AED
Academy for Educational Development

CENTER FOR CIVIL SOCIETY AND GOVERNANCE

15 October 2007

Urim Ahmeti
Program Management Specialist
USAID/Kosovo

Subject: Support to Peace and Stability in Kosovo
Task Order Number DFD-I-01-05-00244-00
Quarterly Progress Report, 1 July – 30 September 2007

Dear Mr. Ahmeti:

AED is pleased to submit its Quarterly Progress Report for the Support to Peace and Stability in Kosovo Project. This report covers the period from July 1-September 30th, 2007.

Please feel free to contact me if you have questions or if you wish to have any additional information.

Sincerely,

Allison Poyac-Clarkin
Senior Program Officer
AED Center for Civil Society and Governance

TABLE OF CONTENTS

I: REVIEW OF ACTIVITIES **1**

TASK ONE: SUPPORT TO KOSOVO GOVERNMENT, NEGOTIATING TEAM, INTERNATIONAL COMMUNITY AND CIVIL SOCIETY IN CONDUCTING OUTREACH REGARDING THE FINAL STATUS DECISION MAKING PROCESS AND OUTCOMES. 2

Strategic Communications Technical Assistance *2*

Community Outreach *3*

Targeted public-civic dialogue initiative in Shtrepce *5*

Inter-Community Broadcast Journalism *5*

TASK TWO: CONSTITUTIONAL COMMISSION TECHNICAL ASSISTANCE AND CONSTITUTION OUTREACH MEDIA CAMPAIGN AND OUTREACH ACTIVITIES 7

Strategic Communications Technical Assistance *7*

Preparation for launch of constitutional outreach, mass communication tools and informational materials *8*

II. PROGRESS ON PERFORMANCE TARGETS AND INDICATORS **9**

III: EXTERNAL AND INTERNAL ISSUES AFFECTING IMPLEMENTATION **11**

Annex 1 Community Outreach APS
Annex 2 List of NGOs Invited to Apply to APS
Annex 3 Criteria for Grant Selection
Annex 4 KTR Sustainability Recommendations
Annex 5 Constitution Informational Brochure Text
Annex 6 Constitution Website Content Text
Annex 7 Constitution Website RFP
Annex 8 Website Company Selection Memo

I: Review of Activities

During the months of July, August, and September, the *Support to Peace and Stability in Kosovo* project successfully carried out its planned activities. Based on discussions with USAID/Kosovo, which began in early June, AED submitted a revised workplan and requested an extension of the period of performance from September 29, 2007 to March 31, 2008 with an increase in the task order ceiling. The extension did not involve any change to the approved objectives of the project but, due to the ever-evolving status process, AED proposed to adjust some of its program activities so that they would better meet the needs in Kosovo in light of the extended negotiations period and the then pending national and local level elections. The request for a cost extension, revised workplan, and the branding and marking plan were approved at the end of August.

During the reporting period, continued communications technical assistance was provided to the Transitional Working Group and the Subgroup on Public Outreach, but the implementation of activities by the Subgroup were placed on hold due to the prospect of coming elections. The one exception was the Kosovo Serb Debate, which although arranged for mid-July was cancelled at the last minute due to scheduling conflicts by a member of the Unity Team. By the end of the reporting period, it had been decided that this debate and future technical assistance would be revisited and possibly reconfigured once elections were over.

As a part of AED`s strategy to promote public information and outreach efforts on critical social issues, including those issues related to the future status process, AED launched its community outreach small grants program in September. By the end of the reporting period, the evaluation of received applications was completed and technical assistance geared towards completing the grant agreement with the selected grantees had begun. Despite a lower than expected turnout due to engagements of civil society in election monitoring, AED expects a strong turnout for the second round grant application deadline set for December 2007.

The KTR journalists and AED Production staff held its strategic planning workshop in July 2007 to encourage more innovative and creative means to address the communication gaps surrounding the final decision process and future developments in Kosovo. The specific outcomes of the workshop included a draft innovative model design; a developed synopsis for one future episode of the KTR series; and recommendations for fostering a sustainable and long-term plan for the KTR network. By the end of the reporting period, one additional episode was produced and discussions were in progress with the participating stations' Directors regarding the proposed innovative model concept. After an initial meeting with the TV Station Directors and then a follow on meeting with USAID/Kosovo, AED decided that given the shifting funding and programmatic priorities AED would not be in a position to take a lead on working with the TV Stations on actualizing the content sharing server network idea developed at the workshop. However, the developed recommendations were communicated to the COP of IREX's media program and USAID/Kosovo for their future consideration.

The technical assistance to Constitution outreach planning continued during the reporting period. The draft public information plan for the Constitutional Commission was developed in collaboration with key stakeholders (USAID, OSCE, ATRC). Technical assistance was provided

to the core stakeholder group through contributions and recommendations on the plan, ideas for increasing the civic education component of the plan, and a draft design for the future Constitutional Commission Public Information Unit. Additionally during the reporting period, the final drafts for the Constitution informational materials and website content were submitted to USAID, PIP stakeholders, and the Director of the CC PIU for their review. Finally, the constitutional website was designed and content management training completed. The initial meetings regarding the development of the media campaign brand, image and specific products (PSAs, radio and newspaper ads, and talk show) took place towards the end of September with AED, B2, and the Director of the CC PIU.

Although the project continues to move forward with its planned activities, the most significant challenge during the reporting period, both in terms of implementation and planning for future activities remained the uncertain timing and outcome of the settlement process to determine Kosovo's status.

Task One: Support to Kosovo government, negotiating team, international community and civil society in conducting outreach regarding the final status decision making process and outcomes

Strategic Communications Technical Assistance

In July and August, the Transitional Working Group and the Subgroup on Public Outreach placed outreach activities related to the future status on hold due to the pending elections as well as continued lack of clarity on the status process. The one exception was the Kosovo Serb Debate with Kosovo Serb and Serbia proper journalists and Unity Team Members. The debate was scheduled with journalists and Unity Team Members, Mr. Surroi, Mr. Thaci, and Mr. Ceku for July 9th. However, three days before the debate was to be filmed Mr. Surroi cancelled his participation, citing scheduling conflicts. Despite attempts by Subgroup members, B2, and AED, a Unity Team replacement panelist could not be found in time so the debate was cancelled. Members again discussed doing this debate at the end of August despite the anticipated election announcement by mid-September. However, despite what seemed like interest by the group to follow through with this debate there was in the end a lack of consensus among group members. By the end of August, it was clear that a debate would not happen until after elections given the sensitive position that Unity Team members were in with regards to their preparation for their own elections at that time. AED remains committed to this activity and given the general interest shown and consistent commitment by some members of the Unity Team, most notably Mr. Thaci and Mr. Cjeku, AED will explore this outreach activity with the reconfigured Subgroup after elections.

In September it was confirmed that national and local elections will be held on November 17, 2007. This has impacted the Subgroup in a number of ways - the resignation of Ms. Ulpiana Lama to join an opposition party, and the general shift away in priorities from status issues to elections. Given these shifting priorities and the lack of any visible progress in negotiations it was decided by USAID and AED that further work with the Subgroup should be suspended until after elections. A new group would be assembled following elections and their scope of work will be determined depending on the level of commitment exuded by this group.

Community Outreach

The Community Outreach Grant program was launched on September 3, 2007 when the Annual Program Statement (APS) was distributed to potential grantees (Annex 1). This was a closed call for applications, with AED pre-selecting a total of 19 organizations. The pre-selection of organizations was based on the following criteria: 1. NGOS with proven success in conducting outreach among diverse target audiences, including minorities and youth; 2. NGOs with proven reach and networks within their communities; and 3. NGOS with experience and proven success working with international donors, abiding by financial management procedures, accounting standards, and reporting requirements. Although civil society in Kosovo is currently lacking in wide depth or breadth of NGOs with the above-mentioned strengths, AED, in consultation with the Program Manager from IREX's Kosovo Civil Society Program and USAID/Kosovo, and through its experience operating in Kosovo since February 2006, selected 19 NGOs for informational meetings. The AED STA and Program Coordinators held these informational meetings with all the selected organizations to ensure that they met these requirements and that their mission, projects and objectives met the needs outlined in the APS. Please see Appendix 2 for a list of these organizations invited to apply.

By the deadline on September 17, a total of seven applications were received; four from Albanian organizations and three from the Serbian community. One additional application was received on September 18, but was not considered. Three organizations indicated that they would not apply this round due to other commitments involving elections. These organizations have stated their intent to apply in the next round. A brief summary of each of the proposed projects can be found below.

NGO	PROJECT TITLE	PROPOSED BUDGET	BRIEF SUMMARY
Link	Let our differences be the link between us	€5070	Link proposes to produce 2 documentaries: 1) "Let us create our own future", with the aim of presenting the audience the benefits of decentralization. The documentary will be filmed and produced in Mitrovica and the aim will be to illustrate that decentralization can be a tool for unifying the people in Mitrovica, rather than dividing them. 2)"choosing the civic option", which will suggest that communities should focus on civic engagement rather than divisions based on nationalism.
Partners Kosova	Women Empowerment and Integration processes	€5900	PK proposes to select and work with a diverse group of women from different villages across Ferizaj/Urosevac, to foster leadership and participation in decision-making processes.
Integra	Think Critical, Make a change	€5757	Integra's goal is to empower youth to engage in decision-making processes by using the medium of creative/critical writing. Integra will hold a series of workshops for highschool students in Pristina, Prizren, Mitrovica, Peja, Ferizaj, Gilan, and Gjakova. The materials produced in the workshops will be used for an awareness campaign in each of the areas.
Future without Fear	Towards New Strategies	€5170	The goal of the project is to create a Strategy on Economic Development of Strpce municipality and to engage the Strpce community on possibilities for economic development through public outreach. The project will provide an opportunity for discussion and negotiation on topics that are important for future of Serbs in Strpce enclave.
KCIC	The Students of Kosovo perspective	€5882	The goal of the project is to inform youth of the importance of human rights, democracy and citizenship for a better future in Kosovo. The expected result is a "youth leaders team" of at least 20 students from all nationalities ready to be part of the challenges in the future. KCIC will hold a series of

			workshops for high school students and youth leaders in the Gjilan Region
CMS	Live Radio Round Table Discussions "Serbian Reality and perpectives in Kosovo	€5880	The goal of the project is to ensure the concerns of ordinary people are heard by decision makers in the status process and to enable the minority community to make an informed decision on their future. CMS propose to hold a live radio program to discuss the perspectives of Kosovo Serbs with three "prominent experts with no political agenda" as participants. It is a chance for listeners from various enclaves to raise their concerns and ask for clarification of the key issues and/or proposals that are being discussed.
Me Doren Ne Zemer (Hand over my Heart)	Right to Know (RTK)	€5670	The goal is to increase youth participation in decision making with a focus on the Department of Youth Culture and Sport. Various mechanisms will be used including: the production of a documentary, creating a website, and youth debates
Youth Initiativ e for Human Rights	Strengthening NISMA IME Youth Activist Network, Extension of GOTV campaign and inclusion of Kosovo Serb activists into network.	€5740	The purpose of the project is to increase youth participation in elections through their "Get out to Vote" campaign, and also to develop a Kosovo Serb activist network
Urban FM	"Should I stay or should I vote?"	€5900	Urban FM propose to host and air a series of radio debates aimed at encouraging people to vote.

