

Request for Proposals

Support in Developing the Marketing and Communication strategy, and capacity building for its implementation for REDI NGO in North Macedonia, Serbia and Albania

1. About RECONOMY Program

In partnership with the Swedish International Development Cooperation Agency (Sida), HELVETAS Swiss Intercooperation is leading a regional inclusive economic development program, RECONOMY, in 11 countries in Eastern Partnership (Armenia, Azerbaijan, Georgia, Ukraine, Moldova), and the Western Balkans (Kosovo, North Macedonia, Albania, Montenegro, Serbia, and Bosnia and Herzegovina). While the program is considered one for the targeted countries, the thematic focus for Western Balkans and Eastern Partnership countries slightly differs based on the economic and political dynamics of the region. What unites the program is the vision for change aiming at inclusive and green economic opportunities that build on common problems and common opportunities for the target group – women and youth, including the most disadvantaged and excluded.

The program will implement 4 projects in the Western Balkans countries: Albania, Bosnia & Herzegovina, Kosovo, Montenegro, North Macedonia, and Serbia.

Empowering the Disadvantaged through Green and Digital (EDGD) – is one of the four projects RECONOMY is implementing in Western Balkans. The EDGD has an environmental rationale, as it seeks to reduce pollution, greenhouse gas emissions, and energy poverty in the region. It aims to create opportunities for marginalized groups and expand its impact across the Western Balkans while addressing common waste management constraints and economic opportunities.

2. Requirements

2.1 Technical Requirements

Technical Requirements should consider **Terms of Reference for “Support in Developing the Marketing and Communication strategy, and capacity building for its implementation for REDI NGO in North Macedonia, Serbia and Albania ”**, and other provisions to this Request.

2.2 General Terms and Conditions

By submitting the proposals, the applicants confirm acceptance of **HELVETAS General Terms and Conditions of Business**. Please refer to Annex 3.

2.3. Language/s: ENGLISH

3. Eligibility for participation

3.1 Eligible Applicants

Participation is open to all Marketing and Communication Companies that are qualified and have experience **in developing marketing and communication strategies for regional organizations and /or companies with the focus on recycling, upcycling and e-commerce platforms.**

3.2 Exclusion Criteria from participation

Applicants shall be excluded from taking part in the procurement procedure if they meet at least one of the Exclusion Criteria described in the Annex 1.

Applicants must certify on honour in their Proposals that they are not in any of the situations described in the Annex 1 - Exclusion Criteria. Please use the template provided in Annex 2.

4. Selection Criteria

The eligible applicants meeting the following criteria are invited to submit a proposal:

- Minimum of 10 years of experience in developing marketing strategies tailored to sustainable and inclusive initiatives with emphasize on successful outreach campaigns, preferably within recycling, upcycling and e-commerce platforms .
- Minimum of 5 years of experience in promoting environmentally sustainable products, services, brand building and awareness-raising campaigns.
- Minimum of 5 years of experience in digital marketing including social media management, content creation, and SEO.
- Proven track record of successful outreach campaigns, preferably within recycling, upcycling and e-commerce platforms.
- Demonstrated ability to produce engaging educational content designed for diverse audiences.

5. Application Procedure

5.1 Documents to be submitted:

Proposals should include the following documents:

- Technical Proposal (as described in the ToR)
- Financial Proposal (as described in the ToR)
- Certification on Honour, (Annex 2)

Note: All the above-listed documents are mandatory for submission. If any of these documents are not presented, the proposal will not be qualified for the evaluation process.

5.2 Submission of Proposals

Proposals should be delivered to reconomyprocurement@helvetas.org with the subject line "Marketing strategy – REDI NGO", by **03 October 2024**.

6. Evaluation

Proposals shall be evaluated on the basis of their completeness, compliance, and responsiveness to the Terms of Reference and other provisions of this Request for Proposals.

6.1 Awarding Criteria

Proposals shall be evaluated based on the **Best price – Quality ratio** criteria as follows:

- A. Quality of Qualification - 70%
- B. Financial offer – 30%

6.2 Evaluation Grid

A. Technical Proposal Evaluation Criteria		Max Points (70)
A1	Proven experience in developing marketing strategies tailored to sustainable and inclusive initiatives with emphasis on successful outreach campaigns, preferably within recycling, upcycling and e-commerce platforms	15
A2	Proven experience in promoting environmentally sustainable products, services, brand building and awareness-raising campaigns.	10
A3	Proven experience in digital marketing including social media management, content creation, and SEO.	15
A4	Qualifications and Professional Experience of the Key Professional staff assigned to. Ability to produce engaging educational content designed for diverse audiences.	30
B. Financial Proposal Evaluation Criteria		Max Points (30)
B1	Financial proposal is well-aligned with the regional/local rates	10
B2	To what extent the quality of qualifications corresponds to the financial proposal	20

7. Confidentiality

RECONOMY acknowledges that the information received from Applicants under this Request of Proposals may be of a confidential nature. RECONOMY shall use the same degree of care with Applicant's confidential information as it uses to protect its own confidential information.

8. Further Information

Any clarifications with respect to this Request for Proposals shall be sent to the email addresses presented here in above no later than 5 working days before the closing date for submissions.

The applicants can expect to receive information about the decision on their proposals at latest by 21 October 2024.