

REQUEST FOR EXPRESSION OF INTEREST

Road Safety Awareness Campaign

1. **Publication reference:** PS/SRV/RSC/030/2025
2. **Procedure:** Middle value
3. **Financing:** Transport Community budget
4. **Contracting Authority:** The Permanent Secretariat of Transport Community, Beogradjanka building, Masarikova 5/8, 11000 Belgrade <https://www.transport-community.org/>
5. **Type of contract:** Service Contract
6. **Contract description:** The Permanent Secretariat of the Transport Community is preparing to launch a regional Road Safety Awareness Campaign aimed at raising public awareness, promoting safer behaviour on the roads, and supporting the implementation of the Western Balkans Road Safety Action Plan. The campaign will be implemented in all six Western Balkan Regional Partners and will target key risk groups, including drivers, passengers, young people, professional drivers.

The objective of the contract is to provide **end-to-end creative and technical services** for the design, development, production, and dissemination of a multi-platform, multilingual awareness campaign.

The scope of services will include, but not be limited to:

Concept Development and Strategic Planning

- Development of a detailed communication and outreach strategy.
- Design of the campaign slogan, messaging framework, and visual identity.
- Drafting of the overarching campaign scenario, including main themes and sequencing.

Creative Content Development

- Scriptwriting and storyboarding for short 2D animated videos.
- Production of up to three short, animated videos (30–60 seconds), subtitled and dubbed in all official languages of the Western Balkans (Albanian, Bosnian, Croatian, Macedonian, Montenegrin, Serbian).



- Design and layout of print materials, including leaflets, posters, flyers, and roll-up banners.

Production and Technical Services

- High-quality production and editing of video and graphic materials.
- Translation, voice-over recording, and subtitling in the relevant languages.
- Preparation of digital content adapted for various platforms (social media, websites, public display screens).

Dissemination Support and Media Planning

- Development of a dissemination plan, including proposals for paid promotion on social media, online media, and traditional media outlets.
- Proposal for potential public engagement activities (e.g., roadside checks, school visits, or street actions).

The activities shall be detailed and specified in the call for submission of offers. Production of videos and graphic materials shall be done in all languages of the Western Balkan Regional Partners.

The contractor must demonstrate prior experience in designing and implementing communication campaigns at regional or national level, preferably in the field of road safety, transport, or EU-funded initiatives. Strong understanding of the Western Balkans context and multilingual production capabilities are essential.

7. Indicative budget: 30,000.00 EUR

8. Intended timing of launching the procurement: July/August 2025

9. Legal Basis: The Treaty establishing the Transport Community (European Union, 2017) Official Journal of the European Union L 278/3 as of 27.10.2017.

10. Communication: Interested parties may express their interest in participation electronically at <mailto:procurement@transportcommunity.org> latest by 20.07.2025. at 17:00h CET. Additional information can be obtained from the abovementioned address. The procurement documents shall be submitted free of charge to any interested economic operator.

All information regarding procurement is published on [our website](#).