



Request for Proposals (RFP)

Social Media Campaign for The Ministry of Political & Parliamentary Affairs (MoPPA) For Promoting Public Participation in Parliamentary Elections

Netherlands Institute for Multiparty Democracy (NIMD)

**EU Support to Jordanian Democratic Institutions and
Development – EU-JDID Project**

RFP NO.: EUJDID/NIMD/C3/08/2020



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Contractor: EU Support to Jordanian Democratic Institutions and Development – EUJDID Project

Reference No.: EUJDID/NIMD/C3/08/2020

RFP Name: Social Media Campaign for The Ministry of Political & Parliamentary Affairs (MoPPA)
For Promoting Public Participation in Parliamentary Elections

RFP Release Date: 06/August/2020

Question/Inquiry Submission Deadline: 17:00 PM, 13/August/2020

Proposal Submission Deadline: 17:00 PM, 25/August/2020

Performance Period (Estimated)¹: 10/October/2020 – 10/November/2020

Contact Person for Inquiries/Questions: Amal Abu Jries, Wael Abu Anzeh

Contact Email for Inquiries/Questions: AmalAbuJries@nimd.org; WaelAbuAnzeh@nimd.org

The purpose of this Request for Proposals (RFP) document is to define the consultancy service that a local company will be providing to Component 3 “Support to Political Party System”, to support the goal of implementing a social media campaign for the Ministry of Political & Parliamentary Affairs (MoPPA) for promoting public participation in the upcoming parliamentary elections. This RFP is part of the “EU Support to Jordanian Democratic Institutions & Development” (EU-JDID) programme, third component “Support to the Political Party System”, which is managed by the Netherlands Institute for Multiparty Democracy (NIMD).

EU-JDID Website: <http://democracy-support.eu/jordan/>

NIMD Website: www.nimd.org

Introduction

The European Union launched the ‘Enhanced Support to Democratic Governance in Jordan’ programme in April 2017, which aims at supporting Jordanian efforts to consolidate democratic practices and promote political participation over a four-year period.

The ‘[EU Support to Jordanian Democratic Institutions and Development – EU-JDID](#)’ is one of the projects under the ESGD programme, which in return is composed of four interconnected components: parliamentary strengthening, electoral assistance, support to the political party system and support to civil society. A consortium of European organizations² - led by the European Centre for Electoral Support - is implementing the project in coordination with Jordanian public stakeholders. The main beneficiaries under the four components are the House of

¹ As the campaign is expected to start one month before the election day, and end on the election day, the dates of the performance period will be dependent on the chosen date for the election.

² The European Partnership for Democracy, the Westminster Foundation for Democracy, the Netherlands Institute for Multiparty Democracy, and the French Agency for Media Cooperation.

Representatives, the Independent Election Commission, the Ministry of Political and Parliamentary Affairs, political parties, youth and women, media and journalists, and civil society organizations.

The European Response to Electoral Cycle Support Strategy, which is an innovative delivery mechanism to implement electoral and democracy assistance activities that are consistent with European values and EU policies guides the execution of the different activities envisaged in the context of the programme.

These terms of reference concern the project's third component: **support to the political party system**, which is managed by the [Netherlands Institute for Multiparty Democracy](#). A number of activities are envisaged under this component, whose main beneficiaries are political parties and the Ministry of Political and Parliamentary Affairs (the Ministry).

About the Project's Third Component: Support to the Political Party System

The third component is part of the "EU Support to Jordanian Democratic Institutions & Development" (EU-JDID) programme. This component aims to support interparty dialogue platforms, which are safe spaces for political parties to meet and discuss issues. In addition to facilitating the set-up of these spaces, the project also proactively facilitates the debate and ensures the inclusion of all relevant actors, including MPs, women and youth candidates. In addition, the project will aim to strengthen political parties in internal management and organization, and support the participation of women and youth in political life in general.

Context and Background on Assignment

As the main governmental entity responsible for increasing civic participation in local elections, the Ministry of Political & Parliamentary Affairs (MoPPA) is aiming to target the Jordanian public through its social media platforms with the aim of increasing voter turnout in the upcoming parliamentary elections, with special focus on youth, women, and political parties, and spearhead the governmental efforts in this area. In addition, MoPPA is aiming to create public awareness of the safe voting methods that will be imposed by the government and the Independent Election Commission (IEC) under the ongoing situation of COVID-19.

