HEKS/EPER – SWISS CHURCH AID

SERBIA OFFICE

REQUEST FOR QUOTATION (RFQ)

Communication and Visibility Services

RFQ Reference	2026/001RfQ
Issue Date	October 10, 2026
Deadline for Submission	October 31, 2026
Contracting Authority	HEKS/EPER – Swiss Church Aid, Serbia Office
Contract Type	Service Contract
Indicative Duration	Until July 2028, with annual renewal at discretion of HEKS/EPER

1. INVITATION TO QUOTE

HEKS/EPER – Swiss Church Aid, Serbia Office invites qualified communication agencies, communication professionals and other suitably qualified service providers to submit a quotation for the provision of Communication and Visibility Services, in accordance with this Request for Quotation (RFQ) and the Terms of Reference (ToR) set out below.

The assignment primarily supports HEKS/EPER Serbia's fundraising efforts, with communication serving as a direct tool for donor engagement, corporate partnership development, and resource mobilisation. Given HEKS/EPER Serbia's current limited scope, position, and development, service providers are expected to support the setup of a focused approach with strategically selected communication channels and activities.

Interested service providers are invited to submit a concise technical proposal and financial quotation demonstrating their relevant experience, understanding of the assignment, proposed approach, work plan, and value for money.

2. BACKGROUND

HEKS/EPER is a Swiss development organisation working to promote social justice, economic inclusion and sustainable development.

In Serbia, HEKS/EPER works with local partners and stakeholders on initiatives related to economic and social inclusion, employment, access to finance, skills development, entrepreneurship and local development.

Through its programmes and partnerships, HEKS/EPER supports initiatives that create practical opportunities for vulnerable groups and strengthen cooperation among local organisations, public institutions, communities and other relevant stakeholders.

HEKS/EPER Serbia is seeking professional communication support to strengthen the presentation and visibility of its work, programmes, and results, and to develop a coherent, engaging, and sustainable communication approach across relevant channels, primarily to support its fundraising efforts.

3. TERMS OF REFERENCE

3.1 Title of the Assignment

Communication and Visibility Support for HEKS/EPER Serbia

3.2 Overall Objective

The overall objective of the assignment is **to develop and support a strategic, coherent, engaging, and sustainable communication approach** aligned with and serving HEKS/EPER Serbia's fundraising goals, presenting the organisation's work, partnerships, activities, and results to relevant audiences in Serbia and internationally.

4. SPECIFIC OBJECTIVES

The assignment will contribute to:

- strengthening the professional presentation and visibility of HEKS/EPER Serbia and its work;
- developing clear, consistent, and audience-oriented communication messages that resonate with potential donors and communicate impact effectively;
- developing HEKS/EPER Serbia’s presence on strategically selected print, digital, and social media channels that facilitate donor conversion and engagement;
- developing a practical communication and content framework oriented towards donor acquisition and retention;
- developing creative approaches for communicating program results, human stories, and impact;
- leveraging social enterprise publications, such as LiceUlice, that have direct reach to companies and donor programs supporting initiatives similar to HEKS’;
- providing practical tools and guidance enabling HEKS/EPER staff to continue developing communication activities.

5. SCOPE OF SERVICES

The selected service provider will be expected to provide the following services.

5.1 Strategic Communication and Positioning

The service provider will:

- review available organizational and program communication capacities and resources, materials, including project partners' communication channels;
- provide recommendations on communication positioning;
- identify appropriate communication channels;
- develop key communication messages, in line with HEKS/EPER global communication strategy;
- provide recommendations for presenting HEKS/EPER's programs, partnerships, and results; and
- develop a practical communication framework aligned with HEKS/EPER's organizational identity and program portfolio.

5.2 Print, Digital and Social Media Communication

The service provider will:

- recommend relevant communication channel(s);
- support the establishment of selected media channel(s);
- provide recommendations regarding profile structure, presentation, and visual identity of digital and social media channel(s);
- develop an editorial approach and content calendar;
- prepare an initial package of ready-to-use social media content;
- recommend suitable content formats for different channels (if applicable);
- provide recommendations for ongoing channel management and audience engagement; and
- provide practical guidance to HEKS/EPER staff for continued management of the selected channels.

5.3 Content Development and Storytelling

The service provider will develop and/or recommend content presenting HEKS/EPER's programmes, activities, partnerships and results.

Depending on the agreed workplan, content may include:

- social media posts;
- program and activity stories;
- human-interest stories;
- success stories;
- short articles;
- interviews;
- partner stories;
- beneficiary-focused stories, where appropriate;
- visual storytelling concepts;
- short presentations and other digital formats;
- paid media placements in print newspapers targeting corporate and institutional audiences (partnership with social enterprise media platforms for sponsored content and visibility);
- short-form video concepts and/or materials; and
- other communication formats agreed with HEKS/EPER.

The content should be adapted to the needs of targeted audiences and communication channels and should communicate development results in an accessible, engaging and professional manner.

5.4 Capacity Building and Handover

The service provider will provide practical guidance to relevant HEKS/EPER staff on:

- content development;
- social media management;
- editorial planning;
- communication workflow;
- basic visual communication;
- storytelling; and
- implementation of the communication plan.

