

Open Call for Consultancy Services

Subject: Visibility and Outreach Communication Strategy

Eligible: Legal entities / outreach and communications agency

Application Deadline: 22 March 2021

Reference Number: 014-021

Technical Specifications for Visibility and Outreach

Project: 2018-1-0058: Implementing shared anti-corruption and good governance solutions in South East Europe: innovative practices and public-private partnerships

The three-year regional project "Implementing shared anti-corruption and good governance solutions in South East Europe: innovative practices and public-private partnerships" is looking for an experienced outreach and communications agency to implement project Communication and Engagement Strategy.

Requirements:

- At least 5 years of experience in overall implementation of communication strategies for international projects, including presenting sensitive and complex (economic and policy) governance topics and statistical data to policy-makers and civil society in social and conventional media, videos, infographics, etc.;
- Understanding of economic/policy texts and interpreting of statistical data related to South East Europe;
- Ability to edit expert and policy language (policy reports and policy briefs) and to transform them into texts suitable for the general public and/or social media;
- Elaborating scenarios for short videos based on economic/policy text and statistics;
- Designing PDF publications (pre-print PDF), infographics, charts, social media posts, etc.;
- Production of high quality video clips, including animated ones;
- Working with printing houses, if necessary, to deliver quality print products;
- Procuring consumables from external providers, if necessary (e.g. banner, notepads, etc.);
- Experience in designing products in multilingual environment (while the majority of the outreach deliverables will be in English, in some cases there could be a need to use different fonts for the national languages of the 10 project countries - Bulgaria, Croatia, Hungary, Romania, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia and Norway).

Short presentation of the project

Duration	36 months (1 January 2021 – 31 December 2023)
Funding	The R2G4P project, coordinated by the Center for the Study of Democracy, Bulgaria, benefits from a grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Regional Cooperation.
Project partners	1. Center for the Study of Democracy (CSD), Bulgaria (Coordinator) 2. Romanian Academic Society 3. Institute for Democracy Societas Civilis Skopje, North Macedonia 4. European Policy Centre - CEP (Centar za evropske politike), Serbia

	<p>5. Civic Association "Why not", Bosnia and Herzegovina</p> <p>6. Center for Democratic Transition, Montenegro</p> <p>7. Albanian Center for Economic Research (ACER)</p> <p>8. State Commission for Prevention of Corruption, North Macedonia</p> <p>9. GTI Government Transparency Institute Ltd., Hungary</p> <p>10. Institute of Public Finance, Croatia</p> <p>11. Regional Anti-corruption Initiative Secretariat (RAI)</p> <p>12. Regional Cooperation Council (RCC)</p> <p>13. Chr. Michelsen Institute, Norway</p>
Target countries	<p>Primary: Bulgaria, Croatia, Hungary, Romania, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, and Serbia</p> <p>Secondary: EU-level, Norway, Iceland, Liechtenstein (donor states)</p>
Target audience	<p>Primary: Civil society and public-sector anti-corruption organisations, policy makers, EU institutions</p> <p>Secondary/indirect target groups: citizens and businesses in SEE</p>
Project Objective	<p>The project's overall objective is to deliver shared anticorruption solutions to increase the accountability of state institutions and strengthen civil society and the rule of law in SEE through capacity building on implementing best practices, European social research innovation instruments and the establishment of knowledge-sharing public-private partnership between civil society and public-sector actors in 9 beneficiary countries. The action aims to close anticorruption policy implementation and public procurement gaps across SEE, which will amplify the impact of the planned increase in EU infrastructure support until 2025.</p>
Communication goals	<ul style="list-style-type: none"> • Show latest trends and negative effects of corruption and state capture in the region; • Raise awareness on the malpractices and corruption schemes in public procurement and any other area at high corruption risk; • Raise awareness on policy solutions for improving the internal anti-corruption policies and measures in public institutions, as well as the anti-corruption policies and measures at national and regional level.
Main messages	<ul style="list-style-type: none"> • Messages should be formed short and clear based on the overall goal and objectives of the project, taking into account the activities of each partner. <p><i>The more concrete and detailed messages will be based on the project implementation and desktop research performed. Thus, they will be further clarified later on with the help of the Outreach agency.</i></p>
Logo	<p>The project will not have a logo</p> <p>All materials will however include the donor's logo and funding acknowledgement text.</p> <p>In special cases, all 13 project partner's logos could be added on some materials, which require detailed presentation of the partners. Partners should also consider if the project material has sufficient space for the visualisation of all 13 logos. For example, this could be appropriate for a project flyer, but not event's agenda.</p> <p>For more information see the project's Communication and Engagement Strategy, and the donor's design manual.</p>
EEA grants visibility manual	<p>2014-2021: Communication and design manual</p> <p>Other recourses (logos, templates)</p>
Contact points for the activities	<p>Center for the Study of Democracy, Bulgaria will be the primary contact and communicate directly with the agency, clarify all tasks, provide feedback and final approval.</p> <p>RCC will be the contract signatory, and support the process with feedback and advice, if necessary.</p>

