

Terms of Reference for Service Provider

Development of Guidelines, Video Tutorials, and E-Modules on Social Mentoring and Production of Video Materials for Regional Mobility

Project Title: ‘Empowering of Vulnerable Women through Social Mentoring’

Location: Kosovo

Implementing Organization: Women’s Business Association SHE ERA

Funding: German Federal Ministry for Economic Cooperation and Development (BMZ), supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Grant Agreement Reference: 81308880

1. Background

The overall objective of this project is to foster inclusion and economic well-being of disadvantaged groups in Kosovo through mentoring and skills-building activities, leading to improved self-confidence and employability.

As part of its broader capacity-building effort, the project has already developed tailored training modules targeting staff from Centers for Social Work and Employment Offices. These modules cover the theoretical foundations and practical application of social mentoring in public service delivery.

To enhance institutional ownership, reinforce learning outcomes, and ensure long-term accessibility of the training content, **SHE-ERA is seeking a qualified service provider to develop three complementary digital tools:**

1. Practical Guidelines,
2. Short Video Tutorials, and
3. E-Learning Modules, all based on the existing social mentoring training content.

Secondly, as part of the regional mobility component, the project is developing country-specific employment guides for Kosovo jobseekers seeking employment opportunities in Albania, North Macedonia, and Montenegro.

To further increase outreach, accessibility, and impact, especially among women and vulnerable groups, SHE-ERA is seeking:

1. To produce short and accessible video materials to fit the needs of the target audience.

2. Objectives of the Assignment

The first objective of this assignment is **to translate the content and structure of the existing social mentoring training modules into digital and user-friendly formats.** These tools will serve both as

standalone learning resources and supportive materials for ongoing and future capacity-building activities for public institutions responsible for social inclusion and employment. Materials produced under this objective are under **LOT 1** (as outlined below under the scope of work)

The second objective of this assignment is **to produce practical and easy-to-understand video materials based on country-specific employment guides**. The videos aim to raise awareness among jobseekers and enhance access to accurate, country-specific guidance for cross-border employment. Materials produced under this objective are under **LOT 2** (as outlined below under the scope of work)

3. Scope of Work

The selected service provider will be responsible for:

LOT 1

- Developing structured Guidelines on Social Mentoring, based directly on the core content and methodology of the training modules.
- Producing up to 4 short video tutorials (1-3 minutes each) that visualize key elements of the training, such as mentoring techniques, gender-sensitive communication, and practical case management tools.
- Designing up to 3 E-learning modules, structured around the training content and learning objectives of the modules developed for Centres for Social Work and Employment Offices.
- Ensuring all digital products are aligned with national standards for public service training and include participatory, inclusive, and gender-sensitive approaches.
- Incorporating subtitles (in the official languages in Kosovo), narration, visual aids, and accessibility features.
- Collaborating closely with SHE ERA and the authors of the original training modules and relevant institutional stakeholders to validate content and formats.

LOT 2

- Produce 3 short video animations (1 per country: Albania, North Macedonia, Montenegro) on regional mobility
- Summarize the employment procedures, legal steps, and institutional contacts.
- Use clear, simple language and visual elements understandable to targeted audiences.
- Materials should be optimized for both social media and institutional use (max 3 minutes per video).

3. Expected Deliverables

LOT 1

- Guidelines on Social Mentoring (print-ready and digital version), aligned with the structure and logic of the training modules.
- Up to 4 video tutorials, summarizing and demonstrating the key topics from the training sessions.
- Up to 4 e-learning modules, each with interactive elements (quiz, case, or prompt)

- User guide for institutions on using digital tools
- Final editable source files and production material

LOT 2

- Analyse materials provided by the expert team working on sector analysis and employment guides
- Prepare and agree a script to be used (coordination with She-ERA and GIZ)
- Produce 3 (three) short videos (Albanian with subtitles in Serbian, up to 3 minutes each)
- Final delivery of video source files.

5. Timeline

The assignment is expected to begin in September 2025 and be completed within 4–6 weeks.

6. Required Qualifications

- Strong understanding of communication for vulnerable audiences.
- Proven track record in developing e-learning content, digital tutorials, or multimedia training tools;
- Ability to produce content in multiple formats (PDF, video, e-learning platforms);
- Familiarity with training methodologies, particularly in the fields of mentoring, social inclusion, employment, or gender-related content development
- Proven experience in multimedia production (video explainers, animations, or public awareness videos).
- Experience in producing content for development, employment, or migration-related topic
- Ability to deliver bilingual materials (Albanian and Serbian).

7. Application Process

Interested service providers should submit the following documents:

- Company profile and portfolio.
- Short technical proposal (max. 3 pages), including methodology and timeline.
- Financial offer (EUR, including all costs).

Please submit your application to wsheera@gmail.com by **30 August 2025**, with subject line: “Service Provider – Digital Resources”

Contact Information

For any questions or clarifications, please contact **Women’s Business Association SHE ERA** via email at wsheera@gmail.com.

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