



INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

TENDER NOTICE

Tender Reference No: 2024-04-053

Assignment Name: *Developing, producing and implementing digital communications campaigns for the Libyan House of Representatives*

Project Name: *Supporting Libya's House of Representatives (HoR)*

Deadline for Submissions: Proposals must be submitted on or before **23:59 (CET), before 23:59 (CET), 14 October 2024**. Late submissions will not be considered for evaluation.

Address for Submissions: E-mail: tendersubmissions@idea.int

This email address is set up with auto-response to acknowledge emails received. In the event that you did not receive an autoreply, please send a **text message prior to submission deadline** (NO CALLS, CALLS WILL NOT BE ANSWERED) to this number +46725375735. In your text message, please provide the following:

- Tender reference no. and title
- Email address you used for submission
- Date and Time, you sent your submission (e.g. 01 December 2021, **12:30 CET**)
- **Please also send the above details to tender@idea.int prior the submission deadline.**

Format for Submissions: Proposals must be submitted by email. Technical and Financial proposals must be submitted in separate files and marked accordingly. **Price should not be mentioned in the Technical Proposal.**

The following text should be put in the subject field of the email:

Tender No. 2024-04-053 Technical and Financial Proposals – Do not open before 23:59 (CET), **14/10/2024**.

Email Address for Clarifications: E-mail: tender@idea.int

Clarifications may be requested via e-mail no later than **30 September 2024**, at the above email address. Note a response to a request for clarifications will be issued to all tenderers

on our website <http://www.idea.int/>. Therefore, tenderers are advised to check the website regularly during the process.

Note: there are two different email addresses as outlined above, one to be used for the Submission of your final proposal and the second one to be used for clarifications and other related correspondence.

REQUEST FOR PROPOSALS

Section 1 General Information

- 1.1 The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with member states across all continents, which aims to support sustainable democracy world-wide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork, and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials, and provides strategic advice at international, regional, and national levels, cooperating with a range of organizations.
- 1.2 International IDEA now invites proposals from qualified companies to develop and conduct two nation-wide digital communications campaigns to raise national awareness of the HoR, its role, and its work. The campaigns will be divided into two distinct but connected campaigns. The first campaign will aim to deliver general nation-wide messages about the HoR and will last for approximately four months. The second will build on the first, take stock of lessons learned and evaluated impact, and run sequentially after the conclusion of the first and will deliver more complex messages that target specific segmented groups such as youth and women. The second campaign will run until April 2025.

Interested companies are invited to submit bids to **one or both** of the following two “Lots” of campaign development and implementation phases:

- **Lot 1:** Developing the Diwan communications strategy, the digital campaign strategy, the graphic charter, the design of all the printed and other communication materials and developing the Diwan's new visual identity. This will include the delivery of key items such as the strategy itself, the schedule of implementation, a revised Logo for the HoR, a complete package of graphic designs and visual brand of the campaign, including slogans, a graphic charter for the campaigns, video content, other visual content including photos, infographics, and designed posts. The selected company will also apply the approved campaign design on non-digital items such as designs for roll-ups, notepads, folders, and business cards.

The company, in consultation with International IDEA and as per the agreed strategy, will deliver all content needed for the first campaign within 1 month of the contract award. Following that, and during the implementation of the first campaign, the company will develop all content for the second campaign to be launched in March 2025.

- **Lot 2:** Designing and implementing two (2) multi-channel digital campaigns through relevant social media including diversified digital products for social media, in line with the Diwan strategy and graphic charter under Lot 1. Based on the strategy developed and content produced under Lot 1, the company in charge of Lot 2 will support the HoR in implementing the two digital campaigns. This will include supporting the HoR in managing its social media accounts and creating new ones if needed in line with the developed campaigns strategy and content, producing and managing the “editorial calendar” of all social media posts, identifying and implementing social media tools to reach Libyan citizens in general in all Libyan governorates, and reaching different target group segments, such as youth and women. This will also include implementing various tools to substantially increase followers, subscribers, and engagements with HoR’s social media accounts. It will also include assisting the HoR in copywriting text for social media posts. A detailed description of the assignment is provided in the Terms of Reference attached to this Tender Notice.

1.3 **Tentative timeframe:** the campaigns will be divided into two distinct but sequential campaigns. It is anticipated that all planning, designing, and content production for the first campaign will conclude within 1month from the award of the contract - approximately in December 2024. The first campaign will then be publicly launched and implemented from January 2025 until February 2025. During the implementation of the first campaign, continuous evaluation of the campaign’s impact will be conducted to inform the production of all content for the second digital campaign. Development/production of the second campaign will, therefore, last from February to March 2025, while the launch and implementation will take place in March 2025.