Tasks to be performed for visibility and outreach by the contracted agency

NOTE: Agencies to please include in their price offers detailed distribution of the budget by individual items listed below, as well as tentative Action Plan on distribution of activities among teams, types of experts, etc.

Activity	Detailed description of the activity	No of units	Delivery date
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Activity	Detailed description of the activity	No of units	Delivery date
Roll-up standing banner	One standing banner, 80 x 200 cm, including its design	1	31-Mar-2021
Social media engagement	<p>Developing and mainlining the Project's social media profiles on Facebook, Twitter, LinkedIn and YouTube.</p> <p>Developing a social media posting schedule proposing an optimal ad budget distribution to increase audience engagement (minimum 2 posts in each social media channel after each of the total of ten (10) events and three (3) publications (Annual Good Governance reports)). Administrator rights to the project's social media channels will be provided to the Contractor.</p> <p>Preparing posts, providing full content including text and multimedia, and placing them on respective social media channels including boosting of social media profiles and/or posts for an optimal ad budget distribution to increase audience engagement.</p>	See description	At any time up to 31-Dec-2023
Traditional media (Ensuring media coverage of project activities, through press releases, articles, interviews, etc. in mainstream media)	<p>Creating adrema of mainstream media (electronic, online, news agencies and print) for each of the country where the project is being implemented, including the EU and donor countries. Project partners will partially support the Outreach agency in the compilation of the media lists.</p> <p>Preparing and distributing press releases (including their placement on the project's website) on important activities of the project following its events (10 events) and products (3 publications)</p> <p>Preparing media kits for events, including factsheets, flyers, etc.</p> <p>Coordinate the preparation of written articles/interviews/op-ed with project partners and coordinate their publishing with mainstream media in each of the countries (3-5 media articles per year per target country)</p> <p>Coordinate preparation of TV interviews (minimum 1 per target country per year) with project partners. For full list of events and their duration (1 or 3 days) see the Engagement and Communication Strategy, table "List and time-schedule of project events".</p> <p>Target media:</p> <ul style="list-style-type: none"> - Prominent EU and regional media outlets (e.g. Sueddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Financial Times, The Guardian, Politico, Le Mond, Le Figaro, Corriere della Sera, Balkan Insight, europeanwesternbalkans.com, etc.). - National media outlets in South East Europe (Bulgaria, Croatia, Hungary, Romania, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, and Serbia) and Norway. <p>Full lists to be suggested and prepared jointly with the agency.</p> <p>Translation of the traditional media texts and press releases into 10 national languages</p> <p>Note: Tenderers are asked to provide a separate price for the translation of the above listed media texts. The inclusion or exclusion of the translation service will be decided before the signature of the final Contract.</p>	See description	At any time, including: 31-Mar-2021, 2022 31-Jul-2021 31-Jul-2021 31-Jan-2022, 2023 30-Aug-2022 31-Dec-2022, 2023 30-May-2023 30-May-2023 30-Nov-2023
Event Management	<p>Supporting event organisation through compiling invitation lists, mass-mailing event invitations and post-event summary of discussions for web-publications in compliance with GDPR regulations.</p> <p>Translation of the event invitations and post-event summary of discussions.</p>		