6. EXPECTED DELIVERABLES

The assignment is expected to result in the following deliverables, in two phases:

PHASE I

Deliverable 1 – Communication Positioning and Recommendations

A concise communication assessment and recommendations document covering:

- communication positioning;
- priority audiences;
- key messages;
- communication channels;
- recommendations for presenting HEKS/EPER's work and results.

Deliverable 2 – Communication and Content Plan

A practical 12-month communication and content plan, including:

- communication priorities;
- key themes;
- target audiences;
- channels;
- content formats;
- objectives;
- key messages;
- formats;
- implementation recommendations;
- indicative publication frequency; and
- an editorial/content calendar.

Deliverable 3 – Digital and Social Media Package

Recommendations and establishment of selected communication channels, including:

- profile/page structure;
- visual presentation;
- editorial approach;
- initial content;
- content formats; and
- recommendations for ongoing management.

Deliverable 4 – Initial Content Package

A package of ready-to-use communication materials, including an agreed selection of:

- social media posts;
- articles/stories;
- program/activity content;
- interview or success-story formats;
- visual content concepts; and
- other relevant communication materials.

Deliverable 5 – Final Communication Package and Handover

The final package should include:

- final versions of agreed communication materials;
- editable source files;
- final communication and content plan;
- consolidated recommendations;
- templates, where applicable;
- guidance for continued implementation; and
- a final handover session with the HEKS/EPER team.

PHASE II

Deliverable 6 – Implementation Support

- Ad hoc support in plan implementation and revision(s)

7. INDICATIVE WORKPLAN

The service provider should propose a realistic workplan within the overall duration of the assignment.

Below is an indicative Phase I (system establishment) timeline of the assignment. Subsequent Phase II will follow an implementation-focused rhythm, with emphasis on ongoing implementation support and optimisation.

Phase I	Main Activities	Indicative Timing
1	Kick-off, review of existing materials, communication positioning	Week 1
2	Communication framework, audiences, messages and channel recommendations	Weeks 1–2
3	Social media and digital communication development	Weeks 2–4
4	Content development and storytelling	Weeks 3–6
5	Communication campaign concept	Weeks 5–7
6	Finalisation, capacity building and handover	Weeks 7–8

The final workplan will be agreed with the selected service provider following contract signature.

8. DURATION

The assignment is structured as a long-term partnership from contract signing until July 2028, aligned with the overall programme timeline.

The contract will be renewed annually by mutual agreement, subject to satisfactory performance and available funding. Each calendar year constitutes a distinct contract period with its own work plan and deliverables.

Implementation Logic:

- Phase I (Up to December 12, 2026): Focus on establishing the communication system, developing frameworks, templates, and foundational assets
  Phase II (January 2027 – July 2028): Ongoing implementation support, and iterative optimisation based on results

9. REQUIRED QUALIFICATIONS AND EXPERIENCE

The assignment is open to qualified communication agencies, communication professionals, consultants and other suitably experienced service providers.

Applicants should demonstrate:

- proven professional experience in strategic communications, public relations, digital communication, social media, content development, marketing, or related fields;
- experience in developing communication strategies, editorial plans, campaigns, and/or visibility materials;
- demonstrated experience in developing high-quality written and digital content for different audiences;
- experience working with NGOs, civil society organizations, international organizations, development cooperation programs, or comparable institutions is highly desirable;

- demonstrated understanding of communication for social impact, development programs, and/or community-based initiatives;
- strong digital and visual communication capabilities, either directly or through an established team;
- excellent written and spoken English and Serbian;
- ability to work independently and meet agreed deadlines; and
- ability to work collaboratively with the HEKS/EPER team and relevant stakeholders.

10. PROPOSAL REQUIREMENTS

Interested applicants should submit:

1. Brief company/consultant profile, including legal status and contact details;
2. Relevant experience, including at least three examples of comparable assignments, where available;
3. Portfolio and/or links to relevant communication work;
4. Understanding of the assignment, including a concise description of the proposed approach with a clear connection to fundraising objectives and donor engagement strategies;
5. Proposed methodology and approach to implementation; indicative workplan and delivery schedule (PHASE I and II);
6. Proposed team composition, where applicable, including roles and relevant experience;
7. Financial quotation in EUR, clearly indicating the total price and VAT/tax treatment;
8. At least two relevant references, preferably from NGOs, international organizations, development cooperation programs, or comparable clients.

Technical and financial proposals should be submitted as separate documents.

11. FINANCIAL OFFER

The proposed amount shall be understood as inclusive of all professional fees, applicable taxes/VAT, administrative expenses and other costs necessary for the delivery of the assignment, unless explicitly agreed otherwise.

The financial quotation should:

- be stated in EUR for each deliverable/phase and the total amount;
- clearly indicate whether VAT is included or applicable;
- cover all services described in the ToR;
- include any anticipated travel or other costs, if relevant; and
- remain valid for at least 60 days from the submission deadline.

No additional costs will be reimbursed unless expressly approved by HEKS/EPER in writing in advance.

12. EVALUATION AND SELECTION

Quotations will be evaluated based on the following criteria:

Evaluation Criterion	Weight
Relevant experience and demonstrated capacity	25%
Understanding of the assignment and proposed methodology	30%
Quality and practicality of proposed workplan and deliverables	25%
Financial offer / value for money	20%
TOTAL	100%

HEKS/EPER may request clarification from applicants during the evaluation process.

HEKS/EPER may also invite shortlisted applicants for a short clarification meeting where considered appropriate.

The selection will be based on the overall quality and value of the proposal, taking into consideration both technical and financial aspects.

13. RESPONSIBILITIES OF THE SERVICE PROVIDER

The selected service provider shall:

- perform the assignment with due professional care, competence, and diligence;
- provide appropriately qualified personnel;
- comply with the agreed workplan and deadlines;
- maintain regular communication with the designated HEKS/EPER focal point;
- incorporate reasonable comments and feedback provided by HEKS/EPER;
- ensure that all content produced is accurate, professional, and appropriate for its intended audience;
- ensure that third-party materials are appropriately licensed;
- provide editable/source files for relevant deliverables;
- obtain HEKS/EPER approval before publication of materials developed under the assignment, unless otherwise agreed; and
- comply with applicable confidentiality, data protection, and safeguarding requirements.

14. RESPONSIBILITIES OF HEKS/EPER

HEKS/EPER will:

- provide relevant background information and available communication materials;
- facilitate access to relevant program information and staff, where required;
- designate a focal point for coordination;
- provide timely feedback on submitted deliverables; and
- make payments in accordance with the agreed contract and payment schedule.

15. INTELLECTUAL PROPERTY RIGHTS

All final materials specifically developed and paid for under this assignment shall be made available to HEKS/EPER in editable formats.

HEKS/EPER shall have the right to use, reproduce, adapt, translate, publish, distribute and further develop the agreed deliverables for institutional, programme, communication and visibility purposes.

The service provider shall ensure that any third-party material incorporated into the deliverables is appropriately licensed for the intended use.

16. CONFIDENTIALITY AND DATA PROTECTION

The selected service provider shall treat as confidential all non-public information, documents, data and materials received from HEKS/EPER in connection with the assignment.

Any personal information obtained during the assignment shall be processed only for purposes related to the implementation of the Services and in accordance with applicable data protection requirements.

Confidentiality obligations shall remain applicable following completion or termination of the assignment.

17. ETHICAL COMMUNICATION AND SAFEGUARDING

All communication materials shall respect the dignity, privacy and rights of individuals and communities represented.

Any photographs, interviews, personal stories or other content involving identifiable individuals shall be developed and used in accordance with appropriate consent, privacy, safeguarding and ethical communication standards.

Particular care shall be taken when communicating information concerning vulnerable individuals or groups.

18. CONFLICT OF INTEREST

Applicants shall disclose any actual or potential conflict of interest that may affect the impartial and professional implementation of the assignment.

By submitting a quotation, the applicant confirms that no known conflict of interest exists that would prevent it from performing the Services.

19. SUBMISSION OF QUOTATIONS

Quotations should be submitted electronically to:

Email: info-serbia@heks-eper.org

Subject: RFQ – Communication and Visibility Services – HEKS/EPER Serbia

Submission deadline: October 31, 2026

Questions and requests for clarification may be submitted to info-serbia@heks-eper.org by October 20, 2026

20. HEKS/EPER RIGHTS

HEKS/EPER reserves the right to:

- accept or reject any quotation in accordance with its applicable procurement procedures;
- request clarifications from applicants;
- invite shortlisted applicants for clarification discussions;
- cancel or modify the RFQ process where justified by organizational or procurement considerations; and
- decide not to award a contract following the RFQ process.

Submission of a quotation does not create an obligation for HEKS/EPER to award a contract.

21. ANNEXES

The RFQ package consists of:

Annex 1 – Financial Offer Form

Annex 2 – Supplier/Consultant Declaration

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ANNEX 1 – FINANCIAL OFFER FORM

RFQ Reference: 2026/001RfQ

Applicant: _____

No.	Description	Amount EUR excl. VAT	VAT / Total EUR
	Deliverable 1		
	Deliverable 2		
	Deliverable 3		
	Deliverable 4		
	Deliverable 5		
	TOTAL PHASE I		
6	Deliverable 6		
	TOTAL PHASE II		
	TOTAL		

Total Financial Offer (EUR): _____

VAT included: YES / NO

Offer validity: _____ days

Name of authorised representative:

Position:

Signature:

Date:

ANNEX 2 – SUPPLIER / CONSULTANT DECLARATION

We hereby confirm that the information provided in our quotation is accurate and complete and that we have understood the requirements of the RFQ and Terms of Reference.

We confirm that we have the professional capacity, experience and resources required to perform the Services in accordance with the requirements set out in the RFQ and ToR.

We further confirm that we have disclosed any actual or potential conflict of interest relevant to this assignment and that the financial quotation submitted represents our complete quotation for the requested Services.

Name of applicant:

Authorised representative:

Position:

Signature:

Date: