

INVITATION TO OFFER

Name and address of the Contracting Authority

Name Foundation Regional Development Agency (SME), Korçe
Address St “Konferenca e Pezës”, Pall. 1, Korça, Albania
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Foundation Regional Development Agency (SME), Korçe, in the framework of the project funded by UNDEF (The United Nations Democracy Fund), project number: **UDF-17-774-ALB “Tracking Campaign Promises in Albania”**, will organize the low value procurement procedure for: “Creation and maintenance of website/online portal and mobile app”.

- 1.1.1. Graphic design expert - Branding and design of the portal Albanian Truth- o- Meter – **Matësi Shqiptar i së vërtetës**;
- 1.1.2. Video editing expert - Development of the promotional 30 - 40 second video for the Portal and Application Truth- o- Meter – **Matësi Shqiptar i së vërtetës**;
- 1.1.4. Public relations expert - Design of Communication strategy for the Truth -o - Meter Portal and application;
- 1.2.1. Graphic design expert: Design of 201 info-graphs and other related multimedia materials;

Date of announcing the winning offer is 30.05.2019.

You are invited to submit your offer for this procurement procedure with the following service specifications **within May 27th, 2019, at 16:00:**

- Branding and Design of the Albanian Truth- o- Meter – **Matësi Shqiptar i të vërtetës**;
- Development of the promotional 30 - 40 second video for the Portal and Application Truth- o- Meter – **Matësi Shqiptar i të vërtetës**;
- Design of Communications Strategy for the Truth-o- Meter Portal and application;
- Design of 201 info-graphs and other related multimedia materials;

The offer and supporting documents can be sent by mail or hand delivered in the following address: Fondacioni ARZH Korçë, Lagja 7, Rr. Konferenca e Pezës, Korçë, Shqipëri.

The documents should be delivered in one original copy and one photocopy each enclosed in envelopes indicating respectively “Original Copy” or “Photocopy”. Both envelopes should be put in one larger envelope bearing the sender’s address and the statement “To be opened by the Commission during the selection procedure only”.

1. Functional Requirements

Foundation Regional Development Agency (SME), Korce requests the creation of a website / online portal and app for smart phones and tablets to manage the contents and notifications that will be published for the app users.

Let us list below the functional requirements for the website/online portal and the mobile app in managing the contents.

General conditions:

1.1.1. Graphic design expert - Branding and design of the portal Albanian Truth- o- Meter – Matësi Shqiptar i të vërtetës;

The Branding and Design document for the “Albanian Truth- o- Meter” will have to consist on a graphically-enhanced presentation booklet of no more than 7 pages, describing in detail:

- a. Colors to be used in shaping all branding materials related to project activities (including colors to be used in banners, posters, social media, publications, the online portal, smartphone app, etc.). Colors should reflect upon a broader research on other international truth-o-meter portals, so as to find something which can reflect models which have previously worked well with the public;
- b. Typography and fonts to be used in shaping all branding materials, so as to offer a unified vision and image, identifiable for the general public;
- c. A logo for the “Albanian Truth- o- Meter”, which will also combine typography and colors. Two to three logo models will have to be developed, so as project implementers can have a broader selection. This stage will consist in frequent back-and-forth with project implementers, until a final agreed-upon logo will be finalized. The logo will have to be in line with project aims and objectives. The logo must be also offered in various other backgrounds and situations, so as to be scalable/ flexible in other branded materials;
- d. Integration of logo and colors into the “Albanian Truth-o-Meter” portal and app. Branding and design will have to reflect upon the actual web design materials and specifications of the portal and app;

- e. Shapes which will serve as identifiable objects, integrated with colors and typography. Shapes will serve to better identify project branded materials, thus fortifying the project brand for the public.

The Branding and Design booklet will have to be versatile: colors, the logo and typography must be flexible in both digital and print versions. They will also have to be scalable for all channels of distribution used in the project, while retaining editability according to any situation and activity described by the project.

1.1.2 Video editing expert - Development of the promotional 30 – 40 second video for the Portal and Application Truth-o- Meter – Matësi Shqiptar i të vërtetës;

The Albanian Truth-o-Meter portal and smart phone application is an initiative which aims at better accountability and transparency from Albanian decision-makers, both at the central and local level of government. The Truth-o-Meter will collect pre-electoral and electoral promises made by Albanian politicians and fact-check their rate of accomplishment (or lack of). Thus, the Albanian citizens will be able to hold their representatives accountable and find an impartial source through which to inform better voting choices. All data will be gathered and systematically reviewed and updated in an online portal and app (www.elektor.al).

To achieve a thorough data-gathering process, the Albanian Truth-o-Meter will have to reach up to as many citizens as possible throughout Albania. Not only that, but the portal and online application will have to be user-friendly.

A promotional 30 – 45 seconds professional-cut video is part of such initiative to reach as many active Albanians as possible, who will be of indispensable help in pointing us at achieved, partly achieved or unachieved promises by decision-makers in their areas (claims which will be cross-examined, referenced and analyzed by Truth-o-Meter staff at all times).

The 30 – 45 seconds promotional video will require the following components:

- One component presenting the project with a few keywords and the Truth-o-Meter logo, as described in the Branding and Design booklet - provided beforehand by staff. The promotional video overall will have to be convergent to colors, fonts and the Truth-o-Meter logo provided by the Branding and Design booklet;
- One component describing the function of each menu item of the web portal and app. The staff will provide information on portal and app menu and submenu items beforehand;
- One component briefly inviting citizens to use this knowledge tool to be better informed at the time of elections. A special focus of this section of the video will be given to the form which citizens can use to submit their facts, promises or suggested corrections.