Activity	Detailed description of the activity	No of units	Delivery date
	<p>Suggest the best event setup (technical equipment, translation, catering, room configuration, participant package/materials) and communicate these with the hotel and other external providers.</p> <p>Note on potential additional services not included in the current contract: In addition, the event host organisation (respective project partner), in rare cases, may approach the outreach agency on ad hoc basis and further request assistance with event management (subject to separate contract): e.g. organisation and setup of the venue; providing technical equipment; translation; catering (which could be further sub-contracted to other providers); technical assistance for online events, if needed; etc.</p>		
Publications & Public information materials INFOGRAPHICS	<p>Infographics</p> <p>9 infographics to be developed in English suitable for hard copy print as well as online use, including social media. Example of the level of detail and complexity expected: https://seldi.net/fileadmin/user_upload/images/Infographics/Infographic-Hidden_Economy-05.pdf</p>	9	At any time up to 31-Dec-2023
PDF (pre-print) design of three training manuals	<p>Provide layout design (in PDF web + print version) for 3 manuals, in English, 25 pages each. Example of the level of detail and complexity expected: https://seldi.net/publications/reports/shadow-power-assessment-of-corruption-and-hidden-economy-in-southeast-europe/ Slight revisions (update) could be expected in years 2 and 3 of the same manuals.</p>	3	31-May-2021
PDF (pre-print) design of annual background analyses	<p>Provide layout design (in PDF web + print version) for 27 papers, including 3 annual background analyses for 9 countries, in English, 25-30 pages each. Example of the level of detail and complexity expected: https://seldi.net/publications/policy-briefs/seldi-policy-brief-12-judiciary-in-the-western-balkans-%d1%82he-long-road-from-political-dependence-towards-eu-standards/</p>	27	May-June 2021, 2022 and 2023
Visual identity items	<p>Materials for the participants expected at in-person events (200 people for 2022, and 400 people for 2023):</p> <ul style="list-style-type: none"> - 600 notepads - 600 USB flash drives with donor logo (32 GB) - 600 pens with logos - 600 folders (A4 format) 	600	Jan-Feb 2022 and April-May 2023
Printing of three training manuals (25 pages each) - printed in 200 copies (foreseen initially in-house)	<p>Printing of three training manuals (25 pages each) - in 200 copies each</p>	600	Jan-Feb 2022 and April-May 2023
Delivery costs for the printed materials listed above Video production	<p>Delivery of the printed manuals and event packages and any other physical visual identity items provided by the agency:</p> <ul style="list-style-type: none"> - to the first training location in 2022 (Budapest), and - to the first training location in 2023 (Belgrade) <p>Produce a minimum of 6 high quality videos (up to 3 minutes long) to present and promote project activities</p> <p>One may use: a) recordings from events/interviews, b) project annual publications and infographics, and/or c) stand-alone videos, specifically prepared for the purpose of explaining a topic or activity.</p>	6	<p>Jan-Feb 2022 and April-May 2023</p> <p>At any time up to 31-Dec-2023</p>

