

CONTRACT NOTICE

SERVICE CONTRACT FOR MARKETING AND PROMOTION SERVICES

Location: Albania

Publication Reference: 81310372/06/01/02

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1. Publication Details

Project Name: "Circular Economy for Sustainable Urban Development" / Reusable packaging borrow-and-return system"

Contract Type: Service Contract

Procedure: Competitive Negotiated Procedure

Contracting Authority: Vytal Albania shpk

2. Description of the Contract

The subject of this contract is to provide marketing, branding, and promotional services for the public launch and ongoing visibility of the reusable packaging system implemented under a GIZ-funded project. The service shall cover strategy, content creation, social media management, public relations, printed and digital materials, and campaign execution.

3. Description of Services

Category	Minimum Requirements
Marketing Strategy	Develop a 4-month integrated marketing plan aligned with project goals
Social Media	Manage Instagram 4 posts/week minimum
Content Creation	Visual and written content in Albanian photo & video production included
Media Relations	Secure media coverage in 3+ outlets
Campaigns	Launch at least 1 public awareness campaign; includes offline activations and influencer marketing

4. Conditions of Participation

Participation is open to all natural persons and legal entities established in a Member State of the EU or in eligible countries as per Regulation (EU) No 236/2014.

The tenderer must demonstrate:

- Legal registration and eligibility
- At least two (2) similar completed marketing projects in the last three years
- Capacity to deliver visual and strategic content, including multimedia production

5. Implementation Conditions

Service Location: Tirana, Albania

Start Date: [To be confirmed upon contract signature]

Duration: 4 months

Key Milestone: First public campaign launch within 30 calendar days of contract start

6. Award Criteria

The contract will be awarded based on the best price-quality ratio, considering:

- Quality and innovation of the proposed marketing strategy
- Price per month competitiveness
- Portfolio of previous work
- Timeline and team capacity

7. Deadline for Submission of Tenders

Tenders must be submitted electronically no later than:

21/06/2025 at 16:00

to the following address:

Email: co-plan@co-plan.org

8. Additional Information

This procurement is conducted in accordance with the general principles of transparency, equal treatment, non-discrimination, and fair competition.

The Contracting Authority reserves the right to cancel the tender procedure at any stage without thereby incurring any liability.