The AED review panel consisted of four reviewers, three from AED's Kosovo office and one from AED headquarters. The reviewers assessed and scored each application according to a preset criterion (Appendix 3). Two organizations – Link Productions and Integra- clearly met the requirements of the APS; they were immediately contacted and the first round of technical assistance was scheduled. Technical assistance included: documenting costs in the budget, and assistance with determining reasonable goals and measuring the achievement of those goals through a monitoring and evaluation plan. A second tier of potential grantees included: KCIC, Partners Kosovo, Future without Fear, and the Centre for Migration Studies. These organizations had strategies that fit within the APS however clarifications were needed in terms of the intended impact, and implementation of activities. Meetings were scheduled with all of these organizations to assess the intended impact of the proposed projects and the extent to which they fit within the AED grant program. Decisions will be made on all organizations early in the next quarter by AED in consultation with USAID.

NGOs that were unsuccessful this round included: Urban FM, Me Dorë Në Zemër, and the Youth Initiative for Human Rights. As noted above, the application from Urban FM was received late and was not considered. The proposal from YIHR primarily focused around an election campaign, which is not a priority of the AED grant program. The proposal from Me Doren Ne Zemer was highly ambitious and lacking in direction to be considered as a feasible program. Each of these organizations have been given verbal suggestions on ways to improve their proposed project and have been encouraged to apply in the next round of the grant program.

In the next quarter a letter will be sent out to all potential grantees again, reminding them of the Community Outreach Grant program. Grantees will be encouraged to apply before the December 17, 2007 deadline and awards will be made on a rolling basis.

Targeted public-civic dialogue initiative in Shtrepce

On September 11, AED's STA, Program Coordinator and Associate met with Ms. Teresa Pyle, of UNMIK in Strpce to discuss a potential community project in that area. Ms. Pyle presented her ideas of a community clean-up campaign, which was based on a model that had been implemented in the United States. The primary focus of the proposed project was cleaning the environment to create a sense of pride in the community. This would be done through the recruitment of volunteers to work with the KPS to clear the rubbish in Strepce, with a longer term plan of levying a littering fine on residents. While AED valued the enthusiasm and drive to implement this environmental project they stressed the importance of the community relationship building aspects of the program. The AED team highlighted the importance of including the community and civil society in all stages of the project, particularly that of planning, and provided some recommendations on how to do this. AED suggested that Ms. Pyle speak to some local NGOs that might be able to assist in getting 'buy-in' from the community to implement the project. Ms. Pyle took annual leave for the last few weeks of September, and plans to submit some written project ideas early in the next quarter.

Inter-Community Broadcast Journalism

In July 2007, AED hosted a TV Magazine Strategic Planning Workshop that included all participating journalists and cameramen from Phases I and II. AED worked with the teams to encourage more innovative and creative means to address the communication gaps surrounding the final decision process. The specific aims of the workshop included: finalizing the production calendar and agreeing on the themes and journalistic approaches for the three Phase III episodes; working in regional teams to create the complete storyboard for Phase III, Episode 1; conducting visioning exercises that consider new visions for the next phase of the KTR initiative; evaluating the strengths/weaknesses of each vision (with a particular focus on sustainability prospects), and agreeing on a consensus vision. AED's peace and media specialist, Mary Mulvihill, traveled to Kosovo to co-facilitate this workshop with local consultant, and former AED Senior Program Coordinator, Nenad Maksimovic.

The innovative model that emerged from the workshop aims to take the KTR into a more creative and essentially more marketable phase. The model includes host studios in two locations (one Albanian station and one Serbian station), split screen segments with "talking heads", street vox populi, and a human story segment tying the episode together through the lens of one family or individual. The draft model was presented to the TV Station Directors shortly after the workshop and although the interest level was encouraging, the Directors voiced considerable concerns regarding their belief that extra resources would be needed to create the show. After receiving these initial responses, AED decided to work with their production partner, Partes, to assess the potential extra costs for producing the model episode, possibly streamline the model to reduce costs, and to make suggestions on how to overcome obvious resource constraints such as appropriate studios with adequate facilities, or trained journalists who could host the episodes. Given the need to reassess the innovative model at that time, AED decided to move ahead with the next episode as planned which was to use the previous KTR

series model. As noted below, the revised model will be presented to the Directors for their review and AED will work to implement at least one of the remaining two episodes using this innovative approach by December if agreement is reached by the Directors. However, if the stations cannot agree on moving forward with this model, AED will work with the teams to complete the last and final episode using the standard KTR model.

The other outcome that came out of the workshop was recommendations for the sustainability of the KTR network. Within the context of no committed USAID funds for the KTR episodes after December 2007 and the focus of AED and the teams on strategies to implement a longer-term vision and sustainable model, a portion of the workshop focused directly on coming up with sustainability recommendations. Some of the ideas generated by the teams and further developed by Ms. Mulvihill included the use of SMS text messaging to generate income for stations; a content-server sharing network to help increase quality programming on all stations and to bring in advertising dollars through incentives built into the access to a network; and improving joint programming such as through the innovative model or live talk show formats with an aim to be attract a larger audience share and to be more attractive to advertisers. See Annex 4 for the complete "debriefing" note detailing these recommendations, which were then discussed with the TV Station Directors following the workshop.

During the reporting period, the six participating TV stations (TV Most, TV Mitrovica, TV Tema, TV Herc, TV Puls and TV Vali) produced and aired the first of three planned episodes in the final cycles of Kosovo Team Reporting TV Magazine. The first episode in this phase was produced during September and will begin airing September 28.

This episode addressed issues of young people living in Kosovo with a focus on their perspectives on the future in Kosovo. The first segment produced by TV Tema/TV Herc tackled the issue of training for workers. The teams explored the possibility of additional *skills training* for the unemployed and under qualified workers. The TV Magazine interviewed the heads of the Office for Training and Prequalification of Ministry of Labor and Social Welfare in Ferizaj/Urosevac and staff of the NGO Future Without Fear in Strpce/Strerpce, who are conducting vocational trainings in their communities. The segment offered more information to young people about the trainings available and how such trainings may increase the possibilities for young people to find employment opportunities.

The second segment of the KTR TV Magazine was produced by TV Vali/TV Puls and explored the issue of non-governmental organizations, the effect of their work, the level of engagement of youth in NGO work and the perception of NGOs in the region of Gjilan/Gnjilane. Given the reality that there are few Kosovo Serbian NGOS in the region of Gjilan/Gnjilane and that there exists a low level of trust for those that are working in these communities, the KTR Magazine attempted through this segment to explore why this lack of trust exists. One way that the episode explored this issue, was through presenting one of the active K/Serbian NGOs in the Gjilan/Gnjilane region and their work to the wider public, while at the same time trying to provide answers and tackle issues which leaded to the negative perceptions of these NGOs. Finally, the KTR TV Magazine explored the level of engagement of K/Albanian youth NGOs in this region through interviews with the NGO KCIC, Kosovo center for International

Cooperation, an organization that is trying to bring civic activities closer to ordinary young people.

In the third segment produced by TV Mitrovica/TV Most, KTR explored perspectives of young people in Kosovo with regards to their current studying and living conditions. KTR TV Magazine conducted an interview with one K/Serbian student from North Mitrovica who graduated and quickly found employment in the town. The TV Magazine also interviewed one K/Albanian high school student from South Mitrovica and inquired about his perception regarding his future life in Kosovo. Although both characters highlighted the difficulties for young people living in Kosovo, they presented overall their positive outlook that they have for their future.

The theme for the next episode (No. 15) will be on infrastructure and the difficulties faced in different communities by the lack of infrastructure development. The synopsis has been developed by the teams and production and broadcast will be completed early in the next quarter. For this episode, TV Vali/TV Puls will explore the issue of a lack of asphalt roads in the villages of Gjilan/Gnjilane region and the water supply problem for the village of Gornje Kusce in the same region. TV Tema/TV Herc shall tackle the overall issue of water supply and TV Mitrovica/TV Most will explore the issue of apartments/flats for young people.

For episode 16, AED in cooperation with Partes, plan to revise the model that was developed at the Ohrid workshop in June, taking into account TV station facilities and limited resources. The revised model will be presented to TV Station Directors and a decision will be made between all parties on whether to proceed with this revised version. If the TV Station Directors do not agree to move forward with the revised innovative model, AED Production Team and the TV Teams will proceed with producing and broadcasting the final KTR episode during November/December of 2007.

Task Two: Constitutional Commission Technical Assistance and Constitution Outreach Media Campaign and Outreach Activities

Strategic Communications Technical Assistance

During July and August, AED's STA worked closely with USAID/Kosovo and members of the PIP planning group to finalize the public outreach plan for presentation to the Constitutional Commission. This included weekly meetings and consultations with PIP members and USAID DG officers. The plan was drafted and finalized by the end of August and submitted to USAID/Kosovo. In addition to contributing to and providing technical assistance on the drafting of the public information plan, at the request of USAID/Kosovo and in initial conversations in July with the then appointed CC Public Information Director, the STA also drafted and submitted a suggested design for the Public Information Unit Office. The design included a suggested mission, responsibilities and division of labor and structure between the position of Director and Spokesperson, and job descriptions for outreach offices, media relations officers, and administrative support for the office. The suggested design was submitted to Mr. Kuci, the Chairperson of the Constitutional Commission. Although AED originally hoped to spend more time with the then recently appointed Director of the Public Information Unit, AED learned in early July that she would be leaving for vacation until the end of August. This did impact the

ability for AED and the other partners of the PIP group to finalize and move forward with the approval process for the PIP plan and materials, but upon her return, this process and coordination was picked up again in early September.

However, additional delays were experienced in September due to a lack of clarify regarding the scope and decision-making authority of the Public Information Director. After a series of meetings between the CC Chairperson, PIU Director, and USAID, these issues appear to have been clarified, thus opening the channels of communication between AED and the Constitutional Commission. All information drafted by AED was submitted to the Commission toward the end of the month (as detailed below).