Activity	Detailed description of the activity	No of units	Delivery date
	<p>Note: Agencies to please provide a separate price for video-recording of the events and short 1-2 minute interviews with project staff, to be later used for the 6 videos. This service could be achieved through sub-contracting to another provider in the countries, hosting the in-person events. The delivery of video-recording services will be decided before signing of the Contract.</p> <p>Videos may include voiceover in English and subtitles in 10 languages (translation to be provided by the agency).</p> <p>Videos could be a mix of animated/motion graphics and normal videos. The contracted agency will also be expected to produce the scenarios for the videos based on either a report provided by CSD/RCC; un-edited video from an event (e.g. conference); or combination of both.</p> <p>Based on the approved scenario, as well as story board, the agency may proceed with postproduction of the videos.</p> <p><u>Technical characteristics</u></p> <ol style="list-style-type: none"> Each video should have a recognisable intro and outro (to be applied across the series with possible alterations); The video(s) should be produced in English/and/or languages of the SEE, with a possibility to subtitle it in other languages if needed; Each video might be produced in three versions – up to 140-second long, up to 60-second long variation, and a short 15-30 seconds trailer; all products should be made suitable and packaged for broadcast and social media use in appropriate formats; Video might include animated segments (or be entirely animated). Examples of previous RCC videos made in this manner could be found at: https://www.youtube.com/watch?v=UOKVoT5bgvk; https://www.youtube.com/watch?v=YBKfCDsliel&t=9s <p><u>Format</u></p> <ul style="list-style-type: none"> Length: up to 180/120/60/30/15 Resolution: 1080p Format: MP4 		

List of dissemination-relevant indicators

Indicator	Target
Public bodies, at which anti-corruption work will be performed	9
Trainees (public and CSO) from summer schools, etc.	125
Meetings with CSOs and policy-makers to present project results	27
People reached and engaged directly (events, physical distribution of reports, etc.)	2000
Participants at both project events and external to the project events	500
Satisfaction level of project event participants (in %)	75%
Civil society organisations implementing the project's 2 methodologies	9

Indicator	Target
Civil society representatives implementing the project's methodologies, and disseminating the results, key findings and policy recommendations	14
Project members and supporters meeting with policy-makers to present project results and policy recommendations or participating in other policy consultations in the anti-corruption area	30
Number of participants at the Annual Policy Forums, Opening Conference and Closing Summit (excluding project partners and excluding the trainings)	280
Level of satisfaction of the donor with the project consortium (in %)	95%
Media articles and TV interviews: <ul style="list-style-type: none"> Partners expected to write 3-5 media articles per target country per year on the analysed topics and issues Partners expected to write 2 short analyses/one-pagers/blog posts/TV interviews per target country per year on the analysed topics and issues 	NA
Facebook posts <ul style="list-style-type: none"> Partners expected to re-post minimum 2 posts in social media after each of the total 10 events and issuing of a publication (3 Annual Good Governance reports). Channels include Facebook, Twitter, LinkedIn and YouTube. Partners expected to prepare and post at least 1 additional social media post (in English or national language) after each of the total 10 events and issuing of a publication (3 Annual Good Governance reports). 	NA
Infographics <ul style="list-style-type: none"> It is expected that a visibility and outreach agency will prepare 9 infographics to be posted online and used in printed materials. Project partners will contribute with ideas on the content. 	9
Videos <ul style="list-style-type: none"> It is expected that a visibility and outreach agency will prepare 6 videos based on either a) recordings from events/interviews, b) project annual publications and infographics, and/or c) stand-alone videos, specifically prepared for the purpose of explaining a topic or activity. Project partners will contribute with ideas on the content, and if relevant – edit the translation of subtitles in national languages. 	6

List of target group indicators

Indicator	Target
CSOs: Civil society organisations, including grass-root from the SEE region and the donor states	90.00
General public: Number of people potentially reached through media articles	1,000,000.00
Researchers/Scientists: Number of participants at the Annual Policy Forums, Opening Conference and Closing Summit (including CSOs and policy-makers, and excluding project partners)	280.00
Adults (30-64): Number of participants at both project events and external to the project events, where the key project findings and policy recommendations are presented	500.00

For more information, please see enclosed the draft Communication and Engagement Strategy of the project, including:

- List of communication channels;
- Target groups and communication channels applicable to each of them;

- List of project events with deadlines, venue, number of participants, duration;
- List of project publications with deadlines, responsible partner;
- Other useful information.

Please note:

- Any material designed should be sent to the Fund Operator (who represents the donor) and approved (if not, it will be considered an ineligible cost). Thus, feedback on designs could be expected at two stages: a) by CSD, RCC and b) by the Fund Operator.

