

## TERMS OF REFERENCE (ToR) UT-2026-LAYOUT-02

### Designer for Layout and Language Adaptation

Uta në Sharr - Inclusive Education and Environmental Awareness through Storytelling, Animation, and Outdoor Learning

## 1. BACKGROUND

Utalaya Foundation is a Kosova-based civil society organization dedicated to inclusive education, environmental awareness, and social cohesion through creative, experiential, and child-centered approaches, with a strong focus on storytelling, arts, and nature-based learning. The foundation designs and implements multidisciplinary programs that combine literature, animation, outdoor activities, and community engagement to reach children and youth from diverse ethnic, linguistic, and social backgrounds, including marginalized and underserved communities. By working closely with schools, municipalities, cultural institutions, and international partners, Utalaya promotes intercultural dialogue, environmental responsibility, creativity, and a sense of belonging, while producing high-quality educational resources that remain accessible beyond project lifecycles. Its work emphasizes sustainability, inclusion, and innovation, positioning culture and nature as powerful tools for learning, empathy, and long-term social impact.

## 2. THE PROJECT

“Uta në Sharr - Inclusive Education and Environmental Awareness through Storytelling, Animation, and Outdoor Learning” a project funded by the Sweden International Development Agency (Sida) through the Embassy of Sweden in Prishtina is being implemented in partnership with Save the Children Kosova/o in 12 municipalities (Peja, Prizren, Gjilan, Obiliq, Prishtinë, Mitrovica North, Ferizaj, Gjakovë, Dragash, Mitrovica South, Decan, Mamusha), aimed at promoting inclusive education, environmental awareness, and storytelling for children and young people from diverse communities.

## 3. OBJECTIVE OF THE ASSIGNMENT

Utalaya, in partnership with Save the Children, invites qualified and experienced designers or design studios to submit offers for the provision of **layout and graphic adaptation services** for the children’s book *Uta në Sharr*. The book has been originally developed in Albanian and illustrated specifically for children. Within the framework of this project, the publication will be adapted into **Serbian and Turkish** to ensure linguistic accessibility and equal inclusion of children from diverse communities.

This procurement concerns **design and layout services only**. Translations will be provided by the contracting authority.

The objective of this procurement is to contract a service provider to professionally adapt and prepare the layout of Uta në Sharr in Serbian and Turkish, ensuring compliance with:

- Established visual identity of the original publication;
- Utalaya and Save the Children branding requirements;
- Professional editorial and print-production standards;
- Donor visibility and non-commercial use requirements.

The final outputs must be suitable for high-quality printing and institutional dissemination.

#### 4. SCOPE OF WORK

The contracted service provider shall perform the following tasks:

<b>Layout and Graphic Adaptation</b>	<p>Adapt the existing book layout to integrate Serbian and Turkish text provided by the contracting authority.</p> <p>Adjust typography, pagination, line spacing, and text placement to accommodate language-specific requirements.</p> <p>Maintain full consistency with the original illustrations, visual style, and narrative flow.</p> <p>Apply official Utalaya, Save the Children, and Sida branding elements, including logos, acknowledgements, and mandatory disclaimers.</p>
<b>Technical Preparation for Printing</b>	<p>Prepare print-ready files in accordance with professional publishing standards (CMYK, bleed, margins, resolution).</p> <p>Ensure compatibility with local and international printing specifications.</p> <p>Deliver final files in PDF format suitable for printing, as well as editable source files.</p>
<b>Revisions and Coordination</b>	<p>Participate in coordination meetings as required.</p> <p>Integrate feedback from Utalaya and Save the Children.</p> <p>Deliverables are to be considered final, once all suggestions and recommendations were incorporated.</p>

#### 5. DELIVERABLES

The service provider shall deliver the following:

- One (1) fully adapted and finalized layout of *Uta në Sharr* in Serbian.
- One (1) fully adapted and finalized layout of *Uta në Sharr* in Turkish.
- Print-ready PDF files for both language versions.
- Editable source files (InDesign or equivalent).

All deliverables are subject to formal acceptance by the Utalaya Foundation.

#### 6. TIMELINE

The service provider shall propose a detailed delivery schedule as part of the financial and technical offer (detailing all the steps necessary to finish the job).

#### 7. REQUIRED QUALIFICATION AND EXPERIENCE

Eligible service providers must demonstrate:

- Proven experience in editorial and book layout design.
- Previous work on multilingual publications.
- Technical knowledge of print production and pre-press preparation.
- Capacity to deliver within fixed timelines.
- Experience with NGO, donor-funded, or child-focused projects is considered an asset.

## 8. APPLICATION REQUIREMENTS

**Technical Offer**, including:

- Relevant experience and portfolio (similar assignments);
- Proposed workplan and timeline.

**Financial Offer** (lump-sum), clearly stating the total price in EUR, inclusive of all taxes, duties, and related costs (the offer should be free of VAT).

Incomplete submissions may be disqualified.

## 9. EVALUATION CRITERIA AND METHODOLOGY

Proposals will be evaluated based on:

- Relevant experience based on completed/ongoing works (50%),
- Planning and timelines (10%),
- Financial offer (40%)

Utalaya Foundation, reserves the right to accept or reject any proposal and is not bound to select the lowest-priced offer.

## 10. RESERVATION OF RIGHTS

All animation materials produced under this assignment shall become the property of the contracting organization. The organization shall retain full usage rights for all purposes. The production company may use the work for portfolio and promotional purposes only with prior written consent.

## 11. CONFIDENTIALITY

All materials provided within the framework of this assignment, including illustrations, scripts, visuals, and concepts, must be treated as confidential and may not be shared with third parties without written permission.

## 12. APPLICATION PROCESS

Interested companies are invited to submit their proposals electronically to [utalayafoundation@gmail.com](mailto:utalayafoundation@gmail.com), including:

- Technical proposal (PDF),
- Financial proposal (PDF),
- Portfolio links.

Submission deadline: 18 March 2026, 23:59  
Submission address: [utalayafoundation@gmail.com](mailto:utalayafoundation@gmail.com)