Preparation for launch of constitutional outreach, mass communication tools and informational materials

From July 2nd – August 24th, Yll Bajraktari was hired as a consultant with AED to work with the PIP stakeholder group and Constitutional Commission Public Information Unit Director on the design and content for the Constitutional website and the content for the informational brochure. He attended PIP meetings, worked with Rrota, the website firm selected to design the Constitution website (see below), and with DG officers at USAID/Kosovo. Although originally assumed that Mr. Bajraktari would work closely with the Director of the CC Public Information Unit, due to her absence during these summer months, he worked primarily with the stakeholders cited above. This included creating the first drafts of the Constitution informational brochure and website content (Annexes 5 & 6). In collaboration with ATRC, Mr. Bajraktari facilitated three consultative meetings in August with Judges, Lawyers and representatives from Civil Society. ATRC hosted the meetings and Mr. Bajraktari gathered feedback through his facilitated discussion from these interest groups on the initial draft of the brochure. After receiving initial feedback from these groups and USAID DG officers, Mr. Bajraktari submitted to AED the final drafts. In addition to Mr. Bajraktari's drafts, AED also requested that USAID request from a consultant of World Learning, an expert on Constitutional processes, to draft the "Issues" section for the website. This section answers the following questions: What does this particular issue (such as Human Rights or Executive Power) encompass with regards to Constitutions? How have other countries dealt and/or addressed these issues in their constitutions? and How might Kosovo deal and/or address these issues in their own Constitution?

After receiving input from all stakeholders on the brochure and website information, AED finalized the content and proceeded with the Serbian and Albanian translations. Early the next quarter the informational materials will be presented to the Constitutional working group and will also be presented to USOP for clearance.

The contract for the third media campaign, focusing on the constitution, was prepared and signed during the quarter. AED has contracted the public relations and media solution firm B2 to implement this campaign, based on their successes in the last two campaigns, and their expertise in the field of government communications strategies. Briefing meetings were conducted with B2 representatives, USAID, the Director for the Public Information Unit and AED. Discussions centered on the level of involvement needed from the constitution working group in implementing such a campaign, and potential campaign messages given the wealth of information needed to be communicated to the public. It was agreed that simple messages were

needed primarily focused on stimulating public interest to check the constitutional website to receive further, in-depth information. Early in the next quarter, B2 will present preliminary ideas for the campaign to AED, USAID and the Director of the Public Information Unit.

A meeting was held on September 25 with OSCE, ICO, AED, USAID and ATRC to discuss 1) the Public Information Plan (PIP) and timing for presenting the plan to the Constitutional Working Group, and 2) the final content of the information for the website and the brochure. The PIP was presented to the working group later that week (September 28), by PIU director Gylieta Mushkolaj. Feedback on the strategy is expected early next quarter.

Subcontractor Rrota was contracted to design the Constitution Commission website. The selection of Rrota for the design and launch of a web site to assist the Constitutional Commission to inform the public on the drafting of Kosovo's future Constitution was done after AED released a closed-universe Request for Prosposal (RFP) (see Annex 7) to three selected website and media solution firms in Kosovo on June 21, 2007. The selected web site and media solutions firms were selected after receiving a list of four such companies from USAID/Kosovo. These companies were chosen based on their record of proven success. The companies also had experience working on institutional government sites, deemed an important criteria by AED and USAID/Kosovo, given the sensitivity of the project and desire to transfer the site's management to the Government of Kosovo after a four month period. Finally, the decision to have a closed universe competition was impacted additionally by the then extremely tight deadline and request made by USAID/Kosovo to have a firm selected and so that, if necessary, a web site could be designed by mid-July. A RFP was released on June 21, 2007 and applications were submitted by all three firms (Rrota, Logic Plus, and Maestro) on June 29th, 2007. After a review committee evaluated all proposals, AED notified the winning company, Rrota, in early July and began immediately to finalize and negotiate their subcontract. See Annex 8 for a detailed review of the selection process, criterion used to evaluate applications, and outcomes.

In early September, the website design was finalized by Rrota and AED staff received training on the content management system, allowing them to upload documents, news items and other content to be displayed on the site. While a few remaining programming issues and design technicalities remain to be resolved, they are expected to be done so early next quarter, and the website will be ready for launch as soon as information is 'cleared' by the necessary parties (USOP and the Constitution Commission).

II. Progress on Performance Targets and Indicators

Please find attached a revised M&E plan for the period of June 1, 2007-March 31, 2008. Upon receiving approval of this plan from USAID, AED will collect data according to the indictors and methods outlined below.

Objective 1: To ensure "critical issues" concerning Kosovo's future status are understood by the public			
Performance Indicators	**Definition of Measure**	**Relevance of Indicator**	**Data collection**
TV Magazine Series produced and aired	"TV Magazine Series" is a series of episodes about critical social issues. The episodes are produced and aired by inter-ethnic journalist and cameraman teams on local television stations.	Illustrates an increase in information in the public arena regarding critical social issues	A count of the times the TV Magazine Series episodes are aired on national and local broadcasts and the reach of these shows
Number of public information campaigns to support peaceful resolution of conflicts	"Public Information campaigns" include the campaigns organized by AED through sub-contractor AND campaigns implemented through sub-grantees	Illustrates the level of information available to Kosovo public	A count of the number of campaigns implemented by AED and its partners.
Number of people attending events that are geared toward strengthening understanding and mitigating conflict between groups	"Events" include workshops, seminars, town meetings, peace dialogues. Groups refers to: ethnic communities, local, regional and national government officials, journalists, professionals, and youth). Data will be disaggregated by gender and ethnicity.	Illustrates the level of public participation in events promoting understanding of future status and understanding between groups.	Data will be collected from: reports from grantees on events held and note-taker reports from K. Serb town hall meetings roundtables
Number of news articles covering the K. Serb debate	K. Serb debate is the televised show involving members of the Unity Team responding to questions from K. Serb journalists regarding future status issues.	Demonstrates the level of public outreach effort by political leaders and the level of coverage by the media	A count of the number of articles appearing in the press will be conducted by AED staff.
Objective 2: To ensure key components of the constitution are understood by the public			
Number of "Constitution Brochures" that are distributed	Constitutional Brochure will be produced by AED and contains general information about the constitution	Illustrates the extent to which information regarding the constitution is available to the public	A count of the number of brochures distributed by AED, OSCE, ATRC, and other partners.
Constitution campaign implemented	Constitution campaign includes two Public service announcements, radio ads and newspaper supplements to educate the public on the constitution	Illustrates the level of public outreach efforts to inform the public about the constitution	Media buy reports with numbers detailing placement, airings, and outlets used for distribution of PSAs, radio ads, and newspaper ads.
Number of hits on the Constitution website	Hits are the number of times the website is visited	Illustrates the extent to which the general public is seeking information about the constitution	Data will be collected from website statistics collected by AED program staff.
Number of people attending K. Serb town	Town hall events are the K. Serb events that provide the K.	Illustrates level of interest in constitutional issues from the	Data collected from note-taker reports at the

hall events (focused on the constitution).	Serb community with information regarding the constitution and the constitution process.	K.Serb community.	meetings
Number of media products produced and aired on Constitution and Constitutional drafting process	"Media products" produced and aired include K. Serb talk shows on local stations, national-level aired debate with Constitutional Commission and any media products regarding the Constitution produced and aired by grantees	Illustrates an increase in media products aired to inform the public on elements of the Constitution, the Constitution drafting process and the mechanisms available to the public for providing feedback to the drafting of the Constitution	A count of the number of times product broadcast on local and/or national television
Number of comments submitted to the Constitution Commission from the public on the CC website and from roundtable feedback forms	Comments are submitted through the website, for distribution to the Constitution Commission and comments are collected by note-takers during community roundtable events	Illustrates the effectiveness of the public awareness campaign to inform the pubic on mechanisms for providing feedback to the drafting of the Constitution	Data collected from the website on submission through feedback module and through note-taking feedback forms from roundtable events

The final community roundtable and outreach report will be submitted under separate cover to the project's CTO on October 19th, 2007. As noted in the last quarterly report submitted in June 2007, AED was not satisfied with ATRC's final report. At that time, AED and ATRC decided that the report would have more value if it included some of the data collected by AED through pre- and post-surveys conducted during a target number of community roundtables and feedback surveys assessing the impact and quality of the "Final Status Process & Proposal" brochure created and disseminated during community outreach events and through stakeholder networks.

III: External and Internal Issues Affecting Implementation

Ms. Polly Grant arrived on September 5th to replace Ms. Allison Poyac-Clarkin as Chief of Party of the Support to Peace and Stability in Kosovo Project. Ms. Grant will be with the program until the end of its current period of performance, March 31, 2007.

Mr. Mjeku, after being placed on a performance improvement plan by AED's STA, chose to resign from AED on August 27, 2007.

AED will begin recruiting early next quarter for a Senior Program Officer with a job description that will include, among other programmatic and technical responsibilities, heavy oversight and management responsibilities for the Constitutional website, outreach activities and talk shows.

As noted above, the timing of the Community Outreach Program coincided directly with the election procurements from several INGOs and USAID/Kosovo. Despite confirmations from all 19 organizations that they intended to apply, the timing of other procurements, opportunities, and priorities for these organizations resulted in a lower than expected turnout for the APS.

As also noted above, direct technical assistance and implementation of Subgroup driven activities was placed hold during elections. After elections take place, the reconfiguration of the Subgroup in terms of its members, mandate and activities will be considered soon after elections.

