



This project is funded  
by the European Union



Promoting Transparency and Accountability  
in Public Administration in North Macedonia



## CALL FOR TENDERERS

<b>CONTRACTING INSTITUTION:</b>	PricewaterhouseCoopers Revizija doo Skopje,
<b>DATE OF BRIEF:</b>	January 2020
<b>TOPIC:</b>	Implementation of a public Integrity Campaign, including: <ul style="list-style-type: none"> <li>- Promotion of positive perception of whistleblowers;</li> <li>- Promotion of integrity;</li> <li>- Promotion of free access to public information</li> </ul>
<b>PROJECT:</b>	Promoting Transparency and Accountability in Public Administration in North Macedonia EuropeAid/139891/DH/SER/MK
<b>COUNTRY:</b>	North Macedonia

### 1. PROJECT BACKGROUND INFORMATION

#### 1.1 Beneficiary country

Republic of North Macedonia

#### 1.2 Contracting authority

European Union Delegation in the Republic of North Macedonia

#### 1.3 Overall Objective

Strengthen ethics, integrity, transparency and accountability of public administration.

#### 1.4 Project Purpose

The purpose of this contract is to strengthen the capacities of the Agency for Protection of the Rights to Free Access to Public Information (APRFAPI) and the SCPC, with the aim of improving their operational functioning, contributing to increasing integrity and ethics of public institutions, as well as improving transparency and accountability of public administration.

### 2. THE OVERALL OBJECTIVE

The overall objectives of the Integrity Campaign are:

- to create foundation and communication actions in order to promote the integrity as a key fundament of the society and democracy and one of the basic EU values, and
- to create and propose communication tools that will remain to be used by the public institutions, as well as inform and engage the citizens to utilize their right to be informed and to contribute towards erasing corruption, thus influencing the transparency and integrity of relevant public stakeholders and society in general.

Project implemented by:



### 3. BACKGROUND INFORMATION

Integrity campaign is the activity planned within the ProTRACCO Project Promoting Transparency and Accountability in Public Administration, EuropeAid/139891/DH/SER/MK, financed by the European Union.

The Integrity Campaign has two clients, beneficiaries – State Commission for Prevention of Corruption (hereinafter SCPC) and the Agency for Protection of the Right to Free Access to Public Information (hereinafter APRFAPI).

The Communication strategy related to Integrity Campaign is based on the requirements of the Project, the findings from the three surveys executed within the Project, which set the baseline of public perception of integrity, corruption and anti-corruption measures, whistleblowing and protection of whistleblowers and the right for free access to public information. At the same time the Integrity Campaign is also supposed to promote among the relevant stakeholders the roles and achievements of the Beneficiary Institutions – SCPC and APRFAPI – and the outcomes of the project “Promoting Transparency and Accountability in Public Administration of North Macedonia” (ProTRACCO) and their sustainable use within and beyond project’s duration by the key beneficiaries.

The Communication Strategy for Integrity Campaign is structure into three components:

1. Management and coordination activities that cover both beneficiaries State Commission for Prevention of Corruption and Agency for Protection of the Right to Free Access to Public Information at the same time, to ensure consistency of the messages;
2. Activities to be led by the State Commission for Prevention of Corruption;
3. Activities to be led by the Agency for Protection of the Right to Free Access to Public Information

The integrated communication approach is foreseen for the entire Integrity campaign, delivering same direction of messages, within all communication channels and towards all target audiences. The communication is integrating all communication channels aiming to strengthen the messages and increase the reach to the target groups.

### 4. TARGET GROUPS

The Integrity Campaign is addressed to three target groups;

- General public, media, youth, students;
- Public administration;
- Business community;

### 5. SPECIFIC ACTIVITIES

The bidder will be responsible to provide the following services (Annex 3 of the Invitation to tenders):

1. Management: Planning, coordination, measurement, analysis and reporting on the Campaign/Campaign component
2. Development, design and production of creative communication and visibility products, including PR activities
3. Media Buying

The **detailed activities and products** that should be produced and promoted as part of the

Campaign are described in the Action Plan of the Communication Strategy for the Integrity Campaign, being part of Annex 1.

**6. BUDGET**

The maximum budget for the campaign is 60 000 EUR. A detailed budget should be included in the bid based on the Budget Template in Annex 2. The prices should not include VAT.

Offers exceeding the maximum budget will not be considered. Price will constitute 40% of the final evaluation score.

