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| Westerwelle Startup Haus Tunis |
| **Call for Tenders: Event Management Agency** |
| STRIDE 2.0 Acceleration Program: Djerba Slush’d 2.0 |

**Public Tender**

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| ***Program Name*** | ***Stride 2.0*** |
| ***Country*** | ***Tunisia*** |
| ***Target Area*** | ***International Market Expansion, Revenue Growth, Job Creation, Investment*** |
| ***Duration*** | ***8 Months*** |

**Westerwelle Startup Haus Tunis**

The Westerwelle Foundation for International Understanding with headquarters in Berlin, Germany is a non-profit organization. The foundation was established in 2013 by Dr. Guido Westerwelle, former German Minister for Foreign Affairs, and Ralph Dommermuth, CEO and Founder of United Internet AG.

Our work aims to boost digital transformation in emerging countries and create a spill-over effect that includes strengthening transparency and integrity measures within private and public sector institutions. To achieve this, the Westerwelle Foundation actively scouts entrepreneurs who are able to create digital sustainable solutions which could be implemented in various social and economic areas.

The Westerwelle Foundation manages entrepreneurship hubs called “Westerwelle Startup Haus” in select locations to support start-up ecosystems and entrepreneurs. Each hub runs entrepreneurship support programs on sector- and stage-specific topics. In addition, the Westerwelle Young Founders Program is a Berlin-based fellowship that supports 50 entrepreneurs from emerging markets to attain international investment and growth.

In March 2016, the Westerwelle Foundation opened its first Startup Haus in the city center of Tunis. The WSHT offers co-working space, private offices, meeting rooms, a multifunctional event space and advisory services for startups. Additionally, WSHT hosts regular workshops and networking events to facilitate knowledge exchange and community building.

**Program Description**

STRIDE Acceleration Program is a 8-month supported by the Special initiative “Decent Work for a Just Transition” -Invest for Jobs of the German federal ministry for Economic cooperation and Development and implemented by the Digital Transformation Program of the GIZ Tunisia in partnership with the Westerwelle Foundation

The purpose of the program is to empower 40 high-potential Tunisian startups to expand into East African markets through a 9-month acceleration journey. After an initial training phase, 15 startups will receive tailored support in refining their business models and investment readiness, with 8 advancing to develop international strategies. Finally, 3 startups will be selected for market entry into Kenya, Rwanda, or Tanzania, supported by expansion trips, local mentorship, and operational guidance. Leveraging the Westerwelle Foundation’s regional hubs and networks, the program provides legal facilitation, ecosystem integration, and investor matchmaking, enabling sustainable growth, cross-border collaboration, and job creation.

**Scope of work:**

**General objective:**

We invite experienced event agencies to submit tenders for organizing the second edition of a conference named Slush’d Djerba, that will take place on June 19th, 20th, and 21st, in the Casino Hotel Djerba. Slush’D is a regional extension of the globally renowned Slush startup conference, originally founded in Helsinki, Finland. Slush'D events are community-driven initiatives designed to empower local startup ecosystems by connecting entrepreneurs, investors, corporate leaders, and institutional representatives. The conference is a key component of our program, focusing on fostering insightful discussions, knowledge exchange, and networking within the entrepreneurial ecosystem.

The conference needs to follow the production guideline of the franchise and inspired from previous editions, find pictures of previous editions in this link: [Slush Media’s albums | Flickr](https://www.flickr.com/photos/slushmedia/albums/)

The event will primarily offer:

* Three separate conference spaces, each dedicated to one of the following themes: Globalization & Investment, Ecological Innovation, and Women's Professional Integration.
* An exhibition area, intended for partners, to showcase the latest technological advancements and research outcomes in key sectors.
* A talent and skills development day, featuring a specially designed space for job fairs and workshops. This component will provide participants with valuable opportunities for career networking, capacity building, and professional growth through interactive sessions and direct engagement with employers and experts.

The selected agency will be responsible for the following:

* **Venue & Conference Space Management**
* Rental of the Casino Hotel Djerba for the duration of the event, including the necessary time for installation and dismantling.
* Provide access to suitable locations within the hotel to host the **three event stages**, ensuring they are equipped and prepared for presentations, panels, and audience attendance.
* Oversee full logistics management, including:
  + Venue branding and decoration aligned with the franchise’s identity, emphasizing a black-themed aesthetic.
  + Installation of the full event setup, including seating, lighting, LED screens, sound systems, and other technical equipment.
  + Scenography and creative direction to ensure an immersive experience across all event spaces.
* **Transportation & Logistics**

Coordinate air travel for:

* + 40 international participants
  + 30 local (Tunisian) participants

Manage airport transfers in Djerba for 120 attendees throughout the event.

* **Accommodation Management**

Arrange three nights of accommodation for Around 70 participants, ensuring comfort, proximity to the event venue, and seamless logistical coordination.

* **Catering Services**

Organize catering for all major meal occasions, including:

* + A pre-event **Cocktail Buffet** for around 120 guests
  + Main event Coffee Break and lunch for 120 Guests.
  + Closing Party for 500 guests.
* **Printing**

Provision of printing for event materials and branding.

The agency is encouraged to submit creative proposals that enhance guest experience and engagement throughout the event.

**Timeline and Location**

The conference is scheduled for June 19th, 20th, and 21st, in the Casino Hotel Djerba. The agency's involvement will include pre-event planning, on-site management, and post-event follow-up.

**Role of the Westerwelle Foundation Startup Haus**

Throughout the consultancy, WSHT will monitor the planning and progress of the event with the selected agency.

**Consultant/ firm/ profile**

The selected agency must fulfill the following criteria:

* Proven experience in organizing successful panel discussions and conferences.
* Efficient project management skills to ensure timely execution.
* Creativity in thematic development and audience engagement.
* Familiarity with the subject matter related to the event is preferred.
* Demonstrated ability to manage logistics for large-scale events.

**Deliverables**

The agency is expected to deliver:

* A seamlessly organized conference with smooth logistics.
* Post-event documentation summarizing key insights, participant feedback, and recommendations for future events.

**Evaluation Criteria**

Agencies will be evaluated based on:

* Proven experience in organizing similar events.
* Creative and feasible event concept. (Technical Offer)
* Competitive financial offer, using the template provided in Annex 1.

**Selection Procedure**

The offers will be processed and selected according to the budget allocated to this mission by the project and the efficiency criteria related to the technical and financial offer and in accordance with the evaluation criteria.

We will notify you once you are accepted for an initial interview. Only shortlisted candidates will be contacted.

**Offer submission**

Please send your application through this [Link](https://airtable.com/appz9jJfV37BLkH86/shrrTW0rKdv0ChP3i) and make sure to share useable link for your application document or by email to [Tunis@westerwelle.haus](mailto:Tunis@westerwelle.haus) specifying Djerba Slush’d 2.0 Event Management in the subject line:

* The deadline to apply is 22/04/2025

The application folder must contain the following documents:

* A technical offer (Scenography)
* A financial offer
* Company portfolio
* Company Registration Documents

**Variation in Scope**

The quantities listed in the financial offer template are indicative and subject to change. Final quantities may vary based on the scenography and overall event design as determined during the implementation phase. The service provider shall accommodate reasonable variations in quantities, provided that any adjustments exceeding 20% of the initial estimate will be subject to prior written agreement and, where applicable, a corresponding adjustment of the contract value.

**Advance Payment**

An advance may be granted to the contract holder upon request.

The amounts paid in advance will be reimbursed through deductions from the final payment.

**Contract Signing**

A contract relating to the subject of the consultation will be signed between the contract holder and the organizer.