ANNEX 2

Potential Albanian & Inter-Ethnic LNGO's

	Intent to Apply	Organization	Contact Person	Municipality	E-mail	Phone number	Expertise	Meetings
1	Yes	KCIC	Enver Këqiku	Gjilan	ngo.kcic@gmail.com	044 177 320	Inter-ethnic/Civil society/youth	Meeting held on Thursday, 16 August 2007 at 11:20 am, in Gjilan. Second meeting held in AED office on Thursday, 23 August 2007 at 12:00.
2	Yes	Qendra Rinore " At Lorenc Mazreku"	Rudolf Krasniqi, Engelbert Zefaj	Peja	atelorencmazreku@gmail.com	044 199 430, 044 136 223, 039 431 833	Youth	Meeting held on Friday, 24 August 2007 at 15:30 in Pristina (AED office)
4	Yes	Youth Initiative for Human Rights	Agon Maliqi	Pristina	agon@yihr.org	38 248 509, 044 117 221	Youth rights	Meeting held on Tuesday, 14 August 2007 at 11:00 am in Pristina
5	Yes	Me Dore ne Zemer	Shqipe Qarkaj	Mitrovica	shqipe26@hotmail.com, medorenezemer@yahoo.com	063 70 39 080, 063 880 1980, 044 589 244	Inter-ethnic NGO Civil society/Youth	Meeting held on Friday, 10 August 2007 at 11:00 am in Mitrovica
6	Yes	Community Building Initiative	Valdete Idrizi	Mitrovica	valdeteidrizi@hotmail.com, cbmitrovica@hotmail.com, cbmitrovica@yahoo.com	0 28 550 335, 044 176 393	Inter-ethnic NGO/Civil society	Meeting held on Friday, 10 August 2007 at 12:00 am in Mitrovica
7	Yes	Fisniket	Armenta Gashi, Isuf Halimi	Prizren	ihalimi@fisniket.org or isufhalimi@hotmail.com	044 659 912	Civil society/Youth	Meeting held on Wednesday, 29 August 2007 at 11:00 in Pristina (AED office)
8	Yes	Iniciativa Për Progres	Ramadan Ilazi	Ferizaj	danilazi@hotmail.com inpoks@gmail.com	044 324 377, 044 121 830	Civil society/Youth	Meeting held on Monday, 20 August 2007 at 14:00 pm in Ferizaj
9	Yes	Partners Kosova	Shukrije Gashi	Pristina	partnerskosova@yahoo.com	038 543 350, 044 502 198	Inter-ethnic/Civil society	Meeting held on Monday, 27 August 2007 at 15:00 in Pristina
10	Yes	Urban FM	Adus Ramadani	Pristina	dasadus@yahoo.com	044 186 291	Radio	Meeting held on 2 August 2007 at 4 pm in AED office Pristina
11	Yes	Integra	Kushtrim Koliqi	Pristina	ngo.integra@yahoo.com, kushtrim.koliqi@yahoo.com	038 246 717, 044 258 715	Civil society/Youth	Meeting held on Wednesday, 29 August 2007 at 10.00 in Pristina (AED office)

Potential Serbian LNGO's

		Organization	Contact Person	Municipality	E-mail	Phone number	Expertise	Meetings
1	yes	Radio KIM	Former Father Nektarije - now Isak	Caglavica Village	Nektarije@kimradio.net	063 437 436	media	Meeting held on Thursday, 5 July 2007 in Caglavica
2	yes	KOSMA Kosovo Media Association	Zivojin Rakocevic and Zeljko Tvrdisic	Laplje Selo/Caglavica	morava2000@yahoo.com	063 360 030 Zivoin and 064 831 70 41 Zeljko	media	Meeting held on Monday, 9 July 2007 in Caglavica
3	yes	Future Without Fear	Igor Savic and Milos Milovanovic	Strpce	cestrpce@yahoo.com	064 64 74 977	Civil society/youth	Meeting held on Tuesday, 10 July 2007 in Strpce
4	yes	CCSD Community Center for Civil Society Development	Momcilo Arlov	Mitrovica North	momcilo.arlov@ccsd-kosovo.org	063 10 46 819	Civil society/youth	Meeting held on Monday, 9 July 2007 in north Mitrovica
5	yes	Center for Migration Studies	Biljana Jovic	Kosovo wide	cms.belgrade@gmail.com	011 33 40 168 044 830 645	various	Meeting held on Wednesday, 11 July 2007 in Pristina
6	yes	CSD Communication for Social Development	Igor Artonovic	Gracanica	csdkosovo@gmail.com	064 451 73 11	Youth	Meeting held on 14 July 2007 in Gracanica
7	yes	Future	Nenad Rikalo	Gracanica	future_kosovo@hotmail.com	063 850 1640	Civil society	Meeting held on Friday, 6 July 2007 in Gracanica
8	yes	LINK Production	Zarko Joksimovic	Gracanica	link.production.y@gmail.com	064 825 08 19, 044 784 500, 038 99 170	media	Meeting held on Tuesday, 17 July 2007 in Gracanica

Interviewed but not included due to orgs mission, projects and objectives not meeting RFA objectives

1		KDI-Kosova Democratic Institute	Ismet Kryeziu	Prizren	ismet_pz@hotmail.com;	044 148 509	Civil society/Democratic Institute	Meeting held on Wednesday, 15 August 2007 at 15:00 pm in Prizren
2		Prizren Youth Center	Bahri Zenelaj, Erkan Vardari	Prizren	bahrizeli@hotmail.com;	044 155 323, 044 158 682		

AED

Academy for Educational Development

SUPPORT TO PEACE AND STABILITY IN KOSOVO PROGRAM

KOSOVO COMMUNITY OUTREACH GRANT PROGRAM

ANNUAL PROGRAM STATEMENT (APS)

AUGUST 31, 2007

The Support to Peace and Stability in Kosovo Project is made possible through support provided by the Academy for Educational Development (AED) with financing from the United States Government through the U.S. Agency for International Development (USAID) under IQC DFD-I-00-05-00244-00

SUPPORT TO PEACE AND STABILITY IN KOSOVO PROGRAM
ANNUAL PROGRAM STATEMENT (APS)
KOSOVO COMMUNITY OUTREACH GRANT PROGRAM

AUGUST 31, 2007

I. Introduction

The **Support to Peace and Stability in Kosovo Program (SPSK)** is implemented by the **Academy for Educational Development** (AED). It is designed to promote peace and stability in Kosovo through fostering channels of communication among local communities, local and central level leaders and governments, and international community representatives. SPSK is a project implemented by AED under a contract agreement with the United States Agency for International Development (USAID).

As of January 2007, SPSK has focused specifically on fostering channels of communication to address the needs of all citizens to have accurate and timely information about the process for determining Kosovo's final status. Activities during the last seven months have included a two phase media campaign and outreach activities aimed at ensuring that all citizens in Kosovo are well informed about decision making and developments surrounding the negotiations on Kosovo's final status and the United Nations Security Council process. These activities have also included forums where citizens were able to address and provide feedback on these developments to local and central level leaders, analysts, and international community representatives. As a non-profit international organization, AED does not take any political stance regarding Kosovo's future status, rather it has assisted stakeholders and local communities in getting access to information and to participate in and lead forums where constructive dialogue between local communities, local and central level leaders, and international community representatives could take place.

SPSK aims through the Kosovo Community Outreach Grant program to continue to address through local civil society and media partners the ever-present public outreach and information needs surrounding critical social issues connected to the future stability and development of Kosovo. SPSK is seeking applications from select Kosovo civil society (CSOs) and media organizations to implement public information and outreach activities to ensure that key components of the status decision process and/or issues related to the future stability for all communities in Kosovo are accurately understood by the population. Furthermore, these activities are to assist in promoting open channels of communication among local communities, local and central level leaders, and international community representatives. This Annual Program Statement (APS) contains all instructions and templates necessary to submit an application to be considered for funding under the grant program described below. A complete application should include the following items: Cover Page, Proposal (including timetable), Detailed Budget, and Budget Narrative.

This APS is by invitation only, and, for the first round of grants, all submissions must be made by **September 17th, 2007**. For the second round of grants, the same organizations will be invited to submit applications by a deadline of **December 17th, 2007**. Organizations will be eligible to submit applications for both rounds of grants.

SPSK and USAID/Kosovo reserves the right to award one, several, or no grants based on the applications submitted under this APS. This APS in no way obligates AED to award a grant, nor does it commit AED to pay any costs incurred in the preparation and submission of a proposal. AED reserves the right to hold discussions or negotiations with one, several or all offerors, and to accept or reject any offer based on its evaluation of which offeror provides the best overall value to the program.

Kosovo Community Outreach Grants Timeline

	Round One	Round Two
Questions Due	Sept. 7, 2007	Dec. 7, 2007
AED Responses to Questions Distributed	Sept. 11, 2007	Dec. 11, 2007
Deadline for Applications	Sept. 17, 2007	Dec. 17, 2007
Selection/Award notification	Sept. 20, 2007	Dec. 20, 2007
Grantee site visits/management questionnaire	Sept. 20-Oct. 5, 2007	Dec. 21, 2007-Jan.4, 2008
Estimated Award Date	Oct. 15, 2007	Jan. 15, 2008
Grant closing	Between Jan. 15, 2008 and March 15, 2008	By March 15, 2008

II. The Grant Program

A. Purpose of the Project

The Kosovo Community Outreach Grant Program is part of the Support to Peace and Stability in Kosovo (SPSK) Program, which aims to promote peace and stability in Kosovo through: increasing access to information to all communities in Kosovo; increasing channels of communication between local communities, local and central level leaders, and/or international community representatives; and increasing forums for collaboration between civil society organizations (CSOs), local and central level leaders, and international community representatives.

The Kosovo Community Outreach grant program aims to **promote peace and stability in targeted communities through inclusive and constructive community outreach activities**. For the first round of grants, these innovative activities will be three to five months long beginning in mid-October 2007 and extending up to mid-March 2008. For the second round, activities will be no more than two months long, beginning in mid-January 2008 and extending up to mid-March 2008. Through this grants program, AED hopes to

reach a large number of Kosovo's population throughout its geographic regions, and to specifically reach youth and Kosovo Serb communities. To realize this goal, AED is requesting applications for activities that could address the following needs:

- A need to promote constructive dialogue among community members (including inter-ethnic dialogue, dialogue among youth, and dialogue within Kosovo Serb communities) on issues related to the future stability and development of Kosovo;
- A need to increase communication channels between the population of Kosovo (including Kosovo Serb communities and youth) and local and central level leaders and international community representatives on issues related to the future stability and development of Kosovo; and
- To create innovative and informative forums where target populations (including youth and Kosovo Serb communities) can obtain information about critical social issues and provide feedback directly to community, local and central level leaders, and international community representatives.

Applicants should note that "issues related to the future stability and development of Kosovo" and "critical social issues" are to be defined by applicants under the "Project Rationale" section on the application form. This rationale should be defined after taking into consideration the needs of their target populations and the regions in which they are working. Furthermore, depending on the needs and the regions where organizations are working, applicants can propose activities that target "community members" at large (including Kosovo Serb communities and inter-ethnic activities) or activities that target "youth" specifically.

By way of providing applicants with some illustrative examples, AED believes that these issues are likely to include: 1. security and/or freedom of movement; 2. Kosovo status process or (depending on timing for a potential status outcome) post-status implementation; 3. decentralization; 4. economic development; 5. EU integration agenda; 6. rights of communities; 7. youth and civic participation; 9. education rights and opportunities; 10. access to services; and 11. the protection of cultural heritage.

B. Results for the Community Outreach Grant Program

The main purpose of the Community Outreach Grant Program is to **fund innovative projects that promote peace and stability in targeted communities through inclusive and constructive community outreach activities**. The Kosovo Community Outreach Grant Program aims to achieve the following results:

- Improved access to accurate information among all communities in Kosovo through inclusive and participatory public information and outreach activities
- Mechanisms developed for increased collaboration between CSOs, community leaders, local and central level government officials, and international community representatives developed and/or strengthened
- Future peace and stability furthered through communication outreach activities, aimed at both Kosovo Serb communities and Kosovo youth

The development of innovative approaches to supporting peace and stability among target populations as defined above will be encouraged, as will attempts to increase collaboration

between civil society, local and central level governments, community leaders and international community representatives.

