



## **REQUEST FOR PROPOSAL**

<b>Date of issue</b>	<b>19/5/2022</b>
<b>Closing date</b>	<b>10/6/2022</b>
<b>Services</b>	<b>Website and content management</b>
<b>Project Name</b>	<b>RESET C_A.1.1_00151</b>
<b>Contracting Authority</b>	<b>Leaders International 3rd floor, Adel Masri Bldg, West Bank, Palestine TEL: 00970 (2) 2972930 Email: <a href="mailto:procurement@leadersinternational.org">procurement@leadersinternational.org</a></b>



### **About Leaders International**

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

### **About the project**

In recognition of the Mediterranean accelerating employment and environmental crises, there are various calls for action to create a sustainable and inclusive economy that 'works for everyone'. As the region thrives towards developing and implementing measures for a sustainable green transition, RESET aims to facilitate economic and social development via supporting the creation of sustainable and green businesses. The project will gather, analyse and synthesize learnings regarding 'what works' within the field of sustainable and green business support, and seeks to upstream this knowledge effectively. It will support local, national and regional stakeholders to make use of this knowledge to create strategies, policies and regulations to stimulate the green economy. RESET targets seven Mediterranean countries and will address the whole enabling eco-system – from EU projects, local initiatives and policies to national and regional policies and regulations – to capitalize on knowledge related to training, advice, networking services, access to funding and markets, as well as Intellectual Property Rights (IPR) protection, with a focus on women and youth inclusion.

### **Objective**

The Project website will showcase the Project and be a knowledge hub for the creation and support of sustainable green businesses across the MED. It will engage stakeholders from EU Projects, and local, national and regional actors. The Project's social media will generate the interest and connections to drive traffic to the website and to also raise the profile of RESET.

### **Scope of Work**

- Managing the Project website to promote the project and utilising it as a knowledge hub for the creation and support of sustainable green businesses across the MED.
- Managing social media accounts and following the project's content calendar
- Developing and updating content on website and social media by liaising with partners.
- Reaching, engaging, and connecting with stakeholders from EU Projects, and local, national, and regional actors.
- Producing social media content to generating interest and new connections
- Producing and managing content on the website to drive traffic and engagement
- Raising the profile of the project through genuine, creative content



### Expected Deliverables

- Development of monthly publications for the website.
- Weekly formulation of the high-quality written and visual content for each social media platform.
- Provision of related supporting documentation bi-annually as per the ENI CBC Med reporting rules.

The deliverables are expected to be performed and provided throughout the lifespan of the project (Until December 2023)

### Required qualifications

- Bachelor's degree in computer science, marketing, communications or any related field.
- Advanced understanding of personal computers and wide variety of software applications.
- Strong oral and written communication skills.
- Demonstrated ability to develop and implement project plans.

### Evaluation Criteria

Submitted offers will be evaluated as follows:

- Assessing the price offers that were submitted by each vendor.
- Taking into consideration the 40% Score for financial offer, and 60% for technical aspects (Technical Offer and CV & experience)
- The selection will be based on the vendor who has the highest score taking into consideration the summation of the technical and financial aspects.

### Payment Terms

- Leaders standard payment terms are 30 days from receipt of goods or services and an approved invoice/ financial claim
- Payment will be wired to the vendor's bank account or through a cheque as per the vendor's request

### Allocated Budget

- The maximum available value of the contract is 25,000 EUR.

### Taxes and other Terms

- **The project is tax exempted**, so the offer should be exclusive of VAT.
- For individual consultants, Applicable tax laws apply.
- All prices in EUR.



**Submissions of Proposals:**

Interested applicants should provide a proposal covering the following aspects:

- A Curriculum Vitae.
- A financial offer: detailed budget breakdown, including daily fee rates.
- A technical offer: The applicant should elaborate on a specific methodology to conduct the work based on the section “Scope of Work”.
- A cover letter to explain the suitability of the candidate for the required task.

Please send your proposal with the above-mentioned documents to: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org), no later than 10/6/2022.