TERMS OF REFERENCE MARKETING AND COMMUNICATION SERVICES

***National Peace Education Curriculum Initiative in Tunisia***

Media and communication service provider

**SUMMARY OF TENDER**

| **1. Assignment:** | Search for common ground and for the *National Peace Education Curriculum Initiative in Tunisia* project requires suitably qualified and experienced service providers to submit proposals service providers to fulfill Communication and Marketing responsibilities in accordance with the given scope. |
| --- | --- |
| **2. Name of the responsible office:** | Search for Common Ground Tunisia |
| **3. Address for submitting proposals & other correspondence:** | Search for Common Ground Tunisia  3, Rue Florence, Mutuelleville   Tunis,1072  Tunisia |
| **4.Telephone:** | +216 71 792 460 |
| **5.Email:** | contact.tunisia@sfcg.org |
| **6. Attention:** | **Search for Common Ground** |
| **7. Closing Date & Time for submission of proposals:** | **31 January 2022 at 10H00** |
| **8. Bid Description:** | Appointment of a suitably qualified and experienced service provider to fulfill Communication and Marketing responsibilities in accordance with the given scope. |
| **9. Bid Number:** |  |
| **10. Briefing Meeting** | None |

**Table of Contents**

**1. SEARCH FOR COMMON GROUND BACKGROUND .......................................................**

**2. *National Peace Education Curriculum Initiative Tunisia*……………………………………………………………….**

**3. GENERAL GUIDELINES …………………………………………………………………...**

**4. SCOPE OF SERVICE………………………………………………………….………………**

**5. CONTRACT MAINTENANCE REQUIREMENTS………………….**................................

**6. PERFORMANCE STANDARDS** .......................................................................................

**7. THE BID**  ..........................................................................................................................

**8. STANDARD REQUIREMENTS OF THE BID**...................................................................

**9. EVALUATION CRITERIA**………………...........................................................................

**10. PRICES**  ........................................................................................................................

**11. PAYMENT TERMS…………………………………………………………………………….**

**12. VALIDITY** ........................................................................................................................

**14. SUBMISSION OF BID DOCUMENTS**  ...........................................................................

**15. CLARIFICATIONS / ENQUIRIES**  ..................................................................................

**1. SEARCH FOR COMMON GROUND BACKGROUND**

**1.1. Introduction to Search for common ground**

**We are Searchers.**

**We are over 800 strong worldwide. We believe in our mission to end violent conflict.**

**It’s our purpose- our call to action.**

**A Searcher** understands our vision of a world where:

Differences stimulate social progress, rather than precipitate violence

Respect for and cooperation with those we disagree with is considered the norm

**A Searcher** is a dedicated, enthusiastic and passionate individual, committed to our values.

Shared Humanity. Empathy. Impartiality. Inclusivity. Courage. Hope. Humility. Audacity.

With headquarters in Washington, DC, and Brussels, Belgium, we implement projects from 55 offices in 34 countries, including in Africa, Asia, Europe, the Middle East, and the United States. You will be joining other highly motivated Searchers with a good team spirit and through commitment and dedication, have opportunities to grow.

**Search in Tunisia**

SFCG’s mission in Tunisia is to promote the culture of dialogue and diversity through the involvement of all parts of society while building their capacities. SFCG works in Tunisia to help members of Tunisian society to address conflicts and differences constructively through cooperation and dialogue. SFCG Tunisia works across multiple channels, mainly with youth, CSOs, media actors, security forces, and local authorities to build the capacity of individuals and institutions to address challenges including differences and acting on common points. Through this approach and partnerships, SFCG-Tunisia has four main strategic objectives: (i) Promoting Peace Education; (ii) Fostering non-violent social dialogue; (iii)

Enhancing participatory and inclusive governance, and (vi) Transforming Violent Extremism in Tunisia.

**2. *National Peace Education Curriculum Initiative Tunisia***

Search has launched a 24-month project called “National Peace Education Curriculum Initiative in Tunisia” with the goal of increasing resilience and positive normative values of Tunisian children and youth in their local, national, and global environment.

The overall goal is supported by two specific objectives:

1) Enable key stakeholders in the Ministry of Education (MoE) to develop a new Tunisian national peace education curriculum and pilot testing of sample curriculum materials;

2) Increase student engagement with civil society and local municipalities in target delegations.

This project’s theory of change is as follows:

IF Tunisian MoE experts have increased capacities and skills to develop an evidence-based curriculum responsive to communities’ needs, and tested through an inclusive and participatory process, THEN the inclusion of a National Peace Education curriculum into the national educational reform system is guaranteed.