Application rules:

Offers need to be submitted via e-mail to ProcurementforRcc@rcc.int by 22 March 2021, 17:00 CET indicating reference number the bidder is applying for.

Considering the size of technical offers subject to this particular tender and the email limit, the offers should be submitted via We Transfer or similar tool.

The application needs to contain the following:

- Technical Offer;
- Financial Offer

1. TECHNICAL OFFER

The Technical Offer must include the following documents:

- Portfolio of work relevant to the Technical Specification;
- CVs of professionals that will be engaged in the work - key staff ;
- Bidders should submit a reference list (at least three implemented projects similar to the subject of the Call);
- Copy of Company's/Institution's Registration Certificate.
- Submission Form (Annex I).

In addition to the technical requirements above, the following needs to be provided:

- A concept note/presentation of up to 2 pages, elaborating the proposed methodology for addressing and undertaking the activities to implement the work as described in the Technical Specification;
- Basic indications on the main messages and focus of communication this project should implement, including proposal of a slogan and main communications channels;
- Several samples of previous works related to the activities listed in the Technical Specification, preferably for similar projects;
- Proposed deadlines for delivery of each specific task/activity.

The Financial Offer must include the following elements:

- The financial offer should specify costs for each Activity Category;
- All figures should be expressed in EUR;
- VAT amount, if applicable, should be presented separately.

The applications are evaluated following these criteria:

The contract will be awarded to the most qualified bidder by weighing technical quality against price on an 80/20 basis.

EVALUATION GRID	Maximum Score
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A. Technical Offer (A.1+A.2+A.3)	100
A.1. Work experience, references list: Relevant work experience; evidence of other contracts of the nature comparable to this tender; experience with clients comparable to the Contracting Authority; references and samples	20
A.2. Quality and professional capacity: CVs satisfy the criteria set forth in the Technical Specification, education and experience demonstrate professional capacity and experience required, proven ability to delivery services or products	40
A.3. Quality of the Concept note and Action Plan: Relevance and applicability of the methodologically sound concept/ plan, achievable within the defined timeframe; delivery time	40
B. Financial Proposal/ lowest price has maximum score	100

Score for offer X = A: [Total quality score (out of 100) of offer X/100]*80; B: [Cheapest price/price of offer X]*20

In addition to the results of the application, a competency-based interview may be held with sort listed bidders.

In evaluating the financial offer, any arithmetical errors are corrected without penalty to the bidder such that, if applicable, where there is a discrepancy between a fee rate and the total amount derived from the multiplication of the fee rate by the corresponding number of working days, the fee rate as quoted shall prevail, unless in the opinion of the Evaluation Committee there is an obvious error in the fee rate, in which event the total amount as quoted shall prevail and the fee rate shall be corrected.

2. INFORMATION OF SELECTION OF THE MOST FAVOURABLE BIDDER

The RCC Secretariat shall inform tenderers of decisions reached concerning the award of the contract as soon as possible. Standard letter of thanks for participation for unsuccessful tenderers shall be sent within 7 days after the contract is signed with the awarded tenderer. The tenderers wishing to receive a feedback may send a request within 7 days after receipt of the standard letter of thanks.

The request may be sent to the E-mail address ProcurementforRcc@rcc.int

3. GROUNDS FOR EXCLUSION

Bidders will be excluded from participation in a procurement procedure if it is known that:

- They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- They have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify;
- They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Authority or those of the country where the contract is to be performed;
- They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.

Contracts may not be awarded to tenderers who, during the procurement procedure, are:

- Subject to a conflict of interest;

- (b) Guilty of misrepresentation in supplying the information required by the Contracting Authority as a condition of participation in the contract procedure or fail to supply this information.

