

TERMS OF REFERENCE (ToR)

Communication and Public Relations Services Framework Agreement

1. Introduction

The **Albanian-American Development Foundation (AADF)** is a non-profit organization established in 2009, supported by the United States and Albanian governments, committed to strengthening Albania's private sector, democratic institutions, and sustainable economic development.

AADF invests in education, entrepreneurship, leadership development, cultural heritage, and eco-tourism initiatives that generate long-term social and economic impact. Through its programs and partnerships, AADF promotes innovation, transparency, and inclusive growth in Albania.

More information about AADF and its programs can be found at: www.aadf.org

AADF seeks to engage qualified communication service providers to support its institutional communication and project-based communication needs.

2. Background

AADF operates within a diverse communication ecosystem that includes:

a- AADF Institutional Communication: Centralized communication that promotes AADF's mission, values, and impact while positioning AADF as a development actor. Selected AADF-branded projects are amplified through these channels.

Examples include projects like: BID Elbasan, Urban Trails, Element IT, TOKA and many more.

These projects have their own identification elements, although they maintain AADF tone of voice and require coordinated storytelling aligned with institutional narratives.

b- AADF-Administered Projects with Independent Communication

Some projects supported by AADF maintain distinct brands, audiences, and communication strategies and channels.

Indicative examples: READ, LEAD Albania, MIP Internships, AADF Scholarship Program.

These require communication support that respects independent branding while ensuring coordination with AADF visibility requirements.

Given this multi-layered environment, AADF requires professional communication services capable of managing multi-brand storytelling and multi-channel delivery.

3. Objective of the Service

The objective is to ensure:

- Professional, consistent, and high-quality communication
- Increased visibility and impact of AADF programs
- Strategic storytelling aligned with development goals
- Effective outreach to diverse audiences
- Flexible communication support across multiple projects

4. Scope of Work

AADF intends to establish a **two-year framework agreement** with one or more entities for the service described in this document and other tender documents (specifically in Financial Offer Form). Each entity may manage more than one project simultaneously. Assignment will depend on several factors, including experience of the company, price and other relevant criteria.

In general, the scope of works includes services and products related to the delivery of:

- Institutional campaigns
- Flagship project campaigns
- Large-scale events and launches, public forums, and outdoor activities
- Integrated communication strategies
- Media relations and outreach

5. The Service

The services described in these Terms of Reference (ToR) provide an indicative overview of the expected scope. However, the detailed and complete list of services and products is provided in the **List of Services and Products / Financial Offer Form**, which forms an integral part of the tender documentation.

Applicants are required to submit prices for **all items listed in the Financial Offer Form**. Offers that do not provide pricing for all requested items may be considered incomplete.

AADF reserves the right to activate only the needed services during the contract period. Inclusion of an item in the Financial Offer Form does not constitute a commitment by AADF to purchase a minimum quantity.

5.1 Monthly Retainers / Service Packages

The consultant is required to make specific package monthly offers as per details below. One company may manage more than one project under these packages. AADF may make use of different packages depending on specific needs of the billing period.

PACKAGE 1	PACKAGE 2	PACKAGE 3
<ul style="list-style-type: none">• 6–8 posts/month• 1 video reels• Copywriting	<ul style="list-style-type: none">• 10–12 posts/month• 2–3 videos reels• Graphic design	<ul style="list-style-type: none">• Graphic Design• Editorial calendar• 15+ posts

<ul style="list-style-type: none"> • Basic design • 3-day response time 	<ul style="list-style-type: none"> • Event coverage phone generated • Copywriting • 2-day response time 	<ul style="list-style-type: none"> • 4–6 video reels • Campaign concepts • 1 day response
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6. Deliverables

- Communication strategies
- Social media content
- Visual and video content
- Event coverage materials
- Analytical reports
- Media-ready content
- Storytelling materials

7. Inputs

AADF will provide:

- Project briefs
- Branding guidelines
- Key messages
- Access to relevant stakeholders

Suppliers will provide:

- Professional expertise
- Creative development
- Technical production
- Reporting and analytics

8. Timeline

Framework contracts are expected for up to **two years**, with services activated upon AADF request.

9. Reporting & Communication

- Regular coordination with AADF focal point
- Progress updates as requested
- Performance reporting for retainer packages

For clarifications write to tenders@aadf.org till five working days before the tender closure.