

Call for project proposals for Attractive media products focusing on Career Orientation for Youth.

1. Introduction

The RisiAlbania Project is funded by the Swiss Agency for Development and Cooperation (SDC) and implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. The project has started its second phase on 1 November 2017.

The overall goal of this phase of the project is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania. This goal will be achieved through: (i) enhanced growth and job creation by the private sector in three selected sectors such as agro business, tourism, and ICT (labor demand); (ii) improved access to job opportunities and labor market information and services (intermediation), and (iii) improved skills of young people by improving the offer of private training providers in the three selected sectors (labour supply).

A focus of the project RisiAlbania aims to support young women and men to take informed decision about their educations and job opportunities through an effective career guidance service.

Young people do not have easy access to *career guidance services*, that would allow them to make an informed, fact-based decision on which career to choose, what education/preparation is needed, and what are the best educational providers, which jobs are more demanded and highest paying and skills required by employers, and so on. As a result, parents and students' decisions are based on their perceptions and biases (e.g. gender stereotypes) rather than on realistic perspectives based on market demands, and students do not choose to learn in-demand skills. They also do not know how to look for a job and successfully apply. Media remain a potential source of information on *education, careers and occupations*. Be it the press, internet media, TV or radio, online, the Albanian media should recognize the potential audience for such news – 700,000 young people and their parents.

RisiAlbania recognized the potentially dynamic and catalytic role that mass media, TV and radio broadcasting, print and online, can have in reaching and influencing large numbers of people. For that purpose, the project intervened with an explicit goal, to make mass media an ongoing provider of information on employment issues for young people. The project partnered with different forms of media to regularly design, produce and disseminate Labour Market Information in attractive formats/contents for young people. A special focus of the RisiAlbania support was to build the commercial incentives for the media to cover employment issues in an attractive way

and was therefore focused on sustainability from the outset. The formats/contents have resulted successful and are still available in the media market. The programs resulted not only profitable for the media themselves but, also in significant impact to the employment and career choices of young people.

2. Objectives of the Call for Proposals

RisiAlbania is inviting interested media and media production companies (which were not supported by the project before) to develop their strategy and business plan to design, produce and disseminate attractive, innovative, self-sustainable and youth tailored products to inform them and their parents about career orientation.

Formats are free but the product content should be attractive and should address what the youth and their parents need to know about the career orientation. RisiAlbania relies on the creativity of the bidders' companies to ensure the appropriate level of attractiveness, entertainment and information of the product which will be proposed. Proposals may come from any kind of media, TV, radio, online, press, social media or some combination thereof. We will encourage proposals that consider career orientation for young people as an area they want to invest now and in the future, offering qualitative content and profitability for media itself.

To support bidders in developing and disseminating this new content, RisiAlbania is willing to co-finance the most attractive proposals for the period October 2018 -June 2019. In general, RisiAlbania support can encompass the capacity building of staff to produce the appropriate products to respond to the youth needs for this topic and to be attractive to viewers and the advertisers/sponsors, exchange of regional and international experiences and co-funding of the initial product development. RisiAlbania does not foresee to pay for air-time or advertising space nor to invest in equipment or salaries, unless a strong justification can be provided. Each proposal needs to specify what type of support will be required (see section 4 below).

3. Sustainability

RisiAlbania highly appreciates the sustainability of any media proposal to produce and disseminate attractive products focusing on Youth Career Orientation: we strongly encourage bidders to submit proposals showing how they plan to continue producing and disseminating those contents in a profitable way, beyond the support from RisiAlbania.

Sustainability can be achieved when a profitable business model is established around the dissemination of the career orientation. By developing attractive and comprehensive products to the audience, young people and their parents, media can increase audience ratings and attract more advertisers/sponsors targeting young people. Applicants are expected to have current information about the audience and present an elaborated justification for the sustainability of the proposed products. Partnerships with potential or existing sponsors or advertisers as part of this proposal will

be viewed particularly favourably.

4. Content of proposals

The proposals shall cover and explain the following aspects:

- **Summary of product development.** Briefly summarize the concept of your product(s), why the product(s) are qualitative and attractive for the young people and their parents, how you can establish a partnership with sponsors/advertisers. Explain how the development and dissemination of these products will be sustainable (i.e. continue beyond the duration of the project support), including financial data.
- **Detailed Timetable.** Please provide a timetable for carrying out the activities of developing your media product(s), including preparation and their dissemination. The timeline is from October 2018 to June 2019.
- **Detailed Description of the Proposed Products.** Please describe here: (i) your product(s) in detail, highlighting the attractive and informative content, suitable for young people and their parents (ii) the ways of dissemination; (iii) description of the expected target audience in numbers and type (urban/ rural; gender disaggregated); (iv) prospective sponsors together with your marketing strategy to reach them.
- Indicate your relations with **sources of information** on career orientation issues, and/or the support you need to establish such relations.
- Indicate eventual **capacity building needs** (training, coaching) for journalists and/or other staff planned during the life circle of the product and identifying when it will take place (by including it in your time planning and budget of the proposal).
- **Financial plan.** Present and explain the purpose of all your expenses to be incurred during the given period for your product(s)' development and when they will take place; include an income forecast derived from these product(s) for the period of support (if any) and beyond. Within this financial plan, please indicate clearly your financial contribution, the financial support that you need from RisiAlbania, as a co-funder for the initial period, and the revenue from potential sponsors or advertisers when you expect them to happen. Please refer to the template attached.

5. Submission of the proposals:

We expect proposals to be submitted in English or Albanian (English preferred) in hard copies (2) and soft (on stick or CD) in closed and stamped envelope to the address given below, by 20th of September 2018, at 17.00 o'clock. Only proposals handed in within the indicated timeline will be considered.

RisiAlbania,

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For any questions you might have related the application, please, contact Ms. Ermira Shyti, by email: ermira.shyti@helvetas.org, or on mobile +355 674098834.

6. Selection Process/Criteria of the Best ideas for the development of products

The ideas submitted to RisiAlbania will be evaluated and scored against the following criteria:

Selection criteria	Scores (100 total)
Attractiveness and the quality of content	30
Media coverage and audience	30
Sustainability of Business Plan	40

2 years Financial Plan for the development of								
		Unit	No of unit	Year 1	Year 2	Contribution		
						Total	RisiAlbania	Applicant
A	Income							
	Total Income					-		
B	Estimate Cost							
1	Operational Cost*							
1.1	General Operational Cost of Office							
1.2	Direct Operational Cost for the development of the product							
	Total							
2	Investment							
	Total							
3	Capacity Building and Training Development							
	Total							
4	Research and Marketing Development							
	Total					-	-	-
	Total Cost					-	-	-

*Operational Cost are not eligible to be covered by the project