



## **INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE**

### **TENDER NOTICE**

**Tender Reference No:        258-18/65**

Assignment Name: *Website Management, Development and Digital Marketing Services*

**Deadline for Submissions:** Proposals must be submitted on or before 23:59 (CET), 3rd August 2018. Late submissions will not be considered for evaluation.

**Address for Submissions:** E-mail: [tendersubmissions@idea.int](mailto:tendersubmissions@idea.int)

**Format for Submissions:** Proposals must be submitted by email. Technical and Financial proposals must be submitted in separate files and marked accordingly. **Price should not be mentioned in the Technical Proposal.**

**The following text should be put in the subject field of the email:**

Tender No. 258-18/65 Technical and Financial Proposals – Do not open before 23:59 (CET), 3rd August 2018

**Email Address for Clarifications:** E-mail: [tender@idea.int](mailto:tender@idea.int)

Clarifications may be requested via e-mail no later than 27th July 2018 at the above email address. Note a response to a request for clarifications will be issued to all tenderers on our website <https://www.idea.int/about-us/procurement-and-tenders>. Therefore, prospective tenderers are advised to check the website regularly during the process.

## **REQUEST FOR PROPOSALS**

### **Section 1        General Information**

1.1 International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with member states across all continents, which aims to support sustainable democracy worldwide and assist in the development of institutions and the culture of democracy. At the interface between

research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at the international, regional and national level, cooperating with a range of organizations.

- 1.2 The Institute's work is organized at global, regional and country levels. The organization's headquarters (HQ) is based in Stockholm, Sweden, and it has regional and country offices in Chile, Paraguay, Mexico, Mozambique, Bolivia, Peru, Haiti, Ethiopia, Kenya, Tunisia, Australia, Nepal, Myanmar, and The Netherlands. It also has two representative offices in Brussels and New York. It implements activities in several other countries in cooperation with locally based partners. It currently has a staff of 194 of which approximately 80 are based in Stockholm.
- 1.3 The management and development of the website and subsites is split across different units. The HQ Communications Unit is responsible for the Institution's Website whilst the several subsites are managed by the Programme Units depending on the content involved. The Communication Unit and Programmatic Units outsources its service requirements to multiple external service providers. The value of website and subsite services varies depending on both programmatic and technical needs between on average €75 000 and €250 000 per year. These figures are just indicative and the level of business in any one year will depend on funding and the programme requirements.
- 1.4 The Institute now invites proposals from qualified service providers experienced in website management, development and digital marketing services. A more detailed description of the assignment is provided in the **"Terms of Reference (TOR)"** attached to this Request for Proposals. Note proposals may be submitted to provide services for one or more of the four different clusters (see Scope of Work in TOR). Only one Service Provider will be engaged for Cluster 1, but it is envisaged that several service providers will be engaged to provide services under Clusters 2,3 and 4. Engagements will be based on Framework Contract agreements.
- 1.5 Tentative timeframe: It is anticipated that the successful bidders will be engaged within the September and October 2018 timeframe. The framework contracts can range from a period of one to five years.

## **Section 2 Preparation of Proposals**

### **Technical Proposal**

- 2.1 Language: The official language for the proposal, contract, reports and any other documents in relation to the assignment is English.
- 2.2 Required qualifications and experience
  - (i) Demonstrated and proven expertise in website, digital marketing and database development as required for the clusters outlined in the TOR
  - (ii) Information technology project management experience.
- 2.3 The proposal should be relevant to the requirements outlined in the TOR and the type of organization IDEA is and provide the following information:

- (i) A brief background description of the service provider. For a company this description should include such items as: size; number of staff; number and types of clients especially non-profits; age of company; location of HQ; geographical network and scope of operations. If the service provider is an individual expert the description should outline qualifications, previous assignments and level and length of experience.
- (ii) A description of relevant experience (including samples) of working on two project assignments/services similar to the requirements outlined in the TOR. This should include the purpose, activities, size and scale of the project, size of the team that executed the project, duration of the project, and results;
- (iii) Where applicable, indicate how issues outside normal working hours (Monday – Friday, 09.00am- 17.00pm – CET) are handled;
- (iv) Brief biographies of staff expected to be involved with the assignments, with an emphasis on their relevant qualification;
- (v) The full name and contact details (including email addresses and telephone numbers) of up to three clients/former employers as references.