The National Peace Education Curriculum Initiative project comes as a third phase following Search’s two-year implementation of a pilot peace education program. The pilot was a C/PVE project aimed at fostering the resilience of Tunisian children and youth vis-à-vis violent and extremist narratives. This project seeks to develop a national peace education curriculum with the support of national and international experts in the fields of curriculum development, child psychology, M&E, pedagogy, etc. The consultant(s) will come together to familiarize with the existing research and the developed methodologies and the corresponding M&E tools to properly measure impact. They will also accompany the MoE and Search in implementing a pilot phase during which the designed curriculum and M&E materials/Behavioral changes tools will be tested. The final curriculum version will ultimately be implemented as an MoE program in all Tunisian primary schools.

**3. GENERAL GUIDELINES**

Completed Tender submissions should be delivered by email at the address on page 1 of this document. All inquiries should be joint and must be directed to contact.tunisia@sfcg.org. Inquiries will be allowed from the date of the submission of the invitation (appel d’offre) until five working days before the closing date for submission of proposals.

**3.1. Purpose of the Terms of Reference (ToR**)

The purpose of this bid is to provide information that will enable the bidder to develop a scope and comprehensive proposal for Media and Communications Services for a period of one month from the date of commencement. Since not all services and requirements can be fully defined, the ToR provides an environmental sketch for Bidders to enable them to formulate their proposal for the SFCG.

**3.2. Objectives**

The primary objective of this request for proposal is to invite suitably qualified and experienced service providers to submit proposals to the SFCG to render Marketing and Communication Services for a period of one month from the date of commencement.

**3.3. Submission of Proposals**

**3.3.1**. The bid should be emailed to the address specified on Page 1 in 1 PDF format presentation. The email should be sent with the object:

**“*National Peace Education Curriculum Initiative Tunisi*a” Media** **COMPANY PROPOSAL**

**3.3.2.** If the bid does not include all the information required or is incomplete, the bid will be non-compliant and thus be invalidated;

**3.3.3.** Any bid received after the closing date and time will be rejected;

**3.3.4.** All costing must remain valid and open for evaluation for a period of at least thirty 30 days from the time of submission.

**3.4. Infrastructure**

It is expected that Bidders will be able to provide a detailed list with all resources, equipment, needed for effective and efficient delivery of the ToR requirements.

**3.5. Cost to be borne by Service Provider**

All costs and expenses incurred by the Bidder, in any way associated with the development, preparation and submission of bid documents, responses and providing any additional information required by SFCG, will be borne entirely and exclusively by the Bidder.

**3.6. No Legal Relationship**

No binding legal relationship will exist between any of the Bidders and SFCG until the execution of a signed contract. The SLA (Service-level agreement) will be based upon the Successful Bidder’s Technical Bid document and proposal.

SFCG reserves the right to split the award to more than one Bidder where no Bid satisfies all the requirements or the ToR document.

**3.7. Evaluation of Offers**

Each Bidder acknowledges and accepts that SFCG may, at its absolute discretion apply selection criteria, specific in this document for the evaluation of proposals for shortlisting/selection of eligible bidders(s), in a phased approach.

**4. SCOPE OF SERVICE**

SERVICE PROVIDER FOR COMMUNICATION AND MARKETING SERVICES WILL

* Produce a short film ( duration of 15 min) that covers all the project activities in the 20 communities ( the project areas of intervention) around the country in Schools ,Youth centers etc … and with Local CSOs , the project stakeholders and others relevant as needed.
* Produce Minimum 20 pictures for peace clubs and school activities in each visited community.

**5. CONTRACT MAINTENANCE REQUIREMENTS**

The successful bidder will be expected to perform the following:

**5.1 Meetings**

Attend at least one meeting bi-weekly with the SFCG Project Manager for activities planning and reporting sessions. Other ad hoc meetings may be called by SFCG and should be attended by the successful bidder.

**5.2 Reports**

Prepare and submit formal reports accounting for the period in review for the bi-weekly meeting.

**7. THE BID**

**7.1. PURPOSE OF THE BID**

Part of the key responsibility is to promote the activities of the project. SFCG launched the ***National Peace Education Curriculum Initiative Tunisia*** project in order to increase resilience and positive normative values of Tunisian children and youth in their local, national, and global environment. This responsibility requires a substantial amount of collaborations, changing of perceptions, public interaction and engagement. **to ensure the project activities visibility in the targeted communities (20 communities), Schools, stakeholders, CSO, and their activities.**

**7.2. TERMS OF REFERENCE**

The terms of reference serve as a brief on the expectations of SFCG.