Lot	Campaign	Description	Dates
<u>Lot1</u>	First campaign	planning, designing, and content production for the first campaign	December 2024
<u>Lot2</u>	First campaign	the first campaign launch	January 2025
<u>Lot2</u>	First campaign	End of the first campaign	February 2025
<u>Lot1</u>	Second campaign	Development/production of the second campaign	February 2025
<u>Lot2</u>	Second campaign	second campaign	March 2025
<u>Lot2</u>	Second campaign	End of the second campaign	April 2025

1.4 Estimated budget: N/A

Section 2 Preparation of Proposals

Essential Requirements

- 2.1 Language: The official language for the documents required for the competition and the contract is English. Reports and any other documents concerning the assignment will be delivered in English and Arabic as described under section 5 of the TORs.
- 2.2 The provider can submit a proposal for **only one lot or both lots**. (Each Lot of service will be evaluated separately). The submitted proposal must be clear as to which “Lot” the company is bidding for.
- 2.3 The provider should present a separate technical offer and financial offer for each lot if intended to apply for both lots.

The proposal should provide the following information in **Two separate documents**:

First document: Technical proposal

- 2.4 The Technical proposal should provide the following information:

Lot 1:

- (i) Administrative documents; commercial registration and tax registration, and company structure.
- (ii) A brief description of the company, including its, services, and previous clients.
- (iii) Detailed portfolio of previous work demonstrating the company’s completion of similar projects or campaigns and related client references.

The portfolio must include examples of graphic designs for previous marketing or communications campaigns implemented by the company. It must also include, as many as possible, examples of previously produced digital content, especially videos, and infographics. These should demonstrate experience using various video production methods such as explainer videos (2D/3D animation, illustration, or whiteboard), testimonials, documentary style, or corporate videos with actors or staff.

- (iv) CVs of the key team members proposed to perform the assignment, including information on their previous experience in similar assignments/campaigns.
- (v) Presentation to the selection committee: the overall project management approach and a detailed “Schedule of implementation” that outlines each implementation step and its duration. This schedule should, as closely as possible, match International IDEA project’s plan to launch the campaign within one month of the award of the contract. The duration of the campaign will be until April 2025.

Lot 2:

- (i) Administrative documents; commercial registration, tax registration, company structure.
- (ii) A brief description of the company, including its services, and previous clients.
- (iii) Detailed portfolio of previous work demonstrating the company’s experience in implementing similar assignments. The portfolio should include examples showing the company’s impact on clients’ social media presence, such as the increase in number of followers and quantity and quality of online engagements. It must also demonstrate expertise in using specialized social media tools to disseminate messages to very specific target groups, segmented for example by age, gender and location. The portfolio should also demonstrate experience in setting up contact management systems.
- (iv) CVs of the key staff proposed to perform the assignment, including information on their previous experience in similar assignments/campaigns.
- (v) Presentation to the selection committee: the overall project management approach and a detailed “Schedule of implementation” that outlines each implementation step and its duration. This schedule should, as closely as possible, match the IDEA project’s plan to launch the campaign within one month of the award of the contract. The duration of the campaign will be until April 2025.

2.5 A completed and signed Declaration of Honour Form (**for both lots 1 and 2**)

- a) Please note that the attached Declaration of Honour Form should be submitted as a separate document along with the Technical and Financial proposals. Sections must be ticked YES or NO.
- b) For all Bidders:
Please note that in Section 3 of the Form (please see the below excerpt for ease of reference), in the absence of a conflict of interest, should be marked Yes.

(3) declares that the above-mentioned person has no unresolved conflict of interest that may cause the impartiality the process of awarding the contract to be questioned, except as disclosed		
SELECTION CRITERIA	YES	NO
(a) No person involved in the preparation of the bid is or was a Staff Member or Member of the Board of Advisers at International IDEA in the six months preceding the submission of the bid	<input type="checkbox"/>	<input type="checkbox"/>
(b) No person involved in the preparation of the bid is a family member of a Staff Member or Member of the Board of Advisers at International IDEA in the six months preceding the submission of the bid	<input type="checkbox"/>	<input type="checkbox"/>
(c) No Staff Member or Member of the Board of Advisers at International IDEA has a material financial interest in the bidder	<input type="checkbox"/>	<input type="checkbox"/>

2.6 A completed and signed Confidentiality Letter Agreement For both Lots 1 and 2 (In attachment)

- a) Please note that the Letter should be submitted as a separate document along with the Technical and Financial proposals.