C. Illustrative Projects

Examples of the kinds of projects that may be supported under the SPSK Grant Program include:

1. Interventions that increase access to information to community members and/or youth by:

    a. developing and broadcasting informative and participatory programs through radio or television outlets targeting Kosovo Serb community members, and/or youth on critical issues of concern. This may include television and radio spots, documentaries, SMS messages, press conferences and briefings, letters to the editor and press releases, or other innovative means of communication used to disseminate accurate information.
    b. collaborating with municipal leaders, educators, police and other stakeholders to develop and distribute informative materials on critical issues of concern for Kosovo Serb communities, and/or youth. This may include such things as brochures, newspaper supplements, fact sheets, videos, etc.

2. Interventions that increase channels of communication between local communities, local and central level leaders, and international community representatives to promote constructive dialogue on critical issues of concern to Kosovo Serb community members and/or youth:

    a. creating public innovative forums involving opinion leaders to promote positive communication between community members, youth, local and central level leaders, and international community representatives on critical issues of concern. These activities may include concerts, theater performances, cultural fairs, art exhibits, etc.
    b. providing opportunities for community members and/or youth to participate in constructive dialogue with local and central level leaders and governments and international community representatives on critical issues of concern. This may include things such as community roundtables, public town hall meetings, workshops, or debates

3. Interventions that increase and/or develop forums through which collaboration between CSOs, local and central level leaders, and/or international community representatives can take place by:

    a. developing forums to facilitate constructive dialogue to address and provide solutions to critical issues of concern. This may include things such as developing joint action plans between community members and/or youth and local government to address information and communication needs on security, economic development, decentralization, education, cultural heritage, etc.

b. develop forums with the aim of increasing mechanisms through which community members and/or youth can address local or central governments on critical issues. This may include facilitating community meetings or a series of workshops to explore the question of what post-status Kosovo might look like, or looks like (depending on timing of a potential status decision), or what needs to be done to facilitate inter-ethnic communication.
c. providing training and support to community members and/or youth to effectively communicate and collaborate with teachers, municipal authorities, police, and other community stakeholders on critical issues of concern. This may include for instance interactive presentations to schools and other youth audiences on the theme of decentralization or security, delivered by trained peer educators, or interactive events addressing perceptions of public and personal insecurity to reinforce dialogue or confidence-building activities.

The examples above are for illustrative purposes only. AED may fund other activities as long as those activities are consistent with the purpose of the Kosovo Community Outreach Grant Program and its intended results.

Applicants should clearly state in their application the target geographical areas to be addressed by their program. Although AED is interested in funding activities with the widest reach possible, applicants should take into consideration their own capacity, target audience and beneficiaries when determining the geographical reach of the project.

III. Funding

The minimum amount for a grant will be 2,200 Euros, and the maximum amount will be 5,900 Euros. The budget must be prepared in Euros and be based on activities described in the application. Note: Although this APS may state grant amounts in USD, all grants will be awarded and paid in local currency.

For the first round, the budget should cover a three to five month implementation period, beginning on **October 15, 2007 and ending between January 15 and March 15, 2008.** For the second round, the budget should cover a two month implementation period, **beginning January 15, 2008 and ending on March 15, 2008.** *Funding will be subject to donor approval, availability of funds and demonstrated successful performance.*

AED will award Fixed-Obligation Grants (FOGs) to successful applicants. This kind of grant agreement includes specific programmatic accomplishments called "milestones". Milestones will be finalized (with the assistance of AED) before a grant agreement is signed. Grant payments are made upon completion of each milestone.

IV. Eligibility Criteria

In order to receive funding under the Grant Program, an organization must meet the following eligibility criteria:

- The organization must be not-for-profit and registered under UNMIK Regulation No. 1999/22;

- The organization must be able to demonstrate that it has other sources of funding and/or is receiving support from the community in which it is working; and
- The organization must have adequate accounting, financial management systems and program implementation structures in place.

V. Screening and Selection

Upon receipt of the completed application materials, an AED selection committee will screen applications to assess conformity with the eligibility criteria described above. Applicants will be able to submit questions, and receive AED responses to all questions received by applicants, prior to the proposal deadline (see details below).

Applications that conform to the eligibility criteria then will be assessed in accordance with the evaluation criteria described in section VII below. Applicants whose applications are not successful will be notified via email by **September 28, 2007 for the first round and by December 28, 2007 for the second round.**.

Those organizations that are selected will be visited by AED staff in order to review each organization's systems to ensure that basic accountability, financial management and program implementation structures are in place. Once this management questionnaire process is complete, and assuming that all necessary systems are in place, grants will be awarded to the selected organizations.

Please note that the organizations that receive this APS will be eligible, if interested, to apply for grants under both the September and December deadlines.

VI. Application Submission

A. Application Process

To apply for a grant, the organization must submit an application package that includes a cover page, proposal with timeline, detailed budget, and budget narrative. The application must be in English and contain the following information:

1. **Cover Page (template attached)**
   - Name, address, phone/fax number, and email of the organization and a contact person
   - Title of proposed project
   - Duration of project
   - Total budget of project
   - Date submitted

2. **Proposal (guidelines attached)**
   - Project Title
   - Project Duration
   - Project's Target Communities (beneficiaries)
   - Project Rationale
   - Project Goal
   - Results (milestones), Activities, and Draft Indicators

- Monitoring and Evaluation Plan
- Project Partners
- Project Personnel
- Management Capacity
- Timetable (template attached)

3. **Detailed Budget (template attached)**

4. **Budget Narrative (instructions attached)**

B. Submission Deadline

Applicants must state their intent to apply for a Kosovo Community Outreach grant and forward any questions with regards to the application via email to the AED Program Manager before 15:00pm (Kosovo time) on **September 7th, 2007 for the first round and on December 7, 2007 for the second round**. Reponses to all received questions will be provided via email by **September 11th, 2007 for the first round and by December 11th, 2007 for the second round.**

Applications must be received *by e-mail* to Polly Grant, the SPSK Program Manager at pgrant@aed.org, in Pristina no later than 15:00, Kosovo time, on **September 17th, 2007 for the first round and on December 17th, 2007 for the second round**. **No extensions or exceptions will be made.**

C. Submission Methods

1. Applications may be sent electronically to: pgrant@aed.org

2. Although electronic submission is strongly preferred, applications may be delivered by hand to:

Academy for Educational Development
Perandori Dioklecian St., No 13, 3rd Floor
Pristina

If submitting by hand, provide both a printed copy of the application as well as an electronic copy on a CD-ROM. The materials should be in a sealed envelope with the name and address of the applicant in the upper left corner and "AED Community Outreach Grants 2007" in the lower right corner.

Applicants should retain copies for their records, as all applications received will not be returned.

VII. Proposal Evaluation Criteria

Applications will be evaluated based on the criteria below.

Application Evaluation Criteria	Weight
Eligibility, organizational capacity and past experience • Was the organization invited to respond to this APS by AED?	20 points

• Does the organization meet the eligibility criteria? • Does the organization possess the relevant experience and personnel to implement the proposed project?	
Project target communities • Does the activity have clearly defined target communities? • Does the proposal provide a satisfactory explanation as to the target community's need for the proposed activities?	5 points
Project rationale/justification • Is the problem statement well explained and rationalized? • Does the proposed initiative identify the problem, need or opportunity to be addressed by the project? • Do the proposed activities address existing intervention gaps?	10 points
Project design and strategy • Does the project have a clearly stated overall goal? • Is the proposed project design likely to achieve the stated goal and results? • Does the project design take into account existing interventions and explain how it will complement them? • Is the proposed strategy feasible in relation to the organizational structure and budgetary requirements? • Does the project address the Kosovo Community Outreach Grant Program purpose and one or more of its intended results? • Does the project design include an inclusive, participatory, and/or innovative approach? Are the benefits to the target population clearly articulated?	35 points
Monitoring and Evaluation Plan • Are the anticipated results linked to the overall goal? • Does the project have a clear plan to measure and report on results?	15 points
Cost effectiveness of proposed budget • Is the budget cost effective? • Are all budget items clearly described and justified?	15 points
Total	**100 points**

AED will evaluate applications received according by target beneficiary category: **Kosovo Serb communities, youth, or inter-ethnic**. In each of these categories, AED anticipates awarding grants to the highest ranking applications. In addition, AED will factor in overall geographic distribution when making its final selection of grants to be awarded to the three combined categories.

VIII. Terms and Conditions

A. Grant Agreement

A grant agreement will include the approved project description, approved budget, disbursement schedule (payment for each milestone), reporting requirements and relevant provisions. Once executed it is a legally binding agreement between AED and the

recipient organization. Once the grant agreement is signed, it cannot be modified without prior written approval from AED.

B. Grant Disbursement and Financial Management

The grants will be disbursed in Euros and transferred only through bank transactions. Recipients must have an acceptable financial system to manage and account for receipt and expenditure of AED funds.

C. Reporting

The grant agreement will detail the reporting requirements. Applicants should note that all reporting to AED is required to be submitted in English. Recipients must be willing to adhere to the reporting schedule and requirements for both programming activities and financial monitoring.

D. Monitoring

AED Kosovo staff will monitor programmatic performance. AED and USAID/Kosovo reserve the right to review finances, expenditures and any relevant documents at any time during the project period and for three years after the completion of the project and closeout. All original receipts must be kept for three years after the formal closeout has been completed.

E. Standard Provisions

AED Kosovo is required to respect the provisions of the United States Foreign Assistance Act and other United States laws and regulations. The Community Outreach Grant Program will be administered according to AED's policies and procedures as well as USAID's regulations for non-U.S. non-governmental recipients. The full regulations may be obtained at: http://www.usaid.gov/policy/ads/300/303mab.doc. These include:

1. Indirect rates
Indirect rates such as fringe, overhead, and general and administrative (G&A) that have not been approved by a U.S. Government agency in a NICRA (Negotiated Indirect Cost Rate Agreement) may not be charged to this award. All costs charged to the project shall be directly related to the project's implementation. For additional information, please see www.usaid.gov/procurement_bus_opp/procurement/cib/pdf/cib92_17.pdf.

2. Activities that will not be considered for funding
In keeping with the conditions above, programs that fall within the following categories or indicate they might participate in any one of the following shall be automatically disqualified:

a. Activities related to the promotion of specific political parties.
b. Reconstruction or building rehabilitation projects that are not accompanied by plans for wide community use and maintenance.
c. Distribution of emergency/humanitarian assistance or funds.
d. Religious events or activities that promote a particular faith.

e. For-profit business activities that benefit a small select group, rather than providing increased opportunities to the larger community.
f. Unrelated operational expenses.

