

INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

RESPONSE TO QUESTIONS REGARDING TENDER 2025-12-079

Assignment Name: *Media Outreach and Monitoring Services (For Use Across All International IDEA Regions)*

Based on questions received, the information below is provided for clarification regarding the tender referenced above. Please note if new questions are received, they will be added to this document.

1. Question: Are you currently using any media monitoring and reporting tools?

Response: Due to the competitive nature of this process, we are not able to give details on this.

2. Question: can you tell us a bit more about how social media and media works together at the moment?

Response: We use social media mainly to publicise our research and events. Our traditional media outreach is a relatively separate work channel, which we base on op-eds, interviews and press releases publicising key data and expertise. We do a lot of in person outreach to traditional media for the likes of pushing for interviews with our experts. The link between the two is that we use social media to publicise our outreach in traditional media. We also closely monitor our mentions in social media.

3. Question: can you share the current calendar as it stands for marketing calendar/key activities and or announcements that would shape this work this year?

Response: This is currently quite ad hoc and early in the year to have and we need to be flexible. Our main yearly event for media is the release of our annual research report, The Global State of Democracy, in September. The findings reach hundreds of media outlets around the world each year. Otherwise, the likes of the UN General Assembly meeting in September and the COP environmental summit are key fixtures in our calendar.

4. Question: what is the current process for content development and approval?

Response: We have a team of four communications officers and two publications officers who are involved in both early planning and final gatekeeping on any content. This includes op-eds, articles, interviews, and research reports.

5. Question: The brief mentions a monthly retainer basis of 60 hours, can you tell us how you came to this calculation and, at this stage, if there is an allocated monthly budget?

Response: At the moment there is no specifically allocated budget for each task and the 60 hours come from several years of practical experiences with our media needs.

6. **Question:** While International IDEA covers a broad range of themes, are there specific pillars, e.g. electoral integrity or constitution-building, that should take centre stage in our Year 1 outreach?

Response: No, it can often be ad hoc and dependent on global news, project funding

7. **Question:** Beyond outlining our strategic approach and methodology, would International IDEA find it useful for bidders to demonstrate their creative thinking through an illustrative example (for instance, a high-level activation concept linked to a representative milestone), or is the assessment focused primarily on strategic reasoning and delivery approach rather than developed creative executions?

Response: An example of creative thinking can be good to add.

8. **Question:** How should we best structure the project to balance your fixed milestones (flagship reports, anniversaries) with the need to respond to shifting global political cycles?

Response: We would ask you to present some ideas in this regard

9. **Question:** Within the global mandate, are there specific sub-regions where you are looking to deepen your media footprint or overcome specific visibility challenges?

Response: Africa, Europe, especially Sweden

10. **Question:** What are your expectations when pitching countries with state-owned media and that have political sensitivities

Response: Awareness is key so we can make a decision from the point of view of the institute

11. **Question:** Regarding multilingual outreach, does International IDEA prefer a partner with integrated in-house linguistic teams, or is a managed model using external translators more in line with your expectations?

Response: We deal with translations as extra service and cost

12. **Question:** In your assessment of performance, how do you weigh the value of high-profile global placements against targeted, local-language impact?

Response: We aim for high profile global as priority, but local can be very important for specific projects and funders

13. **Question:** To ensure we maximise the monthly retainer, should we prioritise a high volume of press distributions, or focus on more curated, high-touch media placements?

Response: We are interested in more high touch, curated placements

14. **Question:** If we were to win the project, should we be building upon your established journalist database, or is the expectation to develop and maintain a fresh set of institutional media relationships?

Response: A mix of both

15. Question: What is the preferred balance for media appearances between senior leadership and your specialised program or regional experts?

Response: We aim for balance but no real figure. Our top leadership generally does more media experience

16. Question: Beyond the core social platforms and traditional media, are there emerging channels or formats, such as podcasts or specialised policy forums, that you consider high priority?

Response: Very much

17. Question: Do you have a preference for media monitoring tools already integrated into your workflow, or are you looking for the provider to propose a specific tech stack?

Response: No

18. Question: To ensure our reporting is meaningful, how does your team currently define and validate metrics like "influence" and "sentiment"?

Response: No

19. Question: Apart from the standard metrics, are there any specific strategic wins the communications team values most when reporting to internal stakeholders?

Response: Top tier media impacts

20. Question: Are there existing templates or internal KPIs we should align with to ensure our monthly reporting is as useful as possible for your team?

Response: No

21. Question: How should we account for busier periods (e.g., major democratic crises or global forums) within the 60-hour framework?

Response: The 60 hour format was designed to mix quiet months with busy ones each year, and is based on our practical experience of peak demand and slow news periods

22. Question: Does International IDEA have a preference for a dedicated account lead model versus a pooled approach of subject-matter specialists?

Response: No

23. Question: For SaaS services of this kind, we apply standardized contractual terms that are tailored for cloud delivery, information security, data protection, and allocation of responsibilities. Your general terms and conditions are therefore difficult to apply in full. Could we discuss using our contractual terms as the contractual basis, with the possibility to adjust certain parts if needed, or is it an excluding factor not to accept your terms outright?

Response: Due to the nature of the competitive bid, this would be an excluding factor.

24. Question: Does the IDEA have an existing communication strategy?

Response: Please consult out Chairship page [About the Chairship of the Council of Member States | International IDEA](#) for our institutional strategy

25. Question: Does the IDEA have existing messaging or would the supplier be expected to support with a messaging development process?

Response: We have existing messaging

26. Question: Do you expect the provider to supply the monitoring tool licence (including the 10 user accounts), or configure/manage International IDEA's existing tool environment (if you already have one)?

Response: IDEA does not have an existing tool environment so supply tool licence

27. Question: For the "up to 10 staff accounts" requirement: do you need full analyst access for all users, or a mix of viewer vs editor/analyst roles is acceptable?

Response: A mix

28. Question: For impressions/reach, do you have a preferred definition (e.g., potential reach based on outlet/audience size, estimated impressions, etc.) that you want used consistently?

Response: No preference

29. Question: For "influence scores", do you have a preferred methodology (e.g., tool-native scoring vs a customised scoring model), and should this apply to media outlets, journalists, social authors, or all?

Response: No preferred methodology

30. Question: Do you have existing reporting templates (monthly packs, dashboards, scorecards) you would like replicated, or should we propose new formats?

Response: NO

31. Question: Will the supplier be granted access to IDEA social channels for the purpose of analysing engagement and performance?

Response: Yes

32. Question: English, Arabic, French, Spanish and Portuguese and noted as relevant languages. Are there any other languages you would require the supplier to be able to engage media in?

Response: Sometimes German

33. Question: Would the supplier be responsible for translating press releases?

Response: No

34. Question: Op-ed placement is noted in the ToR – would the supplier also be responsible for drafting op-eds?

Response: No, only crafting email pitches and follow up phone calls

35. Question: Do you have an existing calendar of anticipated announcements over the 12-month campaign period?

Response: No, but there will be a rough outline in the coming month

36. Question: Digital content is not mentioned in the ToR – can we confirm the supplier will not be expected to support with content development for social media?

Response: Correct

37. Question: The ToR notes the need to conduct international media outreach across multiple geographical regions. Are there any markets within these regions that you would want the supplier to prioritise?

Response: Scandinavia, Europe, Latam and US, but all regions are important

38. Question: Do you have targets or benchmarks for outreach outcomes (e.g., number of interviews, op-eds placed, event attendance uplift, tier-1 coverage), or will you work with the supplier to develop these at the beginning of the partnership?

Response: No

39. Question: Will the supplier be expected to provide on-the-ground support for events? If so, will associated costs sit outside of the retainer?

Response:No