Scope of Work & Activities

The campaign is expected to start one month before the elections³ and end by the end of day of the parliamentary elections. The campaign will be carried out through MoPPA's social media platforms which include Facebook, Instagram, Twitter, and Youtube. The company is expected to prepare the social media posting schedule for the aforementioned platforms of MoPPA, create the messaging content of the campaign, branding, create 7 60-seconds videos, infographics, analytics and reporting, manage social media platforms, develop milestones, and deliver proof of work. The company should also boost all of MoPPA's accounts on all of the targeted social media platforms and set a target number of people to be reached on each platform. The task will be divided over five deliverables as following:

- A) **Develop & Deliver Social Media Posting Schedule:** The schedule should include the posts timing for each platform.
- B) **Develop & Deliver Social Media Messaging & Infographics & Videos:** The communication tools should target increasing voter participation with special focus on women and youth and voting under the circumstances of the ongoing COVID-19 crisis in accordance with the government's safety guidelines.
- C) **Deliver Mid-Task Progress Report:** The report should include the achieved targets as per the milestones outlined in the company's proposal.
- D) **Deliver Analytics & Proof of Work:** The report should include the analytics of all utilized social media platforms and proof of work report from the platforms themselves.
- E) **Deliver Final Report:** The final report should include a detailed description of the entire campaign and the achieved targets as well as recommendations for MoPPA to sustain the momentum it has gained during the campaign beyond the elections period.

It is the selected company's responsibility to cover accommodation/transportation fees that may be incurred as a result of conducting this task.

Quality Control of Work

Quality control will be assured along three stages of the Work:

- A) Throughout the campaign process, the company should arrange weekly debriefing calls with NIMD focal point to discuss progress, and update emails every other day.

³ Elections date is yet to be determined

- B) During the campaign, NIMD focal point may choose to ask for any information that he/she chooses in coordination with the company to monitor and evaluate the campaign.
- C) Upon completion of the campaign, the resulting analytical data will be checked by NIMD.

Implementation Schedule/Timeline for Project

The social media campaign will span for one month before the elections day and will end by the end of the election's day. Any change in the timeframe or the contents of the campaign must be discussed and agreed upon first with NIMD team.

Deliverables

The company is expected to deliver the following throughout the performance period, as per the implementation schedule mentioned above:

#	Deliverable	Details
1	Develop & Deliver Social Media Posting Schedule	The schedule should include the posts timing for each platform.
2	Develop & Deliver Social Media Messaging & Infographics & Videos	The communication tools should target increasing voter participation with special focus on women and youth and voting under the circumstances of the ongoing COVID-19 crisis in accordance with the government's safety guidelines.
3	Deliver Mid-Task Progress Report	The report should include the achieved targets as per the milestones outlined in the company's proposal.
4	Deliver Analytics & Proof of Work	The report should include the analytics of all utilized social media platforms and proof of work report from the platforms themselves.
5	Deliver Final Report	The final report should include a detailed description of the entire campaign and the achieved targets as well as recommendations for MoPPA to sustain the momentum it has gained during the campaign beyond the elections period.

Payments Schedule

The payments will be arranged as 20% for each of the five deliverables. The payment shall be released within a period not exceeding 30 days of the day the invoice is received and approved.

Please note that the above refers to contractually agreed campaign specifications. Any further work requested for this project will have a separate payment schedule. In such a case, the amount will be paid in an additional installment upon completion of all work. The financial quotes provided by the company should cover the entire cost of this campaign.

Proposal Submission

The applicant company is required to submit a **technical proposal** and separate **financial proposal** for the proposed work. The technical and financial proposals should be developed with the following in mind:

- A) **Language:** Proposals submitted must be written in English.
- B) **Format:** The signed soft copies of the proposals must be sent in pdf format.
- C) **Validity of Proposal:** All prices quoted shall be valid until the completion of the project and no cost escalation or variation will be permitted.
- D) **Cover Letter:** In the letter the company should explain why they are the suitable company for this task and what motivates them to perform this task.
- E) **Understanding of The Assignment:** the company must explain how their knowledge and work will be responsive to the requirements, specificity, and sensitivity of the task at hand.
- F) **Prices and Currency:** All prices shall be quoted in Jordanian Dinars (JOD). The quotation must include unit prices (where applicable) and total price of services proposed.
- G) **Specialization and Past Experience & CV's of Involved Personnel:** The following must be included: list of social media campaigns conducted by the company in the last 5 years with a small excerpt on each campaign describing main tasks/achievements, and name and addresses of clients for whom the earlier campaigns were conducted (key contact details).
- H) **Operational Plan:** The technical proposal should contain a detailed operational plan for the campaign to be conducted, incorporating all requirements listed in this RFP, along with a detailed timeline of the proposed work.
- I) **Submission of Proposal:** The company must submit signed soft copies of the Technical and financial proposal. The proposals should be sent to the following emails:
 - i. AmalAbuJries@nimd.org
 - ii. WaelAbuAnzeh@nimd.org

Late Bids: Proposals must be sent on or before the date and time specified in this RFP. NIMD holds the right to reject or accept any proposals received after the submission deadline taking into consideration the best interest of the project.

Confidentiality & Ownership of The Campaign

All messaging, videos, and infographs produced by this campaign will be the sole ownership of NIMD and the selected company does not have the right to reuse the produced materials in any other way, shape, or form. The selected company also may not disclose the results of the campaign in any setting other than to NIMD.

Evaluation of Proposals

Selection of Company

Proposals for companies will be evaluated out of 100 points in terms of its responsiveness to the RFP specifications shown in this document. The total number of points which a company may obtain for their proposals is 100 in accordance with the criteria listed in the tables below. The scores will then be compared based on the highest points received and the company will be selected. **Submission is also open for individual consultants or a team of consultants with the condition of providing all supporting documents of the consultants and CV's of the task team.**

The following criteria will be used in the technical and financial evaluation:

S#	Description of Technical/ Financial Evaluation	Maximum Marks	Marks Obtained
	TECHNICAL EVALUATION PART (65 Marks):		
1.	Organizational Profile / Submission of Details about Company's Professional / Staff / Individual Expert Profile	10	
2.	Total years of experience in the relevant field	10	
3.	Submission of sample work relevant to the assignment(s)	10	
4.	Provide a brief narrative on approach and methodology for development of the social media campaigns (Refer to Annex-I, Terms of Reference, Duties and Responsibilities).	35	



	FINANCIAL EVALUATION PART (35 Marks):		
7.	<p>Lowest Financial Proposal/ Proposal Under Review x 35 =</p> <p>The lowest will get full 35 marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted;</p> <p>For Example: Bidder A, B, C has quoted JD 15,000 / JD 20,000 / JD 25,000 respectively. So, calculation would be: For A: $15,000/15,000 \times 35 = 35.00$ Marks</p> <p>For B: $15,000/20,000 \times 35 = 26.25$ Marks For C: $15,000/25,000 \times 35 = 21.00$ Marks</p> <p><i>Quoted price must be in JD with lump sum amount. Sales tax to be listed separately.</i></p>	35	
	Total Marks:	100	

Company Information:

Firm's Registered Name:	
Trading Name:	
Company Registration Number:	
Company Address with telephone / email:	
Proposer's Authorized Representative: (Name/Designation/ Address/ Tel/Cell, Fax/ Email)	
Total years of experience in relevant sector (Design & Implementation of Social Media Campaigns):	



Official Banking Details:	
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RFP Re-Launch

NIMD reserves the right to re-launch the RFP, or part of the RFP, with different campaign specifications should there be an over-estimation or under-estimation in price quotations (relative to the allocated budget for this campaign). Under this re-launch, companies should send shortened revisions of the Technical and Financial Proposals with the revised campaign specifications. NIMD shall reserve the right to negotiate with the company whose proposal scored the highest on the basis of technical and financial evaluations. NIMD also reserves the right to commission only part of the campaign to a company contingent on the budget(s) allocated for this study.

Contact for Further Information:

Amal Abu Jries, Head of Component 3 “Support to Political Parties System”

Wael Abu Anzeh, Technical Adviser on Political Parties’ Affairs

Netherlands Institute for Multiparty Democracy (NIMD)

EU Support to Jordanian Democratic Institutions and Development – EU-JDID Project

Study RFP: EUJDID/NIMD/C3/08/2020

Emails: AmalAbuJries@nimd.org; WaelAbuAnzeh@nimd.org