

Call for Tender

Communication Tools 2019

Forus

[10/12/2018]

1 Background

1.1 Our organisation

[Forus](#), The International Forum of National NGO Platforms (formerly IFP-FIP), is an international network innovating for a civil society working to bring about real social change. The network comprises 69 National NGO platforms and 7 Regional Coalitions from Africa, America, Asia, Europe and the Pacific, representing more than 22,000 organisations in total.

Forus was created during an international conference in Paris in 2008. Members of our global network work together based on a common vision and common values: defending human rights, including those of the most vulnerable populations, fighting inequality and injustice and eradicating poverty while being committed to sustainable development.

Our national platforms **on the five continents** have adopted advocacy strategies to promote various initiatives and, most notably, to effectively expand the space available for **Civil Society Organisations** (CSOs) at the international level, with the aim of influencing local and global debates and promoting our vision of a fairer and more sustainable world.

Our three main activities:

CONNECTING NGO Platforms and Regional Coalitions in order to build collaborations, learn from each other and fight for an environment favourable to civil society organisations;

SUPPORTING and developing our members' capabilities to make participation in decision-making processes more effective, building on the network's shared intelligence and innovative methods;

INFLUENCING public policy in collaboration with our members, by taking part in official public negotiations, consultations and advocacy, at the regional, national and international levels.

Forus held **its third General Assembly and its Strategy Week in September 2018 in Santiago, Chile**. This Assembly among other things ratified the vote for the new Council, which has a three-year mandate, and also voted in favour of the change of identity, thus meaning that IFP-FIP became Forus. New communication tools were consequently created to support this change of identity, including the launch of a new website in October 2018 and the creation of communication tools with this new identity (organisational brochure, kakemonos, banners, business cards, etc.).

To take this rebranding process further, we are currently looking for a service provider to help us by developing additional communication tools to bring this new identity to life and make us more visible to our stakeholders (lot 1).

In this call for projects, lot 2 concerns press relations and is intended to develop and strengthen our media relationships (we currently do very little media outreach).

the Secretarial Office is based in Paris and consists of a decentralised team of 5 people. More information on the Secretarial Office can be found [HERE](#).

What makes Forus unique is that it is the only **international network of national NGO platforms**.

Another of its strengths is that it collaborates with its members in 4 languages: **French, English, Spanish and Portuguese. It is therefore important to stipulate that any communication tools must be produced in 4 languages, or at a minimum in English/French and Spanish (on a case by case basis).**

1.2 Steering committee

Steering committee members:

- Magda Elena Toma, Director
- Rémi Renon, Head of Administration and Finance
- Sanaâ Nadir, Communications Manager

Should you require any further information about the call for projects, please contact Sanaâ Nadir **before 10th January 2019**, at: sanaa@forus-international.org

1.3 Tender timetable:

Call publication date 10th December 2018

Deadline for requesting additional information: 10th January 2019

Deadline for submitting tenders by email: 31st January 2019

Please send your tender to: recruitment@forus-international.org

2