3. Prohibited Goods and Services

Under no circumstances shall the recipient procure any of the following under this award, as these items are excluded by the Foreign Assistance Act and other legislation which govern USAID funding. Programs which are found to transact in any of these shall be disqualified:

a. military equipment;
b. surveillance equipment;
c. commodities and services for support of police or other law enforcement activities;
d. abortion equipment and services;
e. luxury goods and gambling equipment; and
f. weather modification equipment.

4. Restricted Goods

The following costs are restricted by USAID and require prior approval from AED and USAID/Kosovo:

a. agricultural commodities;
b. motor vehicles;
c. pharmaceuticals;
d. pesticides;
e. fertilizer;
f. used equipment; and
g. U.S. Government-owned excess property

F. Certifications for Non-US Non-Governmental Recipients

The following Standard Grant & Subcontractor Certifications are required by AED and USAID:

1. Certification Regarding Terrorist Financing
2. Key Individual Certification - Narcotics Offenses and Drug Trafficking
3. Certification Regarding Debarment, Suspension, Ineligibility And Voluntary Exclusion – Lower Tier Covered Transactions
4. Non-US Recipient Certificate of Compliance

Recipients will be required to sign and comply with the content of the above certifications as a part of the grant agreement once funding is approved.

Annex 3

Proposal Evaluation Criteria

Name of organization: _____ **Name of person reviewing:** _____

Location: _____

Application Evaluation Criteria	YES/NO – Comments	Weight
Eligibility, organizational capacity and past experience • Was the organization invited to respond to this APS by AED? • Does the organization meet the eligibility criteria? • Does the organization possess the relevant experience and personnel to implement the proposed project?		20 points
Project target communities • Does the activity have clearly defined target communities? • Does the proposal provide a satisfactory explanation as to the target community's need for the proposed activities?		5 points
Project rationale/justification • Is the problem statement well explained and rationalized? • Does the proposed initiative identify the problem, need or opportunity to be addressed by the project? • Do the proposed activities address existing intervention gaps?		10 points
Project design and strategy • Does the project have a clearly stated overall goal? • Is the proposed project design likely to achieve the stated goal and results? • Does the project design take into account existing interventions and explain how it will complement them? • Is the proposed strategy feasible in relation to the organizational structure and budgetary requirements? • Does the project address the Kosovo Community Outreach Grant Program purpose and one or more of its intended results? • Does the project design include an inclusive, participatory, and/or innovative approach? Are the benefits to the target population clearly articulated?		35 points
Monitoring and Evaluation Plan		15 points

• Are the anticipated results linked to the overall goal? • Does the project have a clear plan to measure and report on results?		
Cost effectiveness of proposed budget • Is the budget cost effective? • Are all budget items clearly described and justified?		15 points
Total		**100 points**
Overall Comments:		

Annex 4

19 July 2007

Debriefing on the Kosovo Team Reporting Strategic Planning Retreat:
Summary of Action Plan Recommendations

1. **Overall Objective for Kosovo Team Reporting (KTR):**
KTR should keep its current overall objective--to open up channels for communication across Kosovo's different communities on social issues through the joint work of our TV stations

2. **Recommended Future Actions to realize KTR's overall goal:**
   a. **Continue with the TV Magazine activity but modify the TV Magazine's approach in the following ways so it can attract more viewers and generate revenues for KTR:**
      I. Involve the viewers in deciding the magazine's content—the viewers will vote via SMS messages to choose the topic for the next TV Magazine episode
      II. Reach an agreement with the mobile phone providers (044, 063) to have a fixed percentage of SMS message revenues given to KTR
      III. Have one KTR journalist host each TV Magazine episode and rotate this hosting role each episode
      IV. Make the TV Magazine a platform for inter-community communication on current and social issues (one main theme per episode) with three segments:
         1. communication between Albanian and Serb decision-makers (episode's first segment);
         2. communication between citizens from all communities and those decision-makers (second segment);
         3. Human-to-human communication (third segment): will use the TV Magazine's current approach of telling the human story of everyday Albanians and Serbs affected by the social issue and giving them a chance to voice their real feelings and concerns.
   b. **Distribution: KTR should try to sell the new version of the TV Magazine (and previous episodes) to satellite TV providers serving Albanian and Serb diaspora audiences overseas.**

3. **Connect the six KTR TV Stations as a content sharing network with a shared server and a password-protected website, and provide content services to outside organizations for a fee:**
      I. *Internal:* KTR TV stations will upload and download content via the shared server, which will give them access to regular "other community" content. Each KTR TV station can also use this network to request specific camera shots and/or specific interviews in Albanian (Serb) locations from another KTR TV station, in particular to bring the other community's perspective into programs and news stories
      II. *External:* KTR TV stations can provide these same services of camera shots and interviews for a fee to organizations (in Kosovo, in Serbia, in the region, internationally) outside the KTR network. Programs prepared by KTR TV stations could also be made available for purchase via the website for a fee.

III. **Other possible benefits to operating KTR as an informal network:** The KTR TV stations could also explore selling common advertising time on all their TV stations (i.e., an advertiser pays one fee to have the advertisement placed on all six TV stations, for example during the TV Magazine's broadcast on each TV station). Each TV station would potentially receive a higher per second advertising rate as a member of this network than the current rates received as a single TV station. In addition, the KTR TV stations could explore purchasing programming and copyrights together as "a network" to reduce those costs.

4. **To attract even larger audiences, KTR should occasionally host a live TV debate program in one of the TV station's studios:**
   a. This program would have Albanian and Serb KTR journalists as the hosts, audience members from both communities, and listeners asking questions via phone calls and SMS messages to the studio during the program.
   b. TV Vali and TV Most currently have large enough studios for a live TV debate program. TV Vali and TV Puls are interested to host the first TV debate program, but technical equipment and training is first needed.
   c. KTR would reach an agreement with the mobile phone providers (044, 063) to give a fixed percentage of the cell phone call and SMS revenues from the program to KTR. These revenues could offset, for example, the rental of interpretation equipment for the program.
   d. The live TV debate program would be sold to territory-wide channels in Kosovo and Serbia.

5. **Resources needed to realize these future actions:**
   a. **New TV Magazine model:** training for journalists on how to host a TV program; training for journalists and cameramen on how to implement the first and second segments of the new TV program.
   b. **KTR Content Sharing Network:** Purchase space on a server; possibly servers for each TV station; broadband internet connection for each TV station; website development; website administrator services; technical training for all TV stations on uploading/downloading content.
   c. **Live TV Debate Program:** rental of interpretation equipment for the co-hosts, studio audience, etc.; training and equipment for receiving phone calls and SMS messages from listeners during the program; training for the co-hosts and cameramen.

6. **Future KTR Cooperation Structure:**
   a. The TV station directors need to determine the most appropriate coordination structure.
   b. No concrete suggestions were developed at the retreat. However, the idea of the KTR TV stations legally registering as a network organization was mentioned, especially if the stations agree to form a content-sharing network with a server.
   c. AED said it is ready to advise and assist the KTR TV stations in establishing themselves as network, and the vision could be for the TV stations to gradually assume the roles that AED current performs (coordination role, producers, funding acquisition) and also the post-production services provided by Partes.

ANNEX 5

NOTE: The brochure is envisioned to have 6, A-4 panels (3 front, 3 back), with 3 folds. Therefore, when thinking through text placement and positioning of the text, readers should keep this in mind.

(1st left front panel)

Introduction Paragraph to Brochure

To ensure a fully transparent and participatory process during the drafting of Kosovo's Constitution, the Constitutional Commission has launched a public information and outreach initiative with local and international partners to inform the public about the Commission's work and to elicit citizen feedback and input. This initiative will include town hall meetings and forums throughout Kosovo with citizens and professional associations and an interactive website where citizens can contribute to the Constitution drafting process.

As a part of the Commission's public information efforts, this brochure aims to provide citizen's with information about constitutions and those issues which constitutions typically address so that the people of Kosovo are able and ready to make their contributions to the new Constitution. For more information about the upcoming Constitutional Commission events to be held in your community, to submit feedback to the Commission online, or to find up-to-date news on the Commission's work and the Constitutional draft, please log on to www.kosovoconstitution.info ; www.ustavkosova.info ; www.kushtetutakosoves.info.

(Begins on left front panel – directly below intro. text)

What is a Constitution?

A constitution is the highest law of a country. It is also an agreement between citizens and their government leaders. This agreement defines the powers of the leaders and the powers of the citizens. It defines these powers by providing a structure of government, by dictating how governmental powers will be exercised and, by seting out the rights of the citizens. Once established, this agreement is intended to serve as a fundamental guarantee of the rights of individuals and the form of government.

While a majority of citizens may change leaders with each election, the concept of a constitution is that certain basic structures are beyond electoral politics. These structures provide a system that remains in place regardless of elections.

Because a constitution is to serve as a base for organizing the affairs of all citizens, it is given a special, supreme status. Consequently, any law or administrative act is by definition invalid to the extent it is inconsistent with the constitution. This supremacy is intended to place the constitution outside the realm of politics.

Once ratified, a constitution becomes the foundation for a democratic society, but the ultimate construction of this society relies on the active participation of citizens. Citizens must embrace the guarantees in the constitution and exercise their constitutional rights vigorously to create a climate where constitutional democracy will thrive. The constitution of a country enjoys special status in the hierarchy of laws, for it is generally considered to be the supreme law. However, in the end, its actual supremacy comes from the citizens who safeguard its enforcement.

The text that follows includes a description of issues that are usually covered in a constitution and which provide for the basis of a country's political system.

Why is the separation of powers of the government important and how can it be addressed through a constitution?

The separation of powers is considered the basic foundation upon which a constitutional democracy is built. Under this system, independent and distinct powers are given to each of the three branches of government: Executive (President and Prime Minister), Legislative (assembly), and the judicial (the courts). Each of the three branches of government is given specific powers to prevent the abusive or excessive exercise of power by the other branches. In this sense, the one branch "checks" the power of the other branches, and this overall arrangement serves to create greater "balance' of power between them. This system is often referred to as "checks and balances". For example, the legislative branch typically makes laws, and the executive branch is responsible for enforcing or "executing" the laws. In many countries, the executive branch can also propose laws and amendments to laws and veto legislation if it considers the legislation inappropriate. It is the function of the judicial branch to resolve any disputes which arise in the application of the law. In doing so, it exercises its own power by interpreting the law and also overturning laws which are contrary to the Constitution. Since the judiciary often acts as an arbiter or referee in resolving disputes, it is particularly important for judges to be impartial and free from the influence of the other branches of government. Consequently, the Constitution usually includes provisions for the guarantee of judicial independence.

What does "rule of law" refer to and how can it become incorporated into a constitution?