The proposal on the required services will have to **detail the communication services will be provided, a detailed implementation plan with time frames, and costs**.

If there are any proposed additional service delivery areas as recommendations or added value, they should be costed separate from the main proposal and be included as an annex.

**These will be an added advantage to the bidder.**

The prospective service provider must be prepared to accept the terms and conditions of SFCG which will among others include a ToR Marketing and Communication Services.

**7.2.1 PRODUCT-BASED DELIVERABLES**

**The methodology/approach and the communication strategy of how the following services will be implemented should be included in the Integrated Communication & Marketing Strategy.**

The development of the following marketing products is an integral part of this assignment.

All the items listed under this section will form part of the evaluation criteria.

**a) Branding and chart graphic:**

The recruited agency will use the SFCG graphic chart in all the produced materials.

**d) Corporate video [Frequency: a short film about the project activities in 20 communities]**

Video Duration: 15 min

Requirements:  Concept development, script, acquiring footage, filming, editing, and production.

This film will be used to highlight the project outcomes and milestones.

**f) Brand collateral [Frequency: weekly ]**

The selected agency will produce relevant material for the project (Photos and teasers) on a weekly basis and with each project community based on the requirements for that particular month in line with the Integrated Communications Strategy.

The material may vary from week to week.

**g) Social media communication**

The service provider is required to manage the designated social media platforms for the project; Facebook, Instagram, Twitter, and Youtube, create and post content according to the brand of the project, the project activities timeline and daily project subjects related daily content.

**7.2.2 SERVICES FEES**

A proposed Integrated Communication Strategy with a monthly action plan is required for this section.

The proposal of this section should be backed up by a previous media coverage report (references), from one of the bidder’s previous clients, that simply describes the nature of the project, the experience in coordinating the publicity and a list of the media coverage categorized into print and online as well as their average advertising equivalent values.

The second part of the proposal should be a Social media strategy for the project with clear objectives. The strategy should take into account the creation of social media platforms; Facebook ,Instagram, Twitter, and YouTube.

**8. STANDARD REQUIREMENTS OF THE BID**

**a) Media monitoring**

Provide media monitoring in the following: print, activities coverage, online and social media.

**b) Social Media [Frequency: weekly ]**

The social media platforms are a tool of critical engagement with the public, albeit with a certain amount of risk exposure.

**I.** Develop a social media strategy and the implementation thereof.

**II.** Manage content and monitor activities on all social media platforms created for the project (Facebook, Instagram, Twitter, and YouTube)

**III.** Produce an analytics report and recommend constructive interventions.

**IV.** Recommend any new trends for consideration and implementation.

**8.2.** Disclosure extends to any company in the same group of the bidder, including but not limited to parent, subsidiary and sister companies, companies with common shareholders (whether direct or indirect) and parties with whom the Bidder is associated in respect of this tender.

**8.3.** Disclaimer: SFCG reserves the right not to appoint a service provider. SFCG also reserves the right to:

**8.3.1.** Award the contract or any part thereof to one or more service providers;

**8.3.2.** Reject all bids;

**8.3.3.** Decline to consider any bids that do not conform to any aspect of the bidding requirements;

**8.3.4.** Request further information from any Bidder, after the closing date for clarity purposes; **8.3.5.** Cancel this tender or any part thereof at any time; and

**8.3.6.** Should any of the above occur, it will be communicated in writing to the Bidders.

**8.4. Confidentiality**

**8.5.1.** Bids submitted will not be revealed to any other Bidders and will be treated as contractually binding;

**8.6.2.** All information pertaining to SFCG obtained by the Bidder as a result of participation in this Request for Bid is confidential and must not be disclosed without written authorization from SFCG; and

**8.7.3.** The successful Bidder will be expected to sign an SLA with SFCG.

**8.8. Disqualification**

**8.8.1.** Any form of canvassing/lobbying/influencing regarding the shortlisting will result in disqualification;

**8.8.2.** Any non-disclosure of any information pertaining to this bid will result in disqualification;

**8.8.3.** Non-compliance with the bid requirements will invalidate the bid; and

**8.8.4.** Non-compliance with all applicable Acts, Regulations and by-laws will result in the disqualification of the bid.

