**CALL FOR QUOTATIONS**

**COMMUNICATION OFFICER**

***IMPORTANT:*** This document has no contractual value. CFI can at any time and until the effective conclusion of a contract with the selected service provider(s), decide unilaterally not to pursue the project without any justification. CFI reserves the right to modify all or part of the elements of the present document or to conclude a similar contract with the service provider of its choice. No company will be able to raise any complaint on this subject nor claim any indemnity whatsoever.

|  |
| --- |
| **CLOSING DATE AND TIME FOR SUBMISSION OF QUOTATIONS: 28th of August at 8:00 PM (GMT+01:00 Paris, Brussels, Copenhagen, Madrid).**Email to the following address: charlotte.morel@cfi.fr with the subject line “EB2 / Communication officer / Call for quotations” |

**TABLE OF CONTENTS**

[1. BACKGROUND 1](#_Toc137631693)

[2. PUPORSE OF THE CALL FOR QUOTATIONS 2](#_Toc137631694)

[3. ESTIMATED TERM 5](#_Toc137631695)

[4. PLACE OF SERVICE PERFORMANCE 5](#_Toc137631696)

[5. TOTAL ESTIMATED VALUE 5](#_Toc137631697)

[6. CONDITIONS FOR SENDING PROPOSALS 6](#_Toc137631698)

[7. SELECTION OF PROPOSALS 7](#_Toc137631699)

#  BACKGROUND

##  Introduction to CFI

CFI, the French media development agency, works to promote the development of media worldwide, particularly in Sub-Saharan Africa, the Arab world and countries in the vicinity of the European Union. We engage with the media to foster dialogue between local authorities and citizens, in order to enable people to be as well-informed as possible. The fight against misinformation, the promotion of equality between women and men, protection of the environment, the promotion of democracy and community engagement are all central to what we do.

CFI is an operator of the French Ministry of Europe and Foreign Affairs and a subsidiary of the France Médias Monde Group.

##  Context of the Call for quotations

In the Western Balkans, as elsewhere in Europe, the last few years have been affected by strong disinformation linked to the Covid epidemic. More recently, Russia's invasion in Ukraine seems to have intensified the influence and disinformation campaigns waged by both local and foreign interests.

In this context, the youth of the Balkans are deprived of an essential right to information and self-expression, insufficiently protected in its diversity. Yet this right is essential to guarantee democratic debate.

This is why the "Balkan Expressions II" project aims to strengthen young people's participation in regional dialogue by supporting their media and digital expression and combating misinformation.

The project focuses on 2 major axes:

* Reinforcing Media and Information Education for young audiences, to enable them to decipher the challenges of online disinformation and help them forge a critical mind;
* Renew professional practices by supporting future journalists in dealing with misinformation and common regional issues;

In order to implement this Project, CFI is looking for a communication officer to take part in the coordination of all of the Project’s communication activities.

# PUPORSE OF THE CALL FOR QUOTATIONS

##  Purpose

The purpose of this Call for quotations is to identify a Service Provider capable of implementing the Project’s communication activities. This Call for quotations does not constitute a promise of award of the future contract to any applicant company.

The Contract between CFI and the chosen service provider(s) will be a service contract[[1]](#footnote-2) governed by the provisions of the [French Public Procurement Code](https://www.legifrance.gouv.fr/codes/texte_lc/LEGITEXT000037701019/2019-04-01).

##  Estimated services of the contract

### Description of the servicesThe Services entrusted to the Service Provider are:

The services entrusted to the Service provider will be as follows:

* When mandated by CFI’s Project Manager, get to the different events organized in the framework of the Project (trainings, Summer schools etc..) and ensure the mediatic coverage (photos and videos, incl. edit photos and videos taken to be published)
	+ The Service Provider is in charge of distributing and retrieving the reproduction and representation authorisations from any and all people that may appear on the Service Provider’s photos, videos and recordings.
	+ CFI expects at least fifty (50) produced contents at each event the Service Provider is sent to. This number may be discussed in the communication plan made by the Service Provider before every event if needed and justified.
	+ All produced contents must be published by CFI. The Service Provider may not publish these contents on his own.
* After discussions with CFI’s Project Manager and Project Coordinator about the selected beneficiaries, create written portraits of the people involved in the Project (beneficiaries, experts, trainers…)
* Manage the livestream of events when necessary
* Create publications for CFI’s social media to showcase Balkan Expressions II’s successes/events…
* Create written articles covering the main events and successes of the Project for CFI’s website
* Coordinate with project stakeholders, partners, and local media outlets to facilitate the coverage of project events and activities.
* Organize and coordinate, alongside the Project Coordinator, the Project Manager and CFI’s communication department, public relations activities, including media briefings, interviews, and press conferences.
* Monitor and analyze media coverage and public sentiment related to the project, providing regular reports and recommendations.
* Create different communication materials, such as brochures, posters, and multimedia content and send them only to CFI. CFI will be in charge of publishing and editing.
* Monitor publication of Beneficiaries’ articles outside CFI’s networks
* Take part and facilitate the exchanges with the other communication Service Providers
* Exchange regularly with the Project Manager, the Project Coordinator and CFI’s Communication Manager.