The Constitution must establish a foundation for the rule of law wherein democratic values can operate. This means that the law applies with equal force to private citizens and public servants alike and that all disputes shall be resolved in accordance with the laws which have been adopted by the democratically elected representatives of the people. Since equality is the lynchpin of the rule of law, the Constitution forbids discrimination and provides for the protection of the non-majority. It also provides for the equal protection of the law by guarding against the creation of any privileged class of citizens and ensures that the law is made and applied without bias or self-interest. The Constitution serves as a constraint on the powers of the Government and ensures that the

Government acts only in accordance with those laws which have been adopted in accordance with the Constitution.

C. How are human rights enshrined in constitutions?

The Constitution must reaffirm the principle that all persons are entitled to human rights and freedoms. It must adhere to international human rights law by enshrining the basic principles recognized by international treaties and conventions on human rights. Those instruments specifically prohibit discrimination on the basis of race, color, sex, language, religion, political or other opinion, national or social origin, association with community, property, birth or other status. Basic freedoms such as freedom of expression and freedom of association and protection against any unwarranted intrusion by the government into the private lives of its citizens are also considered to be human rights. Institutions must be established to ensure that these rights are protected.

D. How do constitutions protect the rights of communities?

The Constitution must enshrine the concept of non-discrimination and special rights. Non-discrimination includes ensuring equal treatment of all individuals. Special rights ensure protections for national non-majorities communities. Special rights aim to preserve the unique characteristics and traditions of non-dominant groups in the society which have distinct ethnic, linguistic, religious, cultural and other characteristics that may differ from those of the majority population. These special rights given to non-majority communities aim to ensure that they are able to freely hold an equal position in society as that held by the majority. Constitutional concepts dealing with the protection of non-majority community rights endeavor to satisfy the highest standards of universal and international treaties.

E. Why is self-governance important and how do constitutions address it?

The Constitution must ensure a degree of self-governance at the local level to encourage and provide for the active participation of citizens in a democratic life. The Constitution must ensure that certain institutions and services are provided and managed locally. These institutions and services include but are not limited to local economic development, urban and rural planning, educational institutions, childcare centers, town halls, health care facilities, and sports centers. Together they make up both the physical fabric and the sense or feel of a community. They represent both the forums and meeting places of the community where individuals can participate in the decision making process.

(3rd Back Panel – becomes center panel when brochure first opens)

What is the Constitutional Commission of Kosovo?

The Constitutional Commission of Kosovo has been established in accordance with the provisions in the United Nations Office of the Special Envoy for Kosovo's (UNOSEK) report. The Constitutional Commission is the only body empowered to draft a Constitution to be presented for ratification. The Commission is comprised of legal experts representing political parties and civil society. To find a full listing of the members of the Commission please go to www.kosovoconstitution.info ; www.ustavkosova.info ; www.kushtetutakosoves.info.

What is the Role and Mandate of the Constitutional Commission?

The role and mandate of the Constitutional Commission is to draft a constitution for Kosovo in accordance with the Special Envoy's Comprehensive Proposal for the Kosovo Status Settlement. The draft completed by the Commission will be made available and discussed publicly so that citizens have the opportunity to provide their comments and feedback.

Article 24 of the Rules of Procedures adopted by the Constitution Commission on the drafting of Kosovo's Constitution allows for the establishment of working groups that would focus on specific areas of the Constitutional Commission's work.

The working groups are as follows: 1) Preamble, 2) Founding Principles, Rule of Law and Provisional Principles, 3) Kosovo Institutions, 4) Fundamental Rights and Freedoms, 5) Security and Order, 6) Rights of Communities, 7) Judicial Power, Persecutors, and the Constitutional Court, 8) Economic Relations, 9) Local Self-Government, and 10) Independent Agencies and the Ombudsperson. These issues represent the future chapters of the Constitution.

(Back 3rd Right panel)

Where can I find more information?

You can learn more about the Kosovo Constitution draft text, send your feedback to the Commission members, find out about outreach activities and read more about issues related to the Kosovo Constitution at the following web-sites:

www.kosovoconstitution.info; www.ustavkosova.info; www.kushtetutakosoves.info

ANNEX 6

About the Constitutional Working Group

About us

A Working Group for the drafting of the Constitution of Kosovo was established by the President of Kosovo in accordance with the recommendations of UN Special Envoy Ahtisaari's Report on the Future Status of Kosovo submitted to the UN General Secretary. Upon a final decision on Kosovo's status, the Constitutional Working Group members and any additional members appointed by the President of Kosovo will be empanelled as the Constitutional Commission for Kosovo and be responsible for drafting a Constitution that represents the best interests of all people of Kosovo and complies with the letter and spirit of the Special Envoy's Report.

Working Groups and Members

The Constitution Working Group established 10 Sub-working Groups which will focus on specific areas of the constitution.

Sub-Working Groups and their Chairpersons were appointed and approved during the meeting held on June 29th, 2007. The following individuals are members of the following Sub-working groups:

1. ***Working Group on the Preamble***

Chairman: Blerim Shala

2. ***Working Group on the Founding Principles, Rule of Law and Provisional Principles***

Chairman: Arsim Bajrami

3. ***Working Group on the Kosovo Institutions***

Chairman's: Rame Manaj and Jakup Krasniqi

4. ***Working Group on the Fundamental Rights and Freedoms***

Chairwoman: Gjylieta Mushkolaj

5. ***Security and Order***

Chairman: Kadri Kryeziu

6. Rights of Communities

Chairman: Mahir Yagcilar

7. Judicial Power, Persecutors, and the Constitutional Court

Chairman: Nekibe Kelmendi

8. Economic Relations

Chairman: Iljaz Ramajli

9. Local Self-Government

Chairman: Eqrem Kryeziu

10. Independent Agencies and the Ombudsperson

Chairman: Ylber Hysa

Academy for Educational Development

Request for Proposal (RFP)

RFP#:	3565-01-01
Issued on:	June 21, 2007
For:	Website for Kosovo's Constitution with Feedback Mechanism on the Drafting of the Constitution for members of the Constitutional Working Group
Period of Performance:	July 16, 2007 – December 31, 2007
Budget Ceiling:	20,000 Euros

Background

The current Settlement proposal being considered by the UNSC requires the preparation of a new constitution, by a Constitutional Working Group, within 120 days of a UN resolution. The Settlement proposal also requires that the Constitutional Working Group "establish meaningful mechanisms to inform members of the public about its work." Accordingly, the U.S. Agency for International Development (USAID) will be contracting the Academy for Educational Development (AED), a Washington-based organization, to facilitate U.S. Government support to a joint Kosovo-international effort to ensure that implementation of a key component of the Settlement document, preparation of a Constitution, is accurately understood by the Kosovo public. The Constitutional website will be one component of the AED implemented public education and outreach campaign around the Constitution. The website will be a mechanism for Kosovo residents to learn about the work of the working group and to provide feedback on the constitution to be considered by the Constitutional Working Group.

Scope of Work

AED intends to identify and contract with a website solutions firm to design and maintain a website and to provide content and document management services for the website. The purpose of the website is to assist in ensuring that the Constitution drafting process is accurately understood by the Kosovo public. The website will need to be ready to launch one (1) day after a UN Resolution on Kosovo's future status. As the client for this activity, AED will confer with the constitutional working group during the development and finalization of the website design and content. AED will appoint a Senior Consultant to work to develop the content for this website however the selected company will be expected to provide additional support in copywriting materials and minimal translation of documents. The target audiences for this website include all residents of Kosovo, including Kosovo Albanians, Kosovo Serbs, Roma, Ashkali, Egyptian, Gorani,Turks and Bosniaks.

I. The selected website solutions firm will be responsible for developing, in consultation with AED, a website that meets the following minimum technical specifications:

Security: Given the risk of interference with this site, any solution provided should ensure the best option for security including a dedicated hardware based firewall for any of the configurations suggested; solution should ensure a limited number of individuals with access rights to handle content management and review traffic statistics and demographics of the site; and a solution that ensures that all comments provided by users, including user IP address, are only viewable to website administrator and those with access rights to the site. Users should be able to give comments anonymously.

Compliance with internationally recognized web design and programming standards: The firm selected must have a proven record in following, and expert understanding and certification in, internationally recognized web design and programming standards.

Server capability: Solution provided must support at least 4,000 concurrent users.

Content management system: The solution provided must include a proven user-friendly content management system that the client can efficiently use.

Language: Site must be able to technically support Albanian, Serbian, and English. In addition, feedback mechanisms as described below need to be able to accommodate feedback in all minority languages.

Site Activity Statistics: The solution provided must include the capability to provide webstats such as: number of downloads; IP address tracking; daily, weekly, and monthly activity by visitor and by "hits"; countries visited; and visit duration.

Data collected of user-feedback, surveys, and voting: Contractor will provide weekly reports on user data from feedback mechanism, voting and surveys.

II. In addition to these technical specifications, and although design specifications will be finalized in consultation with the selected firm, the firm must have the capacity and expertise in implementing the following design specifications:

Daily updated news section with archive possibility: This would include daily postings and updating on recent news, press releases, etc., on the drafting of the constitution.

User document download capability: This would include the ability for users to download the constitution and other documents posted to the site such as an informational brochure with frequently asked questions.

Feedback forum: This would include a section to solicit feedback from citizens on the constitution. This feedback forum would be structured in such a way as to best "lead"

users through a two step filter before making a narrative comment. For instance, there would be a "General Theme [Ex. Executive Powers]" option which would direct users to a second "Sub-theme/Issue [Ex. Presidential versus Parliamentary System]" option which would finally direct users to a "Blank Page" where they could enter their comment.

Firms are encouraged to provide additional ideas for this feedback forum, but the following should be considered: 1. Feedback is to be confidential with the exception of IP address, i.e., no user name or registration required to submit comments; 2. Feedback must be able to be organized according to topic and issue so that quick statistical information regarding topics of interest and concern can be provided on a weekly basis to the Constitutional Working Group; and 3. Feedback mechanism needs to accommodate feedback in all minority languages.

Comment and voting boxes: Given that feedback will be confidential, AED is interested in exploring the possibility of selecting comments on a bi-weekly basis to be posted for general viewing. This might also include select questions that can be answered by posting prepared responses from the Constitutional Working Group. In addition, there may be an interest in having a weekly voting or poll completed by users on select key constitutional issues.

Public and user group surveys: AED would like the option of posting surveys to be completed by general users and anonymous users of the website. The second option desired includes the capacity to do user group polls. "User group polls" include selecting a group such as judges and providing these individuals with access to a secured part of the web site where they can complete the survey. The surveys would not be posted for the general public or viewed by general users.

Calendar of events: This would include a calendar that could be updated to include outreach events, press conferences, meetings, Assembly debates on Constitution, etc.

Video and multi-media: The contractor should propose multi-media video options appropriate for the target audience to view such things as important press appearances or Assembly debate on the constitution.

Other: Other design elements to be suggested by the firms, including innovative ways to attract users such as contests for "best comment" submitted, etc.

