

**TERMS OF REFERENCE (ToR)  
Procurement of Printing Services**

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 Sida through the Embassy of Sweden in Prishtina in partnership with Save the Children Kosova/o, is being implemented in 12 municipalities (Peja, Prizren, Gjilan, Obiliq, Prishtinë, North Mitro, 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**

The purpose of this procurement is to contract a professional printing service provider to produce and deliver high-quality printed copies of the illustrated book “Uta në Sharr” in accordance with the technical, environmental, and child-friendly specifications outlined in this Terms of Reference.

**4. SCOPE OF WORK**

The selected service provider will be responsible for the following:

- Verification of print-ready files (pre-press check only; no content editing),
- Full-color printing of the book,
- Use of environmentally responsible and child-safe materials,
- Packing and delivery of printed books to a location specified by Utalaya Foundation in Kosova

<p>Book Format and Binding</p>	<ul style="list-style-type: none"> <li>- Format: W 28.54 cm; H 25.58 cm,</li> <li>- Binding method: High-quality glued binding suitable for repeated use by children,</li> <li>- Cover finish: Matt or soft-touch lamination,</li> <li>- Corners and edges must be durable and safe for children</li> </ul>
<p>Paper and Materials</p>	<p>Interior pages:</p> <ul style="list-style-type: none"> <li>- Recycled paper,</li> <li>- Paper weight: approximately 140–170 gsm</li> <li>- Suitable for high-quality full-color illustration printing</li> </ul>

	<p>Cover:</p> <ul style="list-style-type: none"> <li>- Recycled cardboard (not hardcover)</li> <li>- Minimum 300–350 gsm</li> <li>- All materials must be non-toxic and appropriate for children’s educational materials</li> </ul>
Printing Quality	<ul style="list-style-type: none"> <li>- Full-color printing (CMYK),</li> <li>- High-resolution output with consistent color quality across the full print run,</li> <li>- Printing suitable for illustrated children’s publications.</li> </ul>
Languages and Quantities (Indicative)	<ul style="list-style-type: none"> <li>- Albanian language: 300 copies,</li> <li>- Serbian language: 100 copies,</li> <li>- Turkish language: 100 copies.</li> </ul> <p><i>Final quantities may be adjusted prior to contract award.</i></p>
Packaging and Delivery	<ul style="list-style-type: none"> <li>- Books must be securely packaged to prevent damage during transport,</li> <li>- Delivery to a designated address in Prishtina, Kosova,</li> <li>- Delivery schedule to be clearly stated in the offer</li> </ul>

## 5. DELIVERABLES

The service provider shall deliver:

- Printed and bound copies of the book in the agreed quantities and languages,
- One proof copy (physical or digital) for approval prior to final production,
- Final delivery within the agreed contractual timeframe

## 6. TIMELINE

- Expected start date: Upon contract signature
- Printing and delivery timeframe: Within 2–3 weeks following approval of the proof copy
- Bidders are encouraged to propose a realistic and detailed production timeline

## 7. REQUIRED QUALIFICATION AND EXPERIENCE

Eligible service providers must:

- Be legally registered and authorized to operate as a printing service provider in Kosova,
- Demonstrate proven experience in printing children’s books and/or illustrated publications,
- Possess adequate technical capacity and equipment to meet the required specifications,
- Demonstrate the ability to use recycled and environmentally responsible materials,

## 8. APPLICATION REQUIREMENTS

Interested bidders must submit the following documentation:

Technical Proposal	<ul style="list-style-type: none"> <li>- Business certificate,</li> <li>- Portfolio (links to previous works/samples),</li> <li>- Information on environmental certifications (if applicable),</li> <li>- Proposed production and delivery timeline.</li> </ul>
Financial Proposal	<ul style="list-style-type: none"> <li>- Unit cost per book,</li> </ul>

	- Total cost, inclusive of all production and delivery costs (free of VAT)
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## 9. EVALUATION CRITERIA AND METHODOLOGY

Proposals will be evaluated based on the following criteria:

- Compliance with technical and quality requirements (40%),
- Financial offer (40%),
- Proposed delivery timeline (20%).

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

## 10. INTELLECTUAL PROPERTY RIGHTS

All 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:

- (1) Technical proposal (PDF),
- (2) Financial proposal without VAT (PDF),
- (3) Portfolio links/document.

Submission deadline: March 20, 2026, 23:59

Submission address: [utalayafoundation@gmail.com](mailto:utalayafoundation@gmail.com)