All activities will be subject to the validation of the Project Manager and the Project Coordinator before their implementation.

*Estimated deliverables and due dates*

|  |
| --- |
| **PERIODIC DELIVERABLES** |
| **Type of deliverables** | **Due dates** |
| **Event’s communication plans:**Before any event the Service Provider is planning on covering, the Service Provider must send the Project Coordinator and the Project Manager the event’s communication plan. This plan must include:* The number of days the Service Provider is planning on being there
* The type and number of contents the Service Provider is planning on creating photos, videos, podcasts…
* The format planned for each type of content: photos during the training, sitting down picture and written portraits, video interviews…
* At each event, the Service Provider must take pictures. Then, the Service Provider may create other types of content: videos, podcast, written portraits, etc. The Project Coordinator based in Albania and CFI Project Manager may ask the Service Provider to add or delete a form of content from the plan.

This plan may take the form of a written Word document or an email. The Project Manager and the Project Coordinator must approve of this plan before the Service Provider travels. The plan must be adjusted accordingly to the Project Manager and Coordinator’s feedbacks, if needed.  | No later than fifteen (15) days before the starting date of the event covered by the Service Provider  |
| **Edited contents created during the different events:**The created contents must reflect what had been written on the plan. If a content was planned but not created or edited, the Service Provider must send the Project Manager and Coordinator a note to explain why. The edited material must follow CFI’s communication guidelines. The edited content will then be sent to CFI’s communication department for their validation. If necessary, the Service Provider must include the Communication Department’s feedbacks to the edited contents.  | No later than fifteen (15) days after the event |
| **Social Media Publications:** The Service Provider must send the Project Manager propositions for social media publications. These publications may highlight the Project successes and events or promote the edited content the Service Provider created for the Project. These propositions will then be sent to CFI Communication Department for publication. | At the latest the last day of every month  |
| **Communication material:** When asked by CFI, the service Provider must send CFI’s Project Manager different type of communication materials: brochures, posters, and multimedia content. These contents must be done according to CFI’s graphic charter. CFI will be in charge of the validation and publication of the contents.  | No later than seven (7) days after CFI’s express request |
| **Written articles covering the main events and successes of the Project for CFI’s website:**The Service Provider must write articles presenting the Project. These articles may cover different aspects of the Project: presentation of an event, portrait of a Beneficiary or expert, success story… These articles must be written on Word, accompanied by a photo taken by the Service Provider in the Framework of the Project and sent to the Project Manager. Each participant’s filled and signed reproduction and representation authorisation must be attached to this deliverable. The Project Manager and CFI’s communication department may ask questions and/or send comments on the article, to which the Service Provider must answer.  | Every two (2) month, at the latest the last day of the second month |
| **Monthly activity report:**The Service Provider must send the Project Manager a report covering all activities implemented by the Service Provider during the month. It must include:* A written list and description of all actions done by the Service Provider
* A monitoring report of the media coverage of the Project following CFI’s monitoring report format
* A monitoring report of the publication of Beneficiaries’ articles outside CFI’s networks following CFI’s monitoring report format

The Project Manager may ask for more information regarding the report, which the Service Provider must answer to.  | At the latest the last day of every month  |

Deliverables will have to be written in English.

The language of communication for this service, meetings and all deliverables shall be English.

Any deliverable not written in English will be rejected by CFI, and the service provider will have to make the modifications in order to comply with the imposed language within a period of time that will be transmitted by CFI without this being the object of any remuneration or compensation of any nature or amount.

#  ESTIMATED TERM

The term of the contract will be ten (10) months.

This Contract is subject to one (1) renewals under the conditions defined in this article. The maximum total duration of the Contract, including renewals, shall not exceed twenty-two (22) months.

Renewal is tacit.

In the event that CFI does not wish to renew the Contract, it shall notify the Service Provider, by any means that allows for proof of receipt, of its decision not to renew at least one (1) month prior to the anniversary date of this Contract. In the event of non-renewal, no compensation or indemnity of any kind whatsoever may be claimed by the Service Provider

In the event of non-renewal, the Service Provider may not request payment of compensation and the right to payment acquired shall not apply.

