**To the attention of: ALTRI Center**

**Subject:** Short-term contract *“Design and produce promotional materials”,* in the framework of the initiative “Civil Society Against Corruption - From a Local Challenge to a European Response!”

**Technical Proposal/Methodology**

# Understanding of the assignment/service required

The initiative “Civil Society Against Corruption - From a Local Challenge to a European Response!” is a 36-month project led by the Albanian Helsinki Committee in partnership with the ALTRI Centre and Friends of Europe, funded by the European Union. This initiative aims to strengthen the role of civil society in Albania by promoting transparency, advocating for anti-corruption reforms, and enhancing good governance within the framework of Albania’s EU accession process. A key component of this initiative is the production of high-quality promotional materials to raise public awareness, support advocacy efforts, and promote participation in anti-corruption activities. These materials will highlight the initiative’s objectives, milestones, and results while promoting the rrjetiantikorrupsion.al platform.

The service required includes the design and production of various visual and multimedia materials, which will communicate the project's key messages and encourage engagement from civil society and the general public.

# Tasks required

# In the frame of this call the required tasks include:

* 1. Creation of 20 visually engaging online posters highlighting the initiative’s core messages and objectives.
  2. Designing 2 leaflets and 1 booklet to summarize the project’s milestones and results.
  3. Development of 2 user guidelines for the **rrjetiantikorrupsion.al** platform.
  4. Design covers for two methodologies produced by the ALTRI Centre, focusing on public perception of corruption and risk assessment.
  5. Producing a professional video summarizing the project’s achievements, showcasing key findings, statistics, and activities. The video must be visually appealing, engaging, and accessible to a broad audience.
  6. Develop a TV spot to introduce the **rrjetiantikorrupsion.al** platform and encourage public engagement.
  7. Produce video tutorials and animated presentations (7 in total) that explain the platform’s features, functionality, and the benefits of the initiative.

# Action Plan

|  |  |  |
| --- | --- | --- |
| **Task** | **Deadline** | **Person in charge** |
| *To be completed by the applicant* | *To be completed by the applicant* | *To be completed by the applicant* |
| *To be completed by the applicant* | *To be completed by the applicant* | *To be completed by the applicant* |
| *To be completed by the applicant* | *To be completed by the applicant* | *To be completed by the applicant* |
| *To be completed by the applicant* | *To be completed by the applicant* | *To be completed by the applicant* |