

## Call for Tender for Communication and Outreach Services (RFP # DRI-HQ-2018-07-001)

<b>RFP #</b>	DRI-HQ-2018-07-001
<b>Contracting Authority:</b>	Democracy Reporting International gGmbH
<b>Nature of contract:</b>	Communication and Outreach services
<b>Service Time Frame:</b>	48 months from the date of signature
<b>Payment Currency:</b>	EUR
<b>Payment Method:</b>	Bank transfer

### 1. About Democracy Reporting International

Democracy Reporting International gGmbH (DRI) is a nonpartisan, independent, not-for-profit international organization registered in Berlin, Germany and operating in different parts of the world. This tender for services has been called to provide the communication and outreach services for its projects.

### 2. Description of the services required:

The selected communication and outreach expert will provide strategic advice and support in the implementation of communication and outreach activities of DRI's projects. The expert will be asked to provide input for communication plans and support colleagues in the successful execution of awareness-raising and advocacy campaigns. Given the current estimations, the expert would provide around 25 expert days per year for the different projects of DRI, subject to funding.

### Tasks of the Communication expert

Upon selection, the successful candidate will become DRI HQ's official communications expert to contact for any support to communication and outreach related assignments. Services will include, but are not limited to:

- Conceptualise, plan and implement communication strategies, communication editorials, and awareness-raising and advocacy campaigns in close coordination with the relevant Programme Officer and local staff;
- Hold trainings/webinars with staff or project partners to equip them with basic communications and visibility knowledge/skills;
- Train staff or project partners to successfully implement their communication plan, awareness-raising or advocacy campaigns during a mission;
- Draft communication materials upon request;
- Edit materials produced by staff or project partners;
- Boosting and publicising project outputs.

### 3. Requirements of the communication expert

- Completed university degree in communications, linguistic studies or other relevant field;
- A minimum of 5 years of demonstrated relevant work experience in the field of communications;
- Of these, a minimum of 3 years of work experience with NGOs in the field of democracy assistance on communications;
- Knowledge of democracy assistance, human rights and governance;
- In depth knowledge of communication strategies and technologies;

- Demonstrated experience creating communication and visibility products for EU projects;
- Fluency in spoken and written English;
- Excellent interpersonal and communication skills;
- Cultural and gender sensitivity.

#### 4. How to apply

DRI values diversity and aims to be an equal opportunity employer.

Interested applicants should submit their applications including:

- **CV** of the applicant, highlighting relevant experience and qualifications and providing references of **at least 2 previous clients/employers** whom the applicant supported on similar assignments with contacts (authorised representative of the Company, telephone, fax, email);
- A one-page text explaining: i) the motivation, ii) past experience in the required field, iii) how the applicant can provide ad hoc services with access through cell phone, email etc. Please note your average response time after receiving a request/communication from client;
- Three relevant samples of the work;
- Completed **Annex I** Tender Submission Form;
- Completed **Annex II** Financial Proposal Form.

Completed tender document with signed cover letter should be submitted in a closed envelope which must be marked and addressed as follows: **“Tender – Communication and Outreach Services”** to the following address:

Democracy Reporting International gGmbH  
Katharina Jautz  
Tender – “Communication and Outreach Services” – do not open  
Prinzessinnenstraße 30  
10969 Berlin

Closing date for applications: (23:59 CEST) 29 July 2018. Tender received after the deadline shall not be considered.

Please note that only shortlisted candidates will be notified.

#### 5. Contents of this Tender Document:

The document consists of the annexes indicated below and should be read in conjunction with any Addendum that may be issued by DRI.

Annex I: Proposal Submission Form  
Annex II: Financial Proposal Form  
Annex III: Criteria for Evaluation

**6. Disclaimer:**

The submission for this tender document does not entail any commitment on the part of DRI, either financial or otherwise.

**7. Submission of Queries for Clarifications:**

Please address any commercial, technical and procedural questions at an early stage. Questions will be answered if they are received at the latest four working days before the closing of the tender. Questions have to be raised in writing by e-mail only to: [k.jautz@democracy-reporting.org](mailto:k.jautz@democracy-reporting.org). DRI will endeavour to provide response/clarification expeditiously; any delay in providing such information will not be considered a reason for extending the submission date. DRI will share the clarification response with all the tenderers. Proposals with incomplete submissions may be rejected.

**8. Award criteria:**

The contract will be awarded on best value for money basis.

**9. Operational language**

The working language of DRI is English.