The Service Provider may not refuse the renewal[[2]](#footnote-3).

#  PLACE OF SERVICE PERFORMANCE

Services will be performed in Belgrade, Serbia. The Service Provider will be required to travel to Albania and/or Bosnia-Herzegovina and/or Kosovo and/or Montenegro and/or North Macedonia and/or Serbia for specific missions, upon request by CFI.

Work meetings and discussions may be done by video conference.

#  TOTAL ESTIMATED VALUE

##  Amount and form of prices

The maximum amount of the contract is twenty-five thousand five hundred euros (25 500€) excluding tax.

The services of the contract will be paid for using a unit price set out in the estimated and signed quotation of the applicant company.

#  CONDITIONS FOR SENDING PROPOSALS

##  Content of proposals

Any incomplete proposal will be rejected by CFI without the possibility for the applicant company to complete it.

Each applicant must submit a complete proposal that includes all of the following documents and information or CFI will not consider the proposal:

1. The resume of the person dedicated to this Contract;
2. **A quotation**, excluding mission fees, detailing the unit price and the total price excluding tax of the services.
3. **A note (maximum 3 pages, Arial 10)**detailing the experience of the Service Provider in the provision of similar services and proposing ideas for the communication of the Project
4. A compilation of the Service Provider previous work, relevant to the tasks entrusted: edited photos and videos, created content, published articles/portraits…

Only the unit prices in the quotation have contractual value and are deemed firm. Estimated quantities set by CFI and the total estimated amount have no contractual value.

All of these documents are written in English by the applicant company or its proposal will be eliminated by CFI.

##  Conditions for sending quotations

Applicant company must submit their proposal to the address indicated on the cover page of this Call for quotations.

Complete proposals will be sent to reach the destination **before the deadline indicated on the cover page of this Call for quotations.**

Only proposals received at the latest on the closing date and time specified on the cover page of this Call for quotations will be received. Proposals received or delivered after this date and time will not be opened.

Once selected, the service provider will provide CFI with additional documentation[[3]](#footnote-4).

##  Quotations validity period

The quotation validity period is one sixty (60) calendar days from the quotation’s submission closing date.

By responding to this Call for quotations, the applicant company is deemed to have unconditionally accepted conditions. Its application and offer shall undertake the entire period stipulated in this article. The applicant company cannot withdraw before this period expires.

#  SELECTION OF PROPOSALS

##  Expected qualifications and skills of the team tasked with providing the services

* Fluency in English and at least one of the local languages spoken in the Western Balkans (Albanian, Macedonian, and BCMS)
* Capacity to use a camera and a video camera to take good quality shots
* Expertise in using a photo and video editing software
* Excellent written and verbal communication skills, with the ability to convey complex information in a clear and concise manner.
* Writing and implementing event communication plans.
* Expertise in the writing of different communication formats: Social Media posts, articles, short essay, portraits
* Expertise in the monitoring and follow-up of activities

##  Quotation selection criteria

|  |  |
| --- | --- |
| **Criteria** | **Weighting** |
| ***Criterion 1*** | ***Technical value of the bid*** | **80%** |
| Sub-criterion 1.1 | Based on the note, quality and relevancy of the proposed communication activities | 30 |
| Sub-criterion 1.2 | Fluency in English and at least one of the local languages spoken in the Western Balkans (Albanian, Macedonian, and BCMS) supported by professional experience and/or certificates  | 20 |
| Sub-criterion 1.3 | Relevant professional experience in similar positions and in the international cooperation sector showing appropriate skills for the position | 30 |
| ***Criterion 2*** | ***Value of the bid price***  | **20%** |
|  | Price | 20 |

**END OF CALL FOR QUOTATIONS**

1. Pursuant to Article L. 1111-4 of the French Public Procurement Code [↑](#footnote-ref-2)
2. Pursuant to the article R2112-4 of the French Public Procurement Code. [↑](#footnote-ref-3)
3. Once selected, Service Provider is to provide CFI with the following documents:

	* + **A tax clearance certificate or equivalent,** less than six months old, certifying that its returns and payments for to income tax, corporation tax and value added tax are all in order This certificate is issued by the tax authorities with jurisdiction over the applicant.
		+ **A social security certificate or equivalent,** less than six months old, certifying that the company is up-to-date with its returns and payments of employers’ and employees’ social security contributions (in France, this certificate is issued online by the URSSAF website).
		+ **For companies domiciled abroad:** A document issued by the authorities maintaining the business register or an equivalent document certifying its registration or a document mentioning its name, registered name, full address and nature of the entry in the business register
		+ **Bank details of the bank with the registered name of the Service Provider appearing in the contract and the currency of the account** [↑](#footnote-ref-4)