

Education Public Awareness Campaign Tender

1. The aims of the campaign are to raise awareness of innovations in education occurring throughout BiH that contribute to the quality of teaching and learning education for all and to contribute to an increased public dialogue of educational issues that will influence positive educational reform
2. The budget for the campaign is in the region of 100,000 EUROS. The campaign will use a variety of means to highlight innovations and to raise public awareness of educational issues that influence parents, communities and schools. These means will include TV and radio spots highlighting current examples of educational innovations; an education resource packet of educational materials that can be used and shared by educators and parents; the design of a logo, slogan, and posters that reflect positive educational messages and the aims of the campaign. Additionally, the campaign aims to include in BiH newspapers and magazines articles related to innovations in education and examples generated from educators, students, and parents related to their visions of a quality education system.
3. The campaign will be developed in co-operation with OHR Designated Project staff. OHR Designated Project staff shall have editorial control over the form and content of the various aspects of this project. OHR Designated Project staff shall be granted access and supplied with materials in any such manner deemed appropriate to fulfilment of this obligation.

4. Copyright of all designs, images, slogans, ideas and similar created by the successful bidder during the course of the contract shall vest in OHR.

5. All Proposals must contain the following information:

1. company profile and CV
2. list of permanent employees with their CV's
3. examples of your previous work
4. your proposal as to how to best conduct the campaign
i.e. your views on slogan, design, treatment
5. cost breakdown of all campaign elements
6. list of companies/persons which you are intending to
sub-contract for purpose of this campaign with company
profile and CV's
7. copy of company registration documents

6. All completed proposals must be submitted in a sealed envelope clearly marked "Education Public Awareness Campaign Tender", addressed as follows:

Head of Procurement

Office of the High Representative

Emerika Bluma 1

71000 Sarajevo

Bosnia-Herzegovina

The deadline for submission of the offer is 01. November 2001.

7. All questions related to Tender need to be sent in writing to Head of Procurement on fax +387 33 283 501 or on e-mail tender@ohr.int. Even if you don't have any questions, please let us know if you will respond to this Tender.

8. Please note that communication by any other means or to any other officer or associate of the OHR may be considered as grounds for disqualification.

9. The OHR reserves the right to enter into unilateral negotiations with any vendor or conclude the Tender without award.