**10. Signatures**

Your declarations of eligibility, requests to participate and bids must be submitted with an original signature. Scanned, faxed or other duplicated signatures cannot be accepted and will lead to your bid being disqualified from the competitive tender in accordance the German Regulation on the Award of Public Contracts (VgV).

**11. Additional information**

Submitting an offer implies acceptance by the tenderer of all terms and conditions of this document and its annexes.

**12. Confidentiality:**

The entire evaluation procedure is confidential.

**13. Notification of Award:**

The successful tenderer will be informed in writing that its tender has been accepted. Subsequently, a contract with the successful tenderer is concluded.

**Annex I  
Tender Submission Form**

(To be completed and attached to each tender submitted!)

Democracy Reporting International gGmbH  
Bid "Provision of Communication and Outreach Services"  
Katharina Jautz  
Prinzessinnenstraße 30  
10969 Berlin

**Covering letter for bid under contract award procedure "Provision of Communication and Outreach Services"**

Please note: The information you provide in the following will be used as the basis for all communication.

Information on the bidder:

<b>Name:</b>	
<b>Address:</b>	
<b>Email:</b>	
<b>Telephone:</b>	
<b>Mobile:</b>	
<b>Fax:</b>	
<b>VAT no.</b>	
<b>Trade Register no. (if available)</b>	

I would like to submit the attached bid for the above-mentioned contract award procedure.

By signing below, I confirm that the tender documents have not been changed or amended and that the tender submitted fulfils the requirements set out in the terms and conditions for application and in the contract documents.

Your offer has to be submitted with an original signature. Scanned, faxed or by other means reproduced signatures cannot be accepted and lead to exclusion of your offer from this tender, according to §§ 53 VI, 57 I VgV (Vergabeverordnung – German Public Procurement Regulation).

\_\_\_\_\_  
Place

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of the bidder and company stamp

**Annex-II  
Financial Proposal Form**

**Financial Proposal:**

Please provide two different fee rates for desk work and missions. All levies and taxes shall be included in the quotation price. Travel costs and accommodation during missions will be separately covered by DRI according to the German travel cost regulations (Bundesreisekostengesetz).

	Price offer (filled by the applicant)
Hourly fee - desk work	
Daily fee - desk work (8 hours)	
Hourly fee - mission	
Daily fee – mission (8 hours)	

*To establish a comparability of offers, DRI estimates that the expert will work 25 days per year, of which approximately 20 days will be desk-work days and 5 will be mission days. This is merely an estimation and DRI has no obligation to remunerate accordingly.*

## Annex –III Criteria for Evaluation

For the evaluation of the incoming offers, DRI has defined four evaluation criteria:

Criteria	
<b>TECHNICAL EVALUATION PART:</b>	
1.	Qualification and experience of the expert
2.	Quality of service (outlined in a one-page presentation)
3.	Work samples
<b>FINANCIAL EVALUATION PART:</b>	
4.	The lowest offer will get full marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted
	<u>Marks Allocation Formula:</u> Lowest Financial Proposal/ Proposal Under Review x 100

Each criteria will be evaluated along a scale from 1 to 5 marks, applying the following marking system:

**5 points** – very good degree of fulfilling the requested criteria (an offer, which implements the requirements and aims of DRI in an outstanding manner)

**4 points** – good degree of fulfilling the requested criteria (an offer, which implements the requirements and aims of DRI)

**3 points** – satisfactory degree of fulfilling the requested criteria (an offer, which shows some weaknesses, but overall implements the requirements and aims of DRI)

**2 points** – sufficient degree of fulfilling the requested criteria (an offer, which shows clear deficiencies in the implementation of the requirements and aims of DRI, but appears to still allow for a successful cooperation on DRI's aims)

**1 point** – inadequate degree of fulfilling the requested criteria (an offer, which shows partly good approaches but does not overall fulfil the requirements and aims of DRI and does not seem to allow for a successful cooperation)

**0 point** – insufficient degree of fulfilling the requested criteria (an offer, which does not implement the requirements and aims of DRI and does not seem to allow for a successful cooperation)

Marks will be weighted according to the following table:

Criteria	Weighting
<b>TECHNICAL EVALUATION PART (60%):</b>	
1. Qualification and experience of the expert	25%
2. Quality of service (outlined in a one-page presentation of relevant experiences)	10%
3. Work samples	25%
<b>FINANCIAL EVALUATION PART (40%):</b>	
4. The lowest offer will get full 5 marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted	40%