The Budget Elements are given as Annex 3 to this Call for Tenders.

**7. DOCUMENTS TO BE SUBMITTED**

Documentation required in support of the bid is specified in Annex 3 is to be submitted by email m.andonova.jokic@protracco-project.mk and momir.polenakovikj@pwc.com until Friday, 29 January 2020, (15:00), Central European Time.

**8. ELIGIBLE APPLICANTS**

Public relations and communication agencies/companies having at least 3 references of implementation of similar (subject matter and volume) campaigns in North Macedonia in the last 10 years. Experience in campaigns for clients in public administration and for international donors will an additional asset.

Consortia of agencies/companies are also allowed to apply, in which case the cumulative experience of all companies will be taken into account.

**9. BID LIMITATIONS**

Bidders may choose to apply for the implementation of the entire campaign or limit their bids to just one or two components. In any case a complete budget for the entire campaign should be presented as it is based on products and not on components.

Likewise, the tender’s committee of the project Consortium partners reserve the right, to select two bidders and negotiate the contracts for the implementation of two components and one component, respectively. Bidders who are interested only in the whole campaign and do not wish to negotiate limited contracts should make a respective reservation in the bid.

**Each bid should include the table below with relevant boxes checked:**

Scope of the bid:	
All components	yes/no
Agreement to a limited contract	Yes      no
Component 2 only	yes/no
Component 3only	yes/no

## 10. MANDATORY ELEMENTS OF THE BID

The tender offer should consist of:

- **Technical proposal\***, supported by the documents given in Annex 2, and
- **Financial proposal** for the implementation of the strategy and its action plan, containing as a minimum elements mentioned in Annex 3.

The technical and financial offer should be presented in two separate files.

\* In the Technical proposal, the bidders are expected to describe the methodology and detailed timeline on the dynamics of implementation of the public campaign. Moreover, if the tenderers have comments to the Strategy given in Annex 1, and the planned deliverables with it, they are encouraged to update and interpret the Strategy, especially when it comes to alternative, creative and innovative solutions, without disrupting the original logic, objectives and purpose of the campaign.

**Annex 1 - Communication Strategy for the Integrity Campaign, which is Annex 1 to this Call for Tenders**

Macedonian and English version of the Strategy are attached as separate documents to the Call for tenderers

## Annex 2 Documents to be submitted

In support of the bid the following documents are required (to be submitted with the bid)

BIDDER DATA:	<input type="checkbox"/> Title; <input type="checkbox"/> Key contact person; <input type="checkbox"/> Date of founding; <input type="checkbox"/> Founding act;
FINANCIAL CAPACITY:	The average annual turnover of the candidate during 2018 and 2019
PROFESSIONAL CAPACITY:	<ul style="list-style-type: none"> <li>- Please list the services provided by you;</li> <li>- Please list of external service or specific content providers (if any) if you do not produce them yourself;</li> <li>- Describe clients or areas in which the bidder has the strongest expertise and experience;</li> <li>- Proof of at least 2 staff currently working for the applicant in the fields related to this contract;</li> </ul>
TECHNICAL CAPACITY	Bidder credentials; References - proof that the candidate has implemented at least 3 similar campaigns during past 10 years
<i>DOCUMENTS TO BE SUBMITTED BY THE SELECTED BIDDER:</i>	<b><i>Upon award notification the selected company must submit the documentation which will prove that they are not in any of the situations excluding them from participating in contracts which are listed in section 2.6.10 of the practical guide to contract procedure for EC external actions.</i></b>

### Annex 3 – Budget elements

List of expected services to be provided

**1. Management: Planning, Coordination, , Measurement, Analysis and Reporting on the Campaign/Campaign's Component**

- Stakeholder coordination and planning of the campaign's events, products, dissemination channels
- Monitoring, Measurement, Analysis and Reporting about the Campaign
- Planning of the campaign management coordination and reporting
- Risk management

**2. Development, Design and Production** of creative communication and visibility products, including PR activities for implementation of the Campaign/Campaign component, and which are described in the Campaign's Strategy (Annex 1 of the Invitation to tenderers).

**Development Design and Production -Provide cost for each design and production per unit and provide elaboration**

**3. Media Buying provide cost and budget for media buying services per unit for:**

NOTE : Always consult the Communication Strategic (Annex 1) and possibly suggest any amendments