4. ADMINISTRATIVE AND FINANCIAL PENALTIES

Without prejudice to the application of penalties laid down in the contract, bidders and contractors who have been guilty of making false declarations or have been found to have seriously failed to meet their contractual obligations in an earlier procurement procedure will be excluded from the award of all contracts and grants financed by the RCC for a maximum of 2 years from the time when the infringement is established as confirmed after an adversarial procedure with the contractor.

5. CONFIDENTIALITY

The entire evaluation procedure is confidential, subject to the Contracting Authority's policy on access to documents. The Evaluation Committee's decisions are collective and its deliberations are held in closed session. The members of the Evaluation Committee are bound to secrecy.

The evaluation reports and written records, in particular, are for official use only.

6. SIGNATURE OF CONTRACT(S)

The successful bidder will be informed in writing that their tender has been accepted.

The selected bidder is expected to sign and date the contract and return it to the Contracting Authority within 7 days from the receipt of the contract already signed by the Contracting Authority. Other bidders will be informed that their bids were not accepted by means of a standard letter.

The selected bidder will be awarded with contract for services covering the entire period.

Contract proposal is not provided at this stage.

7. CONFLICT OF INTEREST

The Tenderer shall take all necessary measures to prevent or end any situation that could compromise the impartial and objective performance of the contract. Such conflict of interests could arise in particular as a result of economic interest, political or national affinity, family or emotional ties, or any other relevant connection or shared interest. Any conflict of interests which could arise during performance of the contract must be notified in writing to the Contracting Authority without delay.

The Contracting Authority reserves the right to verify that such measures are adequate and may require additional measures to be taken if necessary. The Contractor shall ensure that its staff, including its management, is not placed in a situation which could give rise to conflict of interests. The Contractor shall replace, immediately and without compensation from the Contracting Authority, any member of its staff exposed to such a situation.

The Tenderer shall refrain from any contact which would compromise its independence or that of its personnel. If the Contractor fails to maintain such independence, the Contracting Authority may, without prejudice to compensation for any damage which it may have suffered on this account, terminate the contract forthwith.

The Contractor shall after the conclusion or termination of the contract, limit its role in connection with the project to the provision of the services. Except with the written permission of the Contracting Authority, the Contractor and any other consultant, contractor or supplier with whom the Contractor is associated or affiliated shall be disqualified from the execution of works, supplies or other services for the project in any capacity, including tendering for any part of the project.

Civil servants and other agents of the public administration of the RCC Participants, regardless of their administrative situation, shall not be recruited as experts in contracts financed by the RCC Secretariat.

The Contractor and anyone working under its authority or control in the performance of the contract or on any other activity shall be excluded from access to RCC Secretariat financing available under the same project unless they can prove to the Contracting Authority that the involvement in previous stages of the project does not constitute unfair competition.

8. APPEALS PROCEDURE

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 7 days of receipt of the complaint.

The appeal request may be sent to the E-mail address ProcurementforRcc@rcc.int or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat
Attention to: Administration Department
Building of the Friendship between Greece and Bosnia and Herzegovina
Trg Bosne i Hercegovine 1/V
71000 Sarajevo
Bosnia and Herzegovina

ANNEX I: SUBMISSION FORM

REF: 014-021

Title: Technical Specifications for Visibility and Outreach Communication Strategy

One signed copy of this Call for Submission Form must be supplied.

1 SUBMITTED by:

Entity Name	
ID Number	
Address	
Telephone	
Fax	
e-mail	

3 DECLARATION

[Name- Representative] _____ hereby declares that we have examined and accepted without reserve or restriction the entire contents of the Call for Consultancy 014-021

And we are not in one of the following situations:

- (a) Bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) Have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) Have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify;

- (d) Have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the Contracting Authority or those of the country where the contract is to be performed;
- (e) Have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.
- (f) Are civil servants or other agents of the public administration of the RCC Participants, regardless of the administrative situation, excluding us from being recruited as experts in contracts financed by the RCC Secretariat.

We offer to provide the services requested in the call for experts on the basis of supplied documentation subject of this call, which comprise our technical offer and our financial offer.

Name and Surname of the Authorized Person	
Signature	
Date	