

# **REQUEST FOR PROPOSALS FOR PUBLIC INFORMATION ACTIVITIES**

The Office of the High Representative invites companies/agencies to submit proposal for organization of public events that will motivate BH youth to get out and vote.

The tender information is given in the following order:

- I) Background
- II) Proposal Submission Conditions
- III) Selection and Award
- IV) Proposal Submission and Deadline
- V) Statement of Work

## **I - Background**

Results of public opinion research have been continuously indicating that **over 40% of young population** in Bosnia and Herzegovina does not vote.

It is therefore vital to motivate and encourage BiH's youth to take an active role in the election process.

One of the main aims of the campaign would be to stimulate young people to vote and for their voices to be heard.

**The OHR is looking for an company/agency that will organize a series of public information events across BiH and their media placement with slogans/messages that will be selected by the OHR.**

## **II - Proposal Submission Conditions**

The proposal must be in **English or local language**, and include one original and one copy.

Proposals shall contain the following:

- 1. Name and address of the company/agency**, contact phone number, e-mail and name of the contact person;
- 2. Detailed work scheduling proposal (timeline):** The activities have to be realized in a period from July 1<sup>st</sup> 2010 to September 30<sup>th</sup>, 2010;
- 3. Description, methodology and organization of the projects including visual/technical concept of the public events;**
- 4. Media Promotion Plan;**
- 5. Detailed CVs of key team members:** project leader, moderator, graphic designer, etc.
- 6. References:** List and description of similar style projects produced in the last three years, with references and contact details.
- 7. Detailed break down of costs and terms of payment in KM, excluding VAT.** The price shall include all costs related to the work such as fees and out-of-pocket expenses (travel, accommodation, subsistence and other costs). Please note that should you request an advance payment you will need to provide irrevocable advance bank guarantee.

The proposal must be valid for acceptance for 30 days, and the price fixed for the duration of the contract.

The OHR will pay VAT in accordance with the Law on VAT.

### **III - Selection and Award**

The bids will be considered by the OHR against strength of the description, methodology and organization of the projects including visual/technical concept of the public events, Media Promotion Plan, CVs of key team members, previous work and any other relevant elements. **The OHR team may wish to interview bidders.**

Contract will be awarded to the most economically advantageous proposal in terms of:

- Description, Methodology and Organization of the project - Weighting 40%
- Media Promotion of the Project - Weighting 30%
- CV of key team members - Weighting: 15%
- Previous work. Weighting - Weighting 15%

The OHR reserves the right to enter into negotiations with any bidder or to end the Tender without awarding the contract. The OHR will not bear any costs of bidders related to preparation of proposal.

### **IV - Proposal Submission and Deadline:**

The proposal should be submitted in a sealed envelope, clearly marked "REQUEST FOR PROPOSALS – PI Activities" and delivered **NO LATER than 21<sup>st</sup> June 2010 by 12:00 hours to the following address:**

OHR  
Head of Logistics  
Emerika Bluma 1  
71000 Sarajevo,  
Bosnia and Herzegovina

### **Questions:**

We believe you have all the information necessary to prepare your proposal, but any questions or requirements for clarification, should be addressed in writing only to the Head of Logistics on e-mail: **tender@ohr.int**, and not to other officers of OHR. It is in all bidders interest to register their intention to bid so that everyone may receive answers to any questions put by other bidders. Please address this registration to e-mail: [tender@ohr.int](mailto:tender@ohr.int) by 17<sup>th</sup> June 2010.

### **V Statement of Work**

**Successful bidder will be responsible for full implementation of the public information (PI) activities.**

#### **1. General information about the activities**

**Geographical area to be covered:**

### **Relevant Background in the Sector:**

BiH's young citizens have expressed through polling and other sources their lack of motivation about electoral and political process in BiH[1]. Furthermore, young people expressed their apathy and non-motivational stand that they can not change anything, even if they vote.

It is of vital interest to explain to young people that their active participation in the election process is crucial for their future. Active participation in the election process assumes active creation of their own lives.

For the specific objective of reaching, primarily young citizens/voters and secondly broad spectrum of BiH with the motivational, encouraging messages within BiH, public events and direct communication on the sites, and through the media is essential to change mentioned opinions.

### **Overall Objective:**

The overall objective of the PI activities is to facilitate the quality, pertinence and reach of the information about political process in BiH with a view to building self-sustaining peace and stability and helping the country to move beyond peace implementation towards European integration.

### **Specific objective:**

The specific objective i.e. purpose of the PI activities is to motivate, stimulate and encourage young people to vote at 2010 General Elections.

### **Results:**

Primarily, young people, and secondly BiH citizens will thereby be better informed of how their vote would have impact on the political processes in BiH, and consequently on the quality of their lives, today and in the future, and thus be better placed to contribute constructively to the stable and prosperous development of BiH, especially in the context of EU integration.

### **Requested Outputs:**

#### **1) Public Information Events:**

- Contractor should provide services to deliver requested outputs within the following parameters:
- 1. Contractor should create methodology and organization of the project, as well as technical specification of necessary equipment.
- 2. Public information events should be organised in public squares of the cities and towns (with population more than 10,000 inhabitants);
- 3. There is no limit regarding the number of public events;
- 4. Public events may be of a sport, entertainment or musical nature, or any other form which will attract young people;
- 5. The events should include promotion of active participation in the election process;
- 6. Public information events shall be promoted in advance in order to attract targeted audience (methodology of the PI event promotion shall be done in local environment);
- 7. Contractor should propose solution for visual concept of the project;
- 8. Contractor should provide promotional activities of public events to ensure enough media coverage and participants.

## **2) Public Information Events' Media Promotion:**

1. Contractor should provide media coverage of the public events;
2. Contractor should specify the way to approach TV and radio stations, placement at TV stations, particularly public and local media, internet, daily newspapers and magazines, etc.
3. The mandatory will be to provide media coverage, that assumes the public events are realized in interesting and attractive way for media;
4. Contractor should explore the advantages of new technologies for promotional activities (Facebook, Twitter, etc);
5. Contractor should provide a media plan for promotion of these events on electronic and print media (local and countrywide).

### **Indicator of Success:**

Contractor shall be requested to provide methodology of the indicators of successful project implementation and achieved results.

### **TIMELINE:**

1. Contract will be signed by June 30<sup>th</sup> 2010, latest.
2. Preparation period – 30 days;
3. Implementation period – 2 months (August and September).

### **BUDGET:**

**Maximum budget available: 100.000 EUR (excluding VAT)**

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[1] “43.5% young citizens of BiH expressed their opinion that they would not vote at the general elections in 2010, as all politicians and parties are the same ” – Prism Research Agency, Public Opinion Polling Research – May 2010