Second document: Financial Proposal

2.7 The provider should submit a detailed financial offer for conducting lot 1 or lot 2 or both (separate offer for each lot) including fees, and all costs associated with the work.

There is no prescribed financial breakdown template and bidding companies can make use of their own templates for financial proposals. However, to enable IDEA to effectively compare costs, bidding companies must submit a detailed breakdown of the cost of each deliverable.

For Lot 1, for example, the company must include in its costing a separate cost for each of:

Deliverable/item	Cost in Euros
The Diwan communications strategy, the digital campaign strategy, the graphic charter, the campaign visual identity.	
Complete campaign graphic design package in eps/ai format (logo, campaign brand, slogans + design application on social media accounts, folders, notepads, business cards and roll ups, certificate, trophy- leather folder). Company will be required to deliver at least 3 distinct design options to select from during the design phase.	
A 60 seconds motivational/awareness raising video (using high end videography, editing and actors).	
A 30 second video using 2D animation	
A 30 second video 3D animation	
A 60 second video using 2D animation	
A 60 second video using 3D animation	
A 30 second video (using whiteboard method).	
A 60 second video (using whiteboard method).	
A 60 second testimonial video	
A 60 second Vox Pops video (i.e. quick street interviews with citizens)	
Infographics cost of producing each one	
Other social media visuals (photos, designed post images)- as per strategy submitted by the agency and approved by IDEA and HoR).	

Additional notes:

- All videos should include **subtitles** and **sign language** interpretation embedded in the video itself.
- To present a total estimated budget bidding, companies, in addition to the breakdown above, should submit the budget covering the quantities of each item as detailed in the assignment's TOR document, which is a total of 10 videos, 4 infographics and 10 additional visuals.
- The company can suggest any other style of video in line with the envisioned campaign. They must, however, be **clearly listed and priced separately** (this will not be included in the financial evaluation. And will be requested based on the available budget).

For Lot 2, for example, the company must include in its costing a separate cost for each of:

Deliverable/item	Cost in Euros
Management and monitoring of the digital campaign for the duration of the project from the award of implementation contract until April 2025.	
Social media post, boost budget, or any other marketing tool fees paid to social media accounts (cost per one boosted post to reach 1000 persons)	
A 15 second video using 2D animation	
A 15 second video 3D animation	
A 30 second video using 2D animation	
A 30 second video using 3D animation	
A 15 second video (using whiteboard method).	
A 30 second video (using whiteboard method).	
Digital Tools: Photos with graphics, slogans, GIFs and social media posts. (Cost per one digital tool).	

- 2.8 **Additional ideas:** Bidding companies are encouraged to submit additional ideas and use of technologies not mentioned in this tender that align with the campaign's scope and objectives. They must, however, be **clearly listed and priced separately** (this will not be included in the financial evaluation. And will be requested based on the available budget).
- 2.9 International IDEA is not tax-exempt and does not have a VAT number. The Bidder must act in accordance with their country's tax laws as it relates to providing services/goods to the customers/clients. The bidder shall be responsible for their own tax obligations as per the laws of the respective country.
- 2.10 The assessment of the financial offer will be based on the price indicated in the bidder's proposal in total.

Section 3 Submission of Proposals

- 3.1 Proposals should be submitted in electronic format by e-mail. Administrative documents, Technical Proposals, and Financial Proposals must be submitted in separate files and marked accordingly. The full details on how to submit proposals is under Tender Notice at the beginning of this document.
- 3.2 Technical and financial proposals must remain valid for at least **90 days** following the deadline for their submission stated under the Tender Notice. During this period, the consultants are expected to keep available the professional staff proposed for the assignment.

Section 4 Evaluation of Proposals

Technical Evaluation:

- 4.1 The proposals will be evaluated and scored against the following technical criteria with respective corresponding weights:

Evaluation Criteria Score	
1. General experience of the company	15
2. Experience of the proposed team	15
3. Portfolio of previous work	40
4. Presentation	30

The minimum score to proceed to financial evaluation is 60/100.

The table below provides further detail on the breakdown of the technical evaluation. It is valid for both "Lot 1 and Lot 2".

