

TERMS OF REFERENCE (ToR)

Public Tender for Social Media campaigning services

Project: **MIND Migration Interconnectedness Development**

Caritas Czech Republic Project number: EA02H

EuropeAid DEVCO Contract number: 389-101

1. INTRODUCTION

MIND is a project funded through the Development Education and Awareness Raising ([DEAR](#)) programme of the European Commission¹ and implemented by **Österreichische Caritaszentrale (Caritas Austria)** together with 12 European Caritas Organisations working in 11 EU countries (AT, CZ, GER, NL, BG, IT, SE, SK, PT, SI, BE).

Caritas Austria has been contracted as coordinator for the project and is responsible for the implementation of the project activities and the achievement of the goals set. One of the defined outcomes is to **improve public understanding of the relation between universal sustainable development and migration**, its role both in the EU and developing countries and the EU's contribution in development cooperation. Project details are outlined in the enclosed presentation (Tender overview PDF).

The present tender aims to select a **qualified Social Media Agency** in Czech Republic highly experienced in digital marketing that will support Caritas Czech Republic implementing the social media campaign. The selected agency will provide support especially for the **adaptation** of the campaign's messages to the local context. Profound **knowledge of the political agenda** in Czech Republic, skills with **creative services**, profound **English** and a **strong European network** are required for the successful implementation of our social media campaign.

The winning bidder is responsible for implementing the campaign together with Caritas Czech Republic in Czech Republic that is conceptualized by Caritas Austria and its Social Media Agency Ketchum Publico. The winning bidder will be responsible for the elaboration of country specifics within the general concept.

The selected agency will be contracted by Caritas Czech Republic, Vladislavova 12, Praha 1.

2. BACKGROUND OF THE PROJECT

Please refer to the enclosed overview (Tender overview PDF).

3. OBJECTIVES OF THE CAMPAIGNING SERVICES

The objectives of the campaigning services are:

- a) to adapt the messages, images etc. provided by the lead social media agency for the needs of Caritas Czech Republic political and social context
- b) to provide professional support and consultancy to the Caritas project team
- c) Prepare created content as a series of posts for social media according to project plan

¹ https://ec.europa.eu/europeaid/sectors/human-rights-and-governance/development-education-and-awareness-raising_en

For more information, please refer to the enclosed overview (Tender overview PDF).

4. AGENCY ´S MANDATE

a) Preparation phase (Q1/2-2018)

- Provide advice on implementation strategy for delivering the campaign to a broad audience (target number concerning the reach is 90 % of the population in Czech Republic throughout the three years)
- Adapt claims, slogans, hashtags and imagery following the communication concept for the national context.

b) Implementation phase

- Organize content adaption and ensure cost efficient process. If required, select and contract suitable suppliers and service provider/sub-contractors (film producers, photographers). Coordinate and supervise supplier and service provider; ensure timely execution of and cost-efficient work.
- Implement the technical aspects of social media communications, if there are such aspects. In conjunction with Caritas Austria and Ketchum Publico, prepare the final versions of agreed content.
- On-going monitoring of Social Media activities (reach, shares,..) and compiling of comprehensive monitoring report at the end of each year's campaign.

c) Completion phase (Q3-2020)

- Prepare and complete an archive of all digital data related to the project.
- Prepare and submit a comprehensive report of all activities, lessons learned, successes and opportunities for future campaigning.

d) Meetings

- The social media agency is required to participate in regular virtual network meetings with the other agencies/partners, the schedule remains to be agreed. Other ad-hoc meetings or support in the event of technical problems or questions as required.

5. BUDGET

The budget is €30,000 inclusive of VAT for the contract period. This includes all costs for licences, content production and sub-contracted services.

7. REQUIRED EXPERTISE

- In depth understanding and knowledge of social media campaigning, especially with the NGO sector.
- Financial stability
- Knowledge and experience of delivering social media campaigning with understanding of the environmental context (policies, media, attitudes, political) and challenges this brings.
- Proven ability and experience of handling multiple social media and online channels, target groups across language and cultural differences.
- Flexibility to adapt to a changing environment: This is a project to be delivered sensitively in a constantly evolving environment. We require an agency with a flexible approach to assist us define future tasks with certainty and develop the campaign together.

- The project language is English. All communication, resources and materials, documentation will be in English.

8. PAYMENTS

Details regarding financial reporting and payments will be specified in the contract. Payments will be done on a quarterly basis and are based on the tasks delivered (working days). Costs for content production, licences etc. will be reimbursed on the basis of invoices from sub-contractors and have to be shown in the quarterly invoice separately.

9. TENDER EVALUATION CRITERIA

Your tender submission will be evaluated on both quality and ability to deliver the Service Specification within the contract price. A score will be awarded for each element of the evaluation criteria.

Each of the following quality criteria has been determined and weighted in accordance with its relative importance to the Service Specification.

Criteria	Maximum Points
Track record (application template page 2 and 6),	10
Management Approach (application template page 3)	10
Quality of implementation plans (application template page 4)	30
Technical skills (application template page 4)	30
Knowledge and Networks	20
Total Score	100

10. AWARD CRITERIA

Each member of the evaluation committee will assess your submission and a mean score will be calculated. The evaluation committee will consist of senior members of Caritas Czech Republic management team and is conducted in accordance with the guidance as specified in the Caritas Czech Republic Procurement Manual. The contract will be awarded to the bidder assessed best according to the evaluation criteria mentioned above.

11. SUBMISSION DEADLINE

In order that your submission can be considered, you must have completed the application template, including the signature of your legal representative.

Submission deadline is **2. 5. 12:00 CET 2018**. Late submission is not permitted.

Documents must be returned via e-mail to: tereza.jarolimova@charita.cz

12. CONTACTS

Main PARTNER contact for this project is Mgr. Tereza Červinková (Jarolímová)

E-mail: tereza.jarolimova@charita.cz

Telephone: 734 768 576

13. ANNEXES

- a) Project overview PDF - for your information
- b) Application template - to be completed and signed
- c) Procurement_Manual_CCR_HQ_missions