

Request for Quotation

Strategic Communications Company

Location	Kukës / Tirana, Albania
Type of Contract	Service Contract (output-based)
Services Requested	Contracting a Strategic Communications Company This service will be procured with two different LOTs as follows: LOT 1: Design and creation of communication campaigns and design of visibility materials of the project “New Perspectives” LOT 2: Production of communication and visibility materials for the project “New Perspectives” Interested candidates may apply for one or more LOTs
Issue date of the call	26 April 2023
Procurement Process	Request for Quotation One step process - only full proposals will be considered
Number of potential successful offerors	1 (one) per each LOT (The interested entities may apply for one or more LOTs)
Eligible applicants	Registered entities
Submission Deadline	10 May 2023
Deadline for submitting questions & receiving answers	Questions can be sent at npkukes@swisscontact.org by 3 May 2023 end of business day. Answers will be provided by 5 May 2023 , end of business day.
Tentative starting date of service	15 May 2023
Estimated contract timeframe	May 2023 – March 2026
Service providers report to	1) Coordinator of the Communications Component of the project (for programmatic and content related issues) 2) Administrator of the project (for financial related issues)
Package of Application	1. Company profile and background (Up to date Historical Extract from QKB) 2. List of employees to be engaged with the Project. 3. Relevant experience and portfolio of previous work in communication campaigns 4. Financial proposal (reference prices for the services listed below in Annex 1 for Lot 1 and Annex 2 for Lot 2)

Where to send applications	All offers will be submitted electronically in the email address npkukes@swisscontact.org , and hard-copy, sealed in a covering envelope which MUST contain the title of the applied call (as per instruction provided in this documents), to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tiranë.
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1. BACKGROUND ABOUT SWISSCONTACT AND THE “NEW PERSPECTIVES” PROJECT

Swisscontact is an independent Swiss foundation promoting economic, social, and environmental development. Swisscontact's objective is to open pathways out of poverty for people in developing countries through broad-based economic development. In its various projects Swisscontact facilitates access to skills development programmes, fosters competitive entrepreneurship, creates access to local financial services, and promotes sustainable use of resources.

The "New Perspectives" project, funded by the UK Government aims to improve key socio-economic conditions that often drive people to migrate irregularly to the UK from the North of Albania. The project is carried out by Swisscontact, in partnership with TAG; and runs between September 2022 to 31 March 2026.

The project pursues three key objectives, namely to (a) increase communities' resilience to pressures to migrate illegally to the UK; (b) improve social-economic conditions and opportunities in Kukes County, especially for youth; and (c) enhance relations between communities, private sector and local government for local economic development.

The project will increase the employability of people who currently lack skills or access to (self) employment. It provides training that is tailored to the labour market and micro-entrepreneurship that allows people to economically prosper in Kukes. This includes working with local businesses to provide opportunities for (self) employment, or training people in innovative sectors that allow remote working (e.g. the IT sector). The project will also connect businesses to micro-finance institutions, amplify opportunities for investment into the region and improve the enabling business environment.

The project adopts an inclusive approach to understanding and addressing key issues that influence the decisions of people and families to migrate illegally. It works with them to enhance their resilience to external pressures and empowers them to seize local economic and entrepreneurial opportunities. The project also addresses the corresponding social norms, communicates positively about opportunities, facilitates (young) people making informed life choices and promotes gender equality.

The project maps the business and employment opportunities in the area, among others (agro) tourism, medicinal plants, improved agro-processing or ICT-based services. It aims to cultivate local entrepreneurship, strengthen local businesses and improve their market systems. It also facilitates attracting Albanian and foreign investment that is socially responsible and sustainable.

The project collaborates with local and national government, to listen to citizens' and business communities' voices and be more accountable. It assists local authorities to elaborate plans and create a more enabling environment for local economic development that can harness the full potential of the people of Kukes.

2. RATIONALE

The “New Perspectives” project is currently searching to contract a strategic communications company, to design and produce all the communication campaigns and visibility materials foreseen under the Strategic Communications Component of the project. The company is required to work with the strategic communications team of the project to: design informative, awareness-raising and behavioral change campaigns; create compelling messaging for each of the project’s target audiences; design of visibility materials; productions of visibility materials; and branding identity of the project. The communication materials will need to be optimized for different channels, such as social media, websites, and print materials, thus the communication company will be expected to develop strategies together with the project staff, to maximize the impact of these materials.

3. Context and scope of work

LOT 1: Design and creation of communication campaigns and design of visibility materials of the project “New Perspectives”

- Design and creation of communications campaigns on irregular migration.
- Development of creative concepts and messages that align with the project’s communication strategy.
- Execution of the campaigns across various media channels, including but not limited to print, digital, and social media.
- Creation of compelling visual and multimedia content, including videos, graphics, and images.
- Management and optimization of the campaign to ensure maximum effectiveness.
- Reporting and analysis of campaign performance and effectiveness.
- Consultation and coordination with the project team on the design and specifications of visibility materials.