In addition, the video will be posted and promoted in traditional mediums and social media (project Facebook/ YouTube) pages

1.1.4 Public relations expert - Design of Communication strategy for the Truth -o - Meter Portal and application;

The core objective of the Albanian Truth-o-Meter portal and smart phone application can be summed up in one broad sentence: better accountability of public officials towards the Albanian public. The more influx of readers and people engaged in the portal, the more they will gain valuable information on how their selected officials have performed with the realization of electoral promises, thus striving towards the future selection of accountable and responsible representatives.

The communications strategy will have to develop tools and channels so to maximize the impact of the online “Albanian Truth-o-Meter” portal. It will consist on a document, not longer than 5000 words, describing in detail:

- **Strategic communications objectives** in direct relation to the achievement of the main goals of the portal. The strategic communications objectives will have to be clear, achievable, and divided into sub-objectives;
- A **Situation Analysis**, consisting in a research-based technical overview of why and how past attempts by different Albanian organizations and institutions have failed to deliver a sustainable online electoral promises watchdog system. This situation analysis will have to be communications-oriented;
- **Target audiences** – a research-based overview of what are the primary and secondary target audiences reached by the promotion of the “Albanian Truth-o-Meter” portal. The classification of primary audiences will have to provide evidence base, combining open source research, relevant statistics from studies and reports, social media audiences’ insights and keyword volume;
- **Key messages for each target audience** – research-based key messages for main target audiences so as to maximize the impact, likability and engagement of audiences with portal information. The key messages will have to be crafted in a way so to reflect the general strategic objectives, project objectives and behavioral attributes of each target audience;
- **Strategies and Channels** – This section of the communications strategy will have to develop feasible links between audiences/ key messages and the portal. Evidence base must be provided for why any channel works best for the selected key audience and message. Each message distribution channel (or funnel) will need to be described in detail in this section of the communications strategy;

- A flexible **Timeline** of every communications-based action/ activity. Each communications activity must be synchronized with the project timeline, which will be provided in advance. Each activity in the timeline must describe briefly: “what, why, where, when, how, target audience, objective, key message”;
- A **Risks** section describing in what way selected communications strategy components may fail to deliver, while offering solutions;
- A **Monitoring and Evaluation** section describing in detail what the communications strategy will deliver and how they can be best measured.

1.2.1 Graphic design expert: Design of 201 info-graphs and other related multimedia materials

The Albanian Truth-o-Meter portal and app will rely on user-friendly graphic design materials such as infographs and online banners, which will be used and disseminated in the website (www.elektor.al) and social media. 201 infographs and other multimedia materials, as described below, will be required by a Graphic Design Expert:

- 201 Infographs, 140 illustrating the statistics of aggregated electoral promises by Members of Parliament, and 61 illustrating aggregated promises of Mayors;
- Infographs will reflect guidelines expressed in the Branding and Design document, while keeping in line with Strategic Communications timeline;
- Infographs will feature clear photos, bios, and graphically-enhanced statistical data provided by project staff;

The graphic designer will be in charge of other graphic design material according to the need, requirements and dissemination purposes of the project, as illustrated below:

- Banners;
- Online and offline agenda/ event calendar of activities;
- Printed conference materials, in line with branding and design requirements;
- Social media posts.
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2. Budget planning for building the system

Budget planning containing all the system components to be built and necessary training for users is presented below.

Nr.	Description	Quantity
1	Branding and Design of the Albanian Truth-o-Meter – Matësi Shqiptar i të vërtetës;	25 days
2	Development of the promotional 30 - 40 second video for the Portal and Application Truth- o- Meter – Matësi Shqiptar i të vërtetës;	8 days 1 video
3	Design of Communications Strategy for the Truth-o-Meter Portal and application;	24 days 1 communications strategy
4	Design of 201 info-graphs and other related multimedia materials;	24 days 201 info-graphs

3. Deadline for system implementation

Based on required components of the system and the study conducted by the RDA, it is estimated that the time for creating an information system with functions as described above and staff training will be 4 weeks. The process is shown below in the form of a Gant diagram by sorting out the project based on main processes that are expected to be performed

Nr.	Description / Period (months)	M1	M2	M3	M4	M5	M6	M7
1	Branding and Design of the Albanian Truth- o- Meter – Matësi Shqiptar i të vërtetës							
2	Development of the promotional 30 - 40 second video for the Portal and Application Truth- o- Meter – Matësi Shqiptar i të vërtetës;							
3	Design of Communications Strategy for the Truth-o- Meter Portal and application;							
4	Design of 201 info-graphs and other related multimedia materials;							

5	Delivery								
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4. Other requirements

- RDA has full rights on website design and content.
- It should contain no mistakes as based on international standards.
- Operating language will be Albanian only

5. Criteria for qualification of economic operators:

The economic operator, who is ranked the first before being announced winner, should submit to Foundation RDA Korçe the following documents:

- The bidder should be recorded in respective professional or commercial registers of the country where they are established, stating their legal personality;
- The bidder should be minimally 3 years in business as stated in the Commercial Registry document and his/her activity should include services in information technology;
- The bidder should certify that he/she is in active business and not bankruptcy process;
- The economic operator should present two contracts to confirm the delivery of similar services.

Deadline for delivering the service will be 7 month from the moment of contract signature.

The bidder should enter full information on the contact person in the offer form.