1. General Experience of the company		Max of points
1.1	<p>Adequacy of the information provided about the company: Age/ size/ Structure</p> <ul style="list-style-type: none"> ➤ Age of the Company: 5-8 years: 1 point 9 or more: 2 points ➤ Size: 5 – 8 employees: 1 point 8 employees or more: 2 points ➤ Company structure details provided: 1 point 	5
1.2	<p>Specific experience in relevant sectors (Digital communications campaigns)</p> <ul style="list-style-type: none"> ➤ Less than 3 similar projects/ campaigns: 2 points ➤ 3 or more similar projects/ campaigns: 5 points ➤ Experience in designing, implementing and monitoring campaigns in Libya: Less than 3 similar projects/ campaigns: 2 points ➤ 3 or more similar projects/ campaigns: 5 points 	10
2. Experience of the key staff proposed to perform the assignment		Max of points
2.1	<p>The number of proposed staff to implement the project:</p> <ul style="list-style-type: none"> ➤ 4 or more: 5 points ➤ 2 or 3: 2- 3 points 	5
2.2	<p>Quality of team member CVs as they pertain to previous work in implementing similar projects.</p> <ul style="list-style-type: none"> ➤ Excellent: 10 points ➤ Good: 5 points ➤ Poor: 0 points 	10
3. Portfolio of previous work		Max of points
3.1	<p>Quality of submitted portfolio (previous work)</p> <ul style="list-style-type: none"> ➤ Poor (not acceptable): 0 points ➤ Acceptable 50-60%: 10 points ➤ Good 61-75%: 15 points ➤ Excellent 76-100%: 20 points <p>5 -10 points for each provided video/project</p>	20
3.2	Positive outcomes (changes) of previous projects/campaigns:	20

	➤ +10% to +20% points	4	
	➤ +21% to +30% points	4	
	➤ +31% to +50% points	4	
	➤ +50% to +70% points	4	
	➤ +71% to +100% points	4	
4. 3rd step: the Presentation			
4.1	The clarity and quality of the presentation		20
4.2	Alignment with the IDEA Project's Plan		10
	➤ Extra needed time +2 months points	0	
	➤ Extra needed time +1 months points	5	
	➤ No Extra time (less than 2 weeks)	10 points	

Financial Evaluation:

4.2. The financial proposals will be verified and, if necessary, adjustments will be made to the prices to ensure consistency with the technical proposals in terms of work input and to eliminate arithmetical errors.

4.3. The corrected prices will then be converted to the currency of evaluation to obtain the evaluation price (**E**). **The exchange rate is the IDEA monthly exchange rate.**

4.4 The currency used for evaluation is EURO.

4.5 The financial scores (F) will be computed as follows:

The lowest evaluation price proposal (E_m) will be given a financial score (F_m) of 100 points.

The financial scores of the other proposals will be computed applying the formula:

$$F = 100 \times E_m/E, \quad \text{where: } E_m \text{ is the lowest evaluation price, and}$$

E is the evaluation price of the proposal under consideration.

Consolidated Technical and Financial Score:

4.6 The final consolidated scores (S) will be computed by applying the formula:

$$S = t \times T + f \times F, \quad \text{where: } t \text{ is the weight given to the technical score}$$

f is the weight given to the financial score

4.7 The weights given to the technical and financial scores are:

$$t = 60\%$$

$$f = 40\%$$

4.8 The consultant ranked highest will be invited to negotiate the contract and if negotiations are successful the selected consultant will be awarded the contract. Should the negotiations fail; the second ranked consultant will be invited to negotiations.

- 4.9 International IDEA reserves the right during the negotiation stage to vary at the time of award of contract, the quantity of services and/or goods, or scope of work by up to a maximum of twenty-five percent (25%) of the original TOR. This negotiation will not permit any changes to unit fee rates or other terms and conditions outlined in the tender proposal.
- 4.10 International IDEA reserves the right to directly award a follow-up contract to the contractor selected for the tender to carry out potential future work related to this initial assignment. This will depend on the satisfactory delivery of the tender assignment.

Section 5 Final Considerations

- 5.1. International IDEA will not be bound to select any of the proposals.
- 5.2 The following documents are enclosed with this Request for Proposals:
- Terms of Reference
 - Declaration of Honour Form
 - Contract general terms and conditions
- 5.3 Further information on International IDEA may be found on our website <http://www.idea.int/>.
- 5.4 Both the successful and unsuccessful bidders will be notified in writing following the completion of the evaluation and contract award process.

Complaints regarding any aspect of the tender process should be addressed in writing to both the Internal Auditor and the Executive Director at International IDEA. The address is tender.complaints@idea.int