LOT 2: Production of communication and visibility materials for the project “New Perspectives”

- Produce high-quality visibility materials that align with the project’s branding strategy.
- Ensure timely delivery of the materials.
- Provide excellent service throughout the production process.
- Provide recommendations on materials, printing techniques, and finishes to enhance the quality and impact of the materials.
- Produce the visibility materials according to the agreed-upon specifications and timelines.

4. ELIGIBILITY

This call is opened for all registered entities in good standing, with at least 3 years of experience in the required service”.

5. DOCUMENTS TO BE SUBMITTED

The interested company should send the application file as indicated in the cover page, containing:

1. **Company profile and background (Historical Extract from QKB to be included).**
2. **CVs of staff to be engaged with the project deliverables.**

3. **Relevant experience and portfolio of previous work in communication campaigns (for Lot 1).**
4. **Financial proposal (reference prices for the services listed below in this document). The financial proposal should be provided in (ALL), as per the template provided in Annex 1.**

6. EVALUATION PROCESS

An evaluation panel, consisting of no less than 3 (three) members, will evaluate the applications as per the criteria stated in this tender document. Swisscontact Albania will evaluate the applications received within the two months after the deadline of application.

Proposals that meet the requirements, as stated above, will be evaluated with the following criteria:

- **Technical proposal:** **70%**
 - Company profile and CVs 30%
 - Previous experience/portfolio 40%
- **Financial Proposal:** **30%**

Swisscontact reserves the right to cancel a bidding process, accept or reject bids without notifying the reasons to the bidders. It also has the right to ask one or more of the applicants for clarifications regarding the bid.

7. SUBMISSION INSTRUCTION:

The deadline of submission is **10 May 2023, CoB**. Please note that in case your offer will be sent later than the deadline for submission, Swisscontact may decide to disqualify your submission and not consider this eligible for further phases of evaluation.

All applications will be submitted electronically to the email address npkukes@swisscontact.org, and in hard copy, sealed in a covering envelope, to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tirane by the deadline above mentioned. The outside of the envelope must clearly note the Request for quotation reference title: *Offer for "Strategic Communications Company"*.

The application **MUST** contain all required documentation, otherwise may be automatically eliminated by Swisscontact without a further request for clarification and/or completion.

8. COMMUNICATION WITH THE BIDDERS:

Any communication between SC-ALB and the bidders that might compromise the transparency and fairness of the bidding process must be avoided. Communication has to be documented in writing. The interested applicants can send their questions to npkukes@swisscontact.org by **3 May 2023, CoB**. The deadline for submitting responses will be **5 May 2023, CoB**. Responses to requests for clarification by one bidder must be shared with all bidders in BCC mode of email or the response to be uploaded on the website.

Annex 1: Financial Offer template – LOT 1: Design and creation of communication campaigns and design of visibility materials of the project “New Perspectives”

The financial offer should be provided as per the following table:

#	Materials	Unit	No. of unit	Price per unit (ALL)*
1	Brand Book design		1	
2	Flyer Design		1	
3	Infographic design		1	
4	Banner Design		1	
5	Event Management & Planning (from 20-150 people)		1	
6	Message testing for the communication campaign		1	
7	Social media campaign creation, Ads creation and monitoring report		1	
8	2D Video Animation (120-150 sek)		1	
9	Social Media Video (120-150 sek)		1	
10	Social Media video (15-60 sek)		1	
11	TV Spot (30 sek)		1	
12	Voiceover for the videos		1	
13	Podcast creation		1	
14	Photography / Video / Dron		1	

* Please indicate if VAT and/or other taxes are included or not

Name of Bidder: _____

Authorized signature: _____

Functional Title: _____

Email and telephone number: _____

Date: _____

Company seal

Annex 2: Financial Offer template – LOT 2: Production of communication and visibility materials for the project “New Perspectives”

The financial offer should be provided as per following table:

#	Materials	Unit	No. of Unit	Price per unit (ALL) *	Other prices as per quantity**
1	Banner + Roll up mechanism	pcs	1		
2	Brochures - trifold (B5, 80 gr, glossy and matte paper)	pcs	1		
3	Notebooks A5 (with project logos)	pcs	1		
4	Folders (A4, with internal pockets, printed logos, with matte paper)	pcs	1		
5	Flyers (B5, 80gr, glossy and matter paper)	pcs	1		
6	Cotton Bag (2-sided print)	pcs	1		
7	Cups	pcs	1		
8	Pens (with project logos)	pcs	1		
9	T-shirts	pcs	1		
10	Caps	pcs	1		
11	Lanyards	pcs	1		
12	Umbrellas	pcs	1		
13	Eco water bottles (with project logos)	pcs	1		
14	Business cards (350 gr, matte)	pcs	1		
15	Conference badges	pcs	1		
16	USB	pcs	1		
17	Stickers	pcs	1		
18	Rubber bracelets	pcs	1		
19	Beach flag	pcs	1		
20	Table flag	pcs	1		
21	Pole flag	pcs	1		

* Please indicate if VAT and/or other taxes are included or not

** Please inform us about other prices policies applied per different amount for some of the above materials.

Name of Bidder: _____

Authorized signature: _____

Functional Title: _____

Email and telephone number: _____

Date: _____

Company seal