as well as the activation and maintenance of the InPrishtina portal and social media. The aim is to: increase the involvement of citizens and visitors in cultural and artistic events of Prishtina; make InPrishtina the touristic brand of Prishtina; provide accurate information regarding tourism and touristic places/activities in Prishtina; promote local tourism and accommodation businesses in Prishtina; promote art and cultural organizations of Prishtina; promote local guides; promote activities and events (things to do) in Prishtina.

**As part of the continuous collaboration between PPSE project and the Municipality of Prishtina, the project will support the Municipality of Prishtina – the Department of Culture, Youth and Sports by engaging a local company that will functionalize, publish, and maintain the InPrishtina portal.**

## 2 Tasks and Responsibilities of the contractor

### Domain, hosting, and SSL:

- Domain renewal for one (1) year (inprishtina.com)
  - o The domain will be transferred from the past operator to the selected operator from this call. The domain expires on May 15, 2023 (GoDaddy) and must be renewed before expiration for one (1) year.
- Hosting of website with following specifications for one (1) year
  - o Front-end: React, CSS
  - o Back-end: Strap (SQL, PostgreSQL or SQLite)
  - o Current host: AWS. The website will be transferred from the past operator to the selected operator upon contract signature.
- SSL certificate (standard) for secured communication for one (1) year
  - o Needs to be purchased, installed, and configured upon contract signature.

### Technical and creative maintenance of the website and social media channels:

- The contractor is responsible to provide technical and creative maintenance services including content creation and publishing for the InPrishtina website and social media channels (Facebook, Instagram, Twitter, TikTok), on a regular basis.
- Content to be created and published include: text, photo, GIF, video, animation, infographic and combination (post).
- The source of content (i.e. background) to be created and published for the website and social media channels will be provided by the Municipality of Prishtina, respectively the Department of Culture, as an overall strategic guidance to demanded coverage. This does not include readily created content to be polished and published as such.
- Each piece of content has to be approved before publishing from the Department of Culture
- The contractor is expected to prepare a monthly plan of content to be published so that communication in between publishes is efficient.

### Content creation:

- InPrishtina website must convey accurate information pertaining to culture and art, touristic destinations, and community events taking place in Prishtina.
- While the content for the website must be prepared in three official languages (Albanian, English, Serbian), the content for social media needs to vary between Albanian (primarily) and English (supporting). For instance, English content on Twitter and TikTok, Albanian content on Facebook, and mixed on Instagram.

- Most content, especially related to tourism, must be conveyed alongside media (i.e. photo, video, gif, infographic) that are original for each site.

### 3 Selection Criteria

The selection of the contractor will be based on the following criteria:

- Company portfolio with references of similar services during the last 3 years
- Financial offer – monthly/yearly fee for the maintenance of the InPrishtina portal (website, social media).
- The contractor (company) must have at least 3 years of professional experience in branding, content creation for website and social media, photography, and visual design.
- The team leader must have at least 5 years of experience in creative and art direction.
- Team members must have at least 2 years of experience in design, content creation, photography and website content management maintenance.

### 4 Documents to be submitted

1. Company profile, including CVs and/or portfolios of the team leader and other team members who will be engaged in delivering the requested services
2. Company portfolio, listing similar projects during the last 3 years (with supporting imageries)
3. Signed client references of at least 3 previous projects, relevant to scope of contract
4. Financial offer

### 5 Application deadline

Parties interested to apply for this opportunity should send the documents listed in section 4 to [ppseinfo@swisscontact.org](mailto:ppseinfo@swisscontact.org) by **10 December 2022, 17:00hr.**