**9. EVALUATION CRITERIA**

The bid will be evaluated in three (3) phases:

**9.1. Phase 1 – Evaluation on Compliance (Minimum qualification requirements)**

This entails screening of all bid responses received at the close of the bid. During this phase, bid responses are registered to ascertain the number of bid responses received before the closing date and time, and to verify if the Bidders have submitted all mandatory requirements. The following mandatory documents should be submitted to qualify for the next phase of evaluation:

**9.1.1.** SBD 2- Tax Clearance Certificate Requirement

**9.1.2.** Original and valid Tax Clearance Certificate;

**9.1.3.** Certified Copy of Company Registration;

**9.1.4** Bidders to be registered on the Government Central Supplier Database (Compulsory)

**9.2. Phase 2 –** Technical Requirements (Functional Specifications, skills and experience, references and resources)

This evaluation will be based on the responses provided in the Bidders bid documents, using the functional requirements in the TERMS OF REFERENCE section.

The threshold values set for the qualification of a bid are 80/100 for weight and all bidders who score below this score will be eliminated.

**9.3 .FUNCTIONALITY  TABLE**

| **INDICATOR** | **SCORE** | **RIGHT EVIDENCE** |
| --- | --- | --- |
| **COMPANY EXPERIENCE**  a) The relevance of the company’s core business to the scope of the bid (the portfolio of services of the bidder)  b) Experience of the bidder in corporate Communications (proof of PR work done at a national or international level)  c) Proven track record (the number of years in business with clients & value of the projects)  d) Quality of evidence (samples of previous work)  e) Traceable references (names of companies previously/currently serviced) | **20** | a) Company profile  b) List of work done for clients and the duration of the contracts  c) At least 3x samples of production work produced  (publications, branding, websites)  d) List of at least three references |
| **STAFF EXPERIENCE**  (Capability of staff to be placed on the project)  a) Experience of staff to be placed on the Project (years of experience in the communications field, employment with the bidding company, and the level of involvement in the projects)  b) The relevance of staff educational qualifications to their areas of work in the bid | **20** | CVs of the project team and management/key account manager |
| **METHODOLOGY**  a) The relevance of the proposed Integrated Marketing and Communication Strategy (level of understanding of deliverables, level of creativity and innovation)  b) Value creation opportunities through corporate partnerships | **40** | a) SMART proposed project ideas with capital resources that will contribute to the success of the project |
| **FINANCIAL OFFER**  The bidder financial offer needs to be the closest to the dedicated financial amount of the communication agency in the project | **20** | Invoice |
| **TOTAL** | **100** |  |

**9.3. Phase 3 –** Evaluation in terms

**9.3.1.** The Bidder obtaining the highest number of total points will be awarded the tender.

**9.3.2.** Preference points shall be calculated after prices have been brought to a comparative basis taking into account all factors of non-firm prices and all unconditional discounts.

**9.3.3.** Points scored must be rounded off to the nearest two decimal places.

**9.3.4.** In the event that two or more bids have scored equal total points, the successful bid must be the one scoring the highest score for the financial offer.

**10. PRICES**

**10.1.** All services pricing should be inclusive of all taxes and payment shall be made in Tunisian dinar;

**10.2.** SFCG may require a breakdown of rates on any of the items priced and the Bidders are to provide the same without any additional costs;

**10.2.1.** SFCG will take care of all the logistics, transportation aspects in relation to this service; transportation to the 20 communities, lodging, and Meals)

**11. PAYMENT TERMS**

**11.1.** SFCG undertakes to pay valid tax invoices in full within thirty (30) days from the statement date for services rendered; and

**11.2.** All supporting documents for services rendered should be submitted together with the tax invoice as and when a service has been rendered.

**12. VALIDITY**

**12.1.** A Proposal shall remain valid for thirty (30) days after the closing date of the submission of proposals. A Proposal that is valid for a shorter period may be rejected by SFCG for non-responsiveness.

**12.2.** In exceptional circumstances, SFCG may solicit the Bidder’s consent to an extension of the period of validity of the bid.

A Bidder that has been granted the request will neither be required nor permitted to modify the Proposal.

**14. SUBMISSION OF BID DOCUMENTS**

Responses to this bid must be submitted at the SFCG email by no later than Date:31 January 2022 at 10H00

Email: [contact.tunisia@sfcg.org](mailto:contact.tunisia@sfcg.org)

**15. CLARIFICATIONS / ENQUIRIES**

Telephonic requests for clarification will not be considered.

Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference or any other aspects concerning the bid is to be requested in an e-mail from the below contact.

Email: contact.tunisia@sfcg.org