III. In addition to these technical and design specifications, the selected website firm will be responsible for providing the following <u>services</u>:

Training: The training requested includes content management training, site activity report training, and general site navigation training for three (3) AED staff members. This should include at least two days of training with AED staff members responsible for content management and for summarizing and analyzing the weekly site activity reports which will be provided by the selected firm.

Copywriting and translation: Although the client will provide the selected firm with the content for the site, the firm should have staff members with copywriting expertise in order to best advise AED's Senior Consultant on how to write this content to best achieve for instance higher ranking in search engines, strategic placement and repetition of keywords and keyphrases on webpages, and offering fluent and readable web content for users. In addition, although the client will work to have the majority of materials and content translated, the selected firm should have the ability to provide minimal translation assistance if needed in Albanian, Serbian and English.

Promotion of site: The selected firm will be expected to promote the website through e-marketing or other means identified by the firm. The client will also be advertising the website through its own activities, outreach, public service announcements, and television and radio promotion, but the firm should provide additional support in promoting the website throughout Kosovo.

Consultation with constitutional working group: In designing the feedback mechanism and overall design layout and architecture of the site, the contractor will be expected to consult with the constitutional working group before finalizing any designs or layouts.

Technical maintenance (as needed)

Web Site Statistics reports: The selected firm will be expected on a weekly basis to provide AED with web site statistic reports which include at a minimum the site activity statistics such as number of downloads; IP address tracking; daily, weekly, and monthly activity by visitor and by "hits"; countries visited; and visit duration.

User Feedback Summary: The selected firm will also provide weekly user feedback data – i.e. all the comments received per theme and sub-theme for the feedback mechanism, results of the voting boxes, and results of the public and targeted surveys.

Timeline

Firms should note that this timeline is notional and AED reserves the right to reschedule completion of deliverables depending on the situation regarding a UNSC resolution. However, for purposes of preparing proposal and budget respondents should plan to have a draft website design within three weeks of signing a contract (Deliverable 1). Two weeks after receiving approval of this design from the client, the firm will be expected to be able to have the website online, this includes finalizing all content for the website and completing all quality assurance testing and debugging (Deliverable 2). Following the launch of the web site, the firm will be expected to provide technical maintenance (as needed) and reports as defined below for up to16 weeks (Deliverables 3 & 4).

Proposal Instructions and Deadline

Please send notification of your plan to submit a response to this RFP, as well as any questions you have (in writing - no phone calls) to Allison Poyac-Clarkin (aclarkin@aed.org) on June 22nd, 2007 by 5pm Kosovo time. Responses to the inquiries will be sent out by noon Kosovo time on June 26th, 2007 and will be shared with all applicants.

Please submit applications via email to AED's Program Manager, Allison Poyac-Clarkin (aclarkin@aed.org) by 5pm Kosovo time on June 29th, 2007. The application, budget and budget notes should be in English.

The award will be made very quickly and all applicants will be notified immediately.

The application should include the following:

I. Capability Statement: Not to exceed three pages, indicating size of the agency, staff, past experience in web site design and maintenance (including the design specifications of this RFP), experience effectively implementing content management systems, work with donor organizations and/or the PISG. If sub-contractors will be used by the bidding firm, please provide the profile of each outside sub-contractor.

II. Budget: Cost for the activities requested. All costs should be in local currency. If applicable, please indicate any agency surcharge and overhead fees.

In preparing your budget, please break down all costs according to the following project deliverables:

Deliverable One: Draft web site design for review (due date approx. August 6th)
Deliverable Two: Fully functioning web site online (due date approx. TBD)
Deliverable Three: Web site statistics reports and user feedback summaries for (up to) first 8 weeks.
Deliverable Four: Web site statistics reports and user feedback summaries for (up to) second 8 weeks.

Applicants should have a budget with budget lines along the left column and then broken down into four columns on the right, according to costs related to these four deliverables. Any upfront costs should be placed in the first of these columns.

In creating budget notes, please follow AED Budget Guidelines (Attachment 1).

III. Staff: Please provide the name of the account manager as well as CVs (up to 3 pages) of *up to* three members of the team who will be working on this contract. Please also provide the percentage of time each will work on this activity. Submit signed and completed 1420 Biodata forms (Attachment 2) for all key personnel who will be working on this contract. All annual base salaries and daily rates listed on the 1420 should be listed in the currency paid. Please be sure to review the instructions for filling out the 1420 forms prior to completing them and feel free to contact AED with questions.

IV. References: Names, company or organization, contact information of three recent (within the past 2 years) groups that you have worked for in this capacity. Please include references related to work similar to the scope of work described in this RFP.

V. Timeline & Workplan: Not to exceed two pages, indicating the proposed timeline and clearly defined activities associated which each phase of the proposed work. Throughout the design phase the team should develop test plans and procedures for quality assurance. It is necessary to allow for sufficient time to obtain client approval on design and project plans.

VI. Rough wire frame for website: AED would like to receive a rough wire frame for the website as part of the proposal, and links to live websites which the firm has designed and are similar to the requirements in this RFP. Please note that wire frames submitted as part of the proposal will remain the property of the bidding firms.

The issuance of the RFP does not commit AED to make an award. All materials, collateral and resources created and assembled in the performance of a resulting award will remain the property of AED. Your work is to be considered in a "buy out" situation unless otherwise specified in the agreement.

Criteria for Selection:
AED will use the following selection criteria to rate applications received.

Agency Capability, Experience & Personnel (including proposed sub-contractors) – 25%
Wire Frame/past samples – 35%
Timeline & Workplan – 25%
Budget – 15%

AED will assemble a panel to evaluate all proposals. The panel will include at least one representative from the US Agency for International Development (USAID).

ANNEX 8

INTEROFFICE MEMORANDUM

TO: AED CCSG FILES

FROM: ALLISON POYAC-CLARKIN

SUBJECT: RROTA SUBCONTRACT SELECTION MEMORANDUM

DATE: JULY 25, 2007

This memo addresses the selection of Rrota to be awarded a purchase order for the design and hosting of a web site to provide information to the public, and solicit input, on the Constitutional drafting process. This procurement is being made under the USAID contract for the Support to Peace and Stability in Kosovo program.

SELECTION:

The selection of Rrota for the design and launch of a web site to assist the Constitutional Commission to inform the public on the drafting of Kosovo's future Constitution was done after AED released a closed-universe Request for Prosposal (RFP) to three selected website and media solution firms in Kosovo on June 21, 2007. The selected web site and media solutions firms were selected after receiving a list of four such companies from USAID/Kosovo. These companies sent by USAID/Kosovo were chosen based on their record of proven success. The companies also had experience working on institutional government sites which was deemed an important criteria by AED and USAID/Kosovo, given the sensitivity of the project and desire to transfer the site's management to the Government of Kosovo after a four month period. Finally, the decision to have a closed universe competition was impacted additionally by the then extremely tight deadline and request made by USAID/Kosovo to have a firm selected and so that, if necessary, a web site could be designed by mid-July.

After receiving this list of four companies from USAID/Kosovo, AED's Program Manager met for informational meetings with three of the four companies. The fourth company was not contacted for an informational meeting or asked to participate in the competition after AED's Program Manager conducted a review of their past work, client list, and current staff resources and determined that this company did not have the sufficient experience and capacity to carry out this work. This company was largely a media solutions firm rather than a company with specific expertise and experience designing web sites and/or significant experience working with government institutions. Prior to conducting informational meetings with the remaining three firms, AED's Program Manager did a similar review of these firms and determined that they met the criteria for participation in the competition.

A RFP was released on June 21, 2007 and applications were submitted by all three firms (Rrota, Logic Plus, and Maestro) on June 29th, 2007.

AED organized a four person selection panel to individually review and score the proposals and budget materials (1420s, budget notes, and budget) submitted. This panel consisted of two AED Program Officers (Allison Poyac-Clarkin and Anne O'Toole Salinas), one USAID/Kosovo DG Program Officer (Gresa Caka), and one AED consultant (Yll Bajraktari). All panelists submitted their scores for tabulation and then participated in a selection conference call to give comments, review the final scores for each company, and make the final selection.

Each company was evaluated based on criteria given in the RFP: Agency Capability, Experience & Personnel (including proposed sub-contractors): 25 points; Wire frame/past samples: 35 points; Timeline & Workplan: 25 points; and Budget: 15 points

Based on the individual scoring of the review panel, Rrota was the highest scoring agency by 53 points, scoring 347 points out of a possible 400 points (100 points per panelist) (see Attachment A for score breakdown by agency). The breakdown of points awarded to Rrota based on the established evaluation criteria was as follows: Agency Capability, Experience & Personnel – 89 points (out of possible 100 points); Wire Fire/Past Samples – 122 points (out of possible 140 points); Timeline & Workplan – 82 points (out of possible 100 points); Budget – 54 points (out of possible 60 points).

Some of the comments included by individual panelists when assigning their scores for each category included the following: significant client list and references provided by international donors (UNDP, UNICEF, OSCE) and Government of Kosovo (Assembly of Kosova, Ministry of Culture and Central Election Office) and nongovernmental institutions (Kosova Live, Kosova Education Center, IPKO Institute); full service agency with IT department, administration, publishing/copywriting, design and management; no subcontractors needed; key personnel resumes submitted with high qualifications and experience in design, programming, and training clients on IT services; well developed and presented timeline and workplan with an established methodology to work with client from design inception to completion of final product; hosting server services received high UNDP ratings; competitive and realistic budget.

Attachment A:

Evaluation of Website Firm Proposals for
Phase III: Support to Peace and Stability Public Information Campaign

	Logic Plus	Maestro Production	RROTA
Agency Capability, Experience & Personnel (25 points)			
A. Poyac-Clarkin	20	5	22
Anne Salinas	23	10	22
Gresa Caka	15	5	20
Yll Bajraktari	25	1	25
Average Score	**83**	**21**	**89**
Wire Frame/Past Samples (35 points)			
A. Poyac-Clarkin			
Anne Salinas	20	10	32
Gresa Caka	26	12	30
Yll Bajraktari	20	5	25
	32	1	35
Average Score	**98**	**28**	**122**
Timeline & Workplan (25 points)			
A. Poyac-Clarkin	19	10	20
Anne Salinas	15	18	22
Gresa Caka	15	5	15
Yll Bajraktari	19	2	25
Average Score	**68**	**35**	**82**
Budget (15 points)			
A. Poyac-Clarkin	11	5	13
Anne Salinas	8	9	12
Gresa Caka	15	15	15
Yll Bajraktari	11	2	14
Average Score	**45**	**31**	**54**
Total Average Score			
A. Poyac-Clarkin	70	30	87
Anne Salinas	72	49	86
Gresa Caka	65	30	75
Yll Bajraktari	87	6	99
Total Score	**294**	**115**	**347**