### **Financial Proposal**

- (i) The financial proposal **must be prepared using Annex 1 – the Price Matrix** which forms part of these tender documents. The proposal must be costed in Euros. If VAT applies the rate should be indicated on the matrix.

### **Section 3 Submission of Proposals**

- 3.1 Proposals must be submitted in electronic format by email. Technical and Financial Proposals must be submitted as separate files and clearly marked accordingly;
- 3.2 The full details on how to submit proposals are available under Tender Notice at the beginning of this document;
- 3.3 Proposals must remain valid for at least 60 days following the deadline for submission.

### **Section 4 Evaluation of Proposals**

#### **Technical Evaluation**

- 4.1 The proposals will be evaluated and scored against the following criteria with respective corresponding weights:
  - (i) Quality of services and experience outlined in relation to requirements in the TOR (40 points);
  - (ii) Qualifications and experience of working with similar intergovernmental organizations or International non-government organisations like International IDEA (20 points);

- (iii) Relevance and quality of the two sample projects provided as per 2.3 (ii) above (20 points);
- (iv) Adequacy and relevance of the proposal in responding to the requirements outlined in the TOR (20 points).

The maximum technical score (T) is 100 points.

### **Financial Evaluation**

- 4.2. The financial proposals will be verified and, if necessary, adjustments will be made to the prices to ensure consistency with the technical proposals in terms of work input and to eliminate arithmetical errors.
- 4.3 If not stated in Euros, the corrected prices will then be converted to the currency of evaluation (EURO) to obtain the evaluation price (E). The exchange rate used will be IDEA's monthly exchange rate which is based on the InforEuro exchange rate.
- 4.4 The financial scores (F) will be computed as follows:

The lowest evaluation price proposal ( $E_m$ ) will be given a financial score ( $F_m$ ) of 100 points. The financial scores of the other proposals will be computed applying the formula:

$$F = 100 \times E_m/E, \quad \text{where: } E_m \text{ is the lowest evaluation price, and}$$

$$E \text{ is the evaluation price of the proposal under consideration.}$$

- 4.5 The final scores (S) will be computed by applying the formula:  
 $S = t \times T + f \times F,$  where: t is the weight given to the technical score  
f is the weight given to the financial score
- 4.6 The weights given to the technical and financial scores are:  
 $t = 70\%$   
 $f = 30\%$

- 4.8 After completing the evaluation of the proposals, International IDEA reserves the right to request a short list of the highest-ranking applicants to make a presentation of their proposal (in-person or via video conferencing). A final decision will then be made at the end of this process. However, International IDEA reserves the right not to select any of the tendering companies if the proposals and/or the presentations prove unsatisfactory.

### **Section 5 Final Considerations**

- 5.1. International IDEA will not be bound to select any of the proposals.
- 5.2 International IDEA reserves the right to award the successful bidder follow up contracts related to this tender if later required.
- 5.3 The following documents are enclosed with this Request for Proposals:

Terms of Reference  
Annex 1: Financial Price Matrix

- 5.4 Further information about the Institute can be found on our website <http://www.idea.int/> .
- 5.5 We would appreciate your informing us by e-mail (contact details above):
- (a) Upon your receipt of this Request for Proposals, if you intend to submit a proposal;
- 5.6 Both the successful and unsuccessful bidders will be notified in writing following the completion of the evaluation and contract award process.

Complaints regarding any aspect of the tender process should be addressed in writing to both the Internal Auditor and the Director Executive Division (ED) at the Institute. The address is [tender.complaints@idea.int](mailto:tender.complaints@idea.int).