

Project and works description

Terms of Reference

Adaptation of communication campaign, assistance in event organization and promotional materials production within the RESTORIVER project

1. Background

WWF is one of the world's leading non-governmental and non-profit organizations for nature protection. WWF was established in 1961 and has representative offices in over 100 countries across the globe and a vast net of supporters of over five million people.

[WWF Adria](#), established by WWF International at the beginning of 2015, is present in the region, covering Albania, Bosnia and Herzegovina, Croatia, Kosovo¹, Macedonia, Montenegro, Slovenia and Serbia. Our mission is to stop the degradation of our planet's natural environment and build a future in which humans live in harmony with nature. The global conservation goals are achieved in the region through active marine, freshwater, protected areas and wildlife programs.

WWF Adria actively works through its Freshwater Program on protecting and reviving rivers and riverine areas that sustain people and nature. The main goal is to remove or mitigate the causes of their endangerment, such as climate crisis, pollution, river regulation, unsustainable development, overconsumption and small hydro, as well as to use the advantages of healthy and free-flowing rivers for prosperity of people and biodiversity.

Healthy rivers can, among other benefits, reduce the risk of droughts, floods and heatwaves, but human land-use, control and exploitation interventions severely damage the ecological and climate adaptation conditions of riverine landscapes. Regulation of riverbeds, cutting of floodplains and exchange of natural banks and riparian habitats with built surfaces and industrial flow control devices, fatally deteriorate water retention capacities and adversely affect the climate change adaptation potential of these areas and systems.

¹ * The appointment is without prejudice to the position or status and in line with UNSCR 1244/99 and the ICJ Opinion on the Kosovo Declaration of Independence

As climate change is more visible each day, we need healthy freshwater environments more than ever. That is why WWF Adria is part of [the RESTORIVER project](#), which increases climate adaptation capacities of riversides and riparian areas – potentially reducing the risk of droughts, floods and heatwaves – by harmonizing, adapting and connecting higher-level water management, climate and flood protection policies with local interventions, effectively serving complex, transnational water and climate adaptation systems and stakeholder networks.

2. Objective

WWF Adria wants to reach the widest local, national and regional general audiences possible, inform and educate them about the importance of rivers, riverine and riparian areas, which are crucial for human and natural health. For that reason, WWF Adria is hiring a communication agency to jointly develop and implement communication activities, as part of the RESTORIVER project. Some of the needed activities will be: an adaptation of a regional communication campaign to the local language and context, support of event organization and implementation of activities, as well as production of promotional materials for awareness-raising purposes.

Specifications:

- **Adaptation of communication campaign materials** to the Serbian language and for the national context. These materials will be produced by the project lead partner, which is why the form and exact date depend on the lead partner, but are planned for the period of July - August 2025.
 - Translation of an educational video from English to Serbian in duration of 1-3 minutes and embedding the translated subtitles to the video.
 - Adaptation of social media visuals and text of social media posts to local context, including translation from English to Serbian language (approximately 7 posts).
 - Publishing the campaign in Serbia on communications channels foreseen by original campaign – YouTube, Instagram and Facebook.
 - Promotion of a campaign through channels provided by the contractor for 2.500 EUR in total.
- **Design and production of promotional materials**
 - Adaptation of original visuals for promotional materials.
 - Prepress and production of promotional materials, physical, printed and digital that follow the brand guidelines of WWF and the RESTORIVER project. The open files, JPG and PNG versions of visuals will be delivered by WWF Adria.

- All promotional materials need to be made from eco-friendly and sustainable materials
- The following materials need to be produced and delivered to Sombor by 6 August 2025:
 - 1 project roll-up
 - 50 pieces of shopping bags
 - 50 pieces of USB charging hubs
 - 50 pieces of power banks (min. 10 000 mAh)
 - 100 pieces of A5 notebooks
 - 250 pieces of hand fans
 - 200 pieces of portable cutlery set

Design of all materials must be approved by the contracting authority.

- **Support in event organization (provision of catering)**
 - WWF Adria will organize 3 events in the period of January 2025 - June 2026. Two events will most likely be organized in August, 2025, and the third one in the period of January – June 2026.
 - First event will most likely be held on August 9, 2025 in Bački Monoštor. Contractor shall provide catering for 70 people (finger-food and soft drinks)
 - Second event will most likely be held on August 12, 2025 in Sombor. Contractor shall provide catering for 50 people (finger-food, desserts and soft drinks)
 - The third event will be held in Gornje Podunavlje region in the first half of 2026. Contractor shall provide catering for 70 people.

3. Deliverables

- Adaptation, translation and publishing of campaign materials design
 - 1 educational video in duration of 1 – 3 minutes. (translated with embedded subtitles)
 - Adaptation and translation of 7 visuals and texts for social media channels per each channel (Facebook and Instagram)
 - Advertising of 1 video on YouTube and advertising of a video and 3 posts per social media channel on Facebook and Instagram for a budget of 2500 EUR in total
 - Advertisement of maximum 3 social media posts per social media network
- Provision of promotional materials
 - 1 project roll-up
 - 50 pieces of shopping bags

- o 50 pieces of USB charging hubs
 - o 50 pieces of power banks (min. 10 000 mAh)
 - o 100 pieces of A5 notebooks
 - o 250 pieces of hand fans
 - o 200 pieces of portable cutlery set
- All promotional materials must be made from eco-friendly and sustainable materials*
- Support in activities connected to the organization of 3 events
 - o Catering provided for 3 events

4. Timeline

- Development and adaptation of all campaign materials **within a month upon the reception of original campaign materials** (planned in the period of July - August 2025)
- Promotional materials must be delivered **by August 6, 2025** in Sombor

5. Reporting

- Campaign report: 15 days after the completion of activity “Adaptation of communication campaign materials“. The report must include documented proof of expenditure confirming that 2,500 EUR was allocated and used for campaign promotion.
- Final report: 15 days after the contract end or after the completion of all activities.

6. Payment schedule

- Prefinancing is 40% of the contract value, 15 days after the contract signature.
- The second installment of 40% after delivering of promotional materials, delivering and acceptance of the campaign report.
- Balance of 20% after delivering and acceptance of the final report

7. Duration

- This consultancy contract covers the period from contract signature to 30 June 2026.
- The client has allocated funds for the provision of services within the project “Climate resilient, natural water retention focused restoration of riversides and riparian areas adversely affected by human interventions along the Danube and its tributaries within the Danube Region” (RESTORIVER)

8. Application Process

Applicant should send documentation to: **WWF Adria Srbija, Đure Jakšića 4a/8, 11000 Beograd by the Wednesday 9 July 17:00 CET.**

All steps are explained and described in detail in the document PART A: INFORMATION FOR BIDDER. Part A is an informational document, you do not fill it in, and part B and part C, are documents that you fill in, sign and send with the other required documentation. Part B and Part C should be separated in two envelopes.

These terms of reference provide a comprehensive framework for establishing clear expectations and guidelines for the engagement between the WWF Adria and contractor/service provider and they serve as a reference point for both parties throughout the duration of the project or campaign.

Incomplete applications or those submitted after the deadline will not be considered.

If you need additional information and clarifications by e-mail at the address istanic@wwfadria.org or by phone +385 95 256 7778.

9. Conflict of interest

The selected contractor will sign the Contract with WWF Adria, which will contain a Statement of the absence of conflict of interest.

10. Intellectual property

The products will be a property of WWF Adria. The organization has the right to use all produced materials in their future work. The organization has the right to use these in its future work and to share them with other WWF offices and all project partners working on the RESTORIVER project in order for them to use the materials and adapt them.

11. Campaign Promotion Budget Allocation

In preparing their financial offer, bidders shall include a fixed cost of 2,500 EUR designated for campaign promotion activities, as required by the contracting authority.