



Request for Proposals: Service Provider for Design and Implementation of HoReCa Sector Campaigns

1. Background

Kosovo's hospitality sector is a vital contributor to GDP, employing over 21,000 workers across more than 3,600 businesses. Kosovo's HoReCa sector holds significant potential for job creation and inclusive economic development. Growing tourism and domestic demand are driving the expansion of hotels, restaurants, and cafés, which in turn could generate employment opportunities for young people, women, minorities, and persons with disabilities. To realize this potential, however, the sector must overcome complex supply and demand side constraints from inadequate workforce skills to enterprises' limited capacity to offer decent, productive jobs.

The HoReCa Kosovo Project, funded by the Government of Italy (through AICS) and implemented by the International Labour Organization (ILO), was designed to address key challenges in Kosovo's hospitality sector. The project aims to enhance Technical and Vocational Education and Training (TVET) provision and governance, promote entrepreneurship and small business development, and strengthen public-private partnerships and sector coordination. By doing so, it supports the development of a skilled and resilient workforce through strengthened TVET programs, enhanced work-based learning (WBL) opportunities, and initiatives fostering job creation and entrepreneurship.

To support this, during 2026 the project will facilitate up to two HoReCa sector campaigns aimed at motivating and attracting youth to join the HoReCa sector by introducing attractive training opportunities and clear career pathways.

The HoReCa project strongly encourages innovative proposals from potential applicants to design and implement up to two campaigns targeting key occupations in the sector, including Chefs, Cooks, and Hospitality Assistants (with sub-profiles such as Waiters and Baristas/Bartenders). Proposals focusing on these professions are therefore highly recommended.

2. Objective

The objective of this assignment is to organise targeted outreach campaigns aimed at promoting professional training opportunities in the HoReCa sector among young people and jobseekers. The campaigns aim to encourage enrolment in HoReCa training programs offered by VET schools and Vocational Training Centres (VTCs). Through targeted promotion and awareness-raising, the campaigns aim to increase interest in HoReCa-related occupations, enhance the attractiveness of vocational education pathways, and contribute to increased enrolment and participation in relevant HoReCa programmes.



3. Scope of Work

The selected company will be responsible for:

- Designing a clear and innovative concept for up to two HoReCa sector campaigns to be implemented during 2026, in line with the project objectives.
- Developing and implementing up to two campaigns, including key messages, target groups (with a focus on youth), communication channels, and promotional materials.
- Coordinating and delivering all campaign activities, including logistical and technical arrangements, stakeholder engagement, and on-the-ground implementation.
- Ensuring coordination with the project team and relevant stakeholders throughout the campaign lifecycle.
- Reaching at least 6,000–8,000 young people and jobseekers through a strategic mix of communication channels (e.g. social media, school-based promotion, career events, and community outreach)
- Ensuring direct engagement with a minimum of 500 young people and/or women from vulnerable groups (e.g. NEET youth, rural communities, and Roma, Ashkali, and Egyptian communities). Collecting monitoring data (e.g. reach, participation, engagement) and submitting a comprehensive final report summarizing activities, results, and lessons learned.

4. Requirements for the Service Provider

- **Proven Experience:** At least three (3) years of proven experience in the design and implementation of campaigns, including sector-focused and/or large-scale public awareness campaigns.
- **Technical Capacity:** Demonstrated ability to plan, provide, and manage all required logistics and technical arrangements for campaign implementation
- **Qualified Team:** Dedicated project team with expertise in campaigns, communication/PR, and on-site management.
- **Multimedia Capability:** Capacity to deliver high-quality photo and video documentation of the campaigns based on the brand guideline of the ILO.

7. Quotation Submission

Interested companies are invited to submit the following:

- A brief technical proposal outlining profile of the company, the approach, and proposed concepts for the organization and delivery of the campaigns.
- A financial proposal for implementation of up to two campaigns during 2026, including a detailed breakdown of all associated costs.



8. Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- Cost-effectiveness and transparency of the financial proposal.
- Relevant experience and demonstrated capacity in organizing sector-focused or large-scale campaigns, including technical and logistical management.
- Feasibility of the proposed timeline and ability to mobilize resources, equipment, and personnel within the required timeframe.
- Clarity and quality of the technical proposal, including the soundness of the events concept, approach to communication and visibility, and team composition.
- Degree to which the proposed approach demonstrates a clear and realistic potential to reach a significant number of youths, increase participation in HoReCa-related VET and VTC programs, and enhance the visibility and attractiveness of the career pathways in HoReCa sector.

9. Submission Details

Please send your quotation and any clarification questions to: kosovoproject@ilo.org

Deadline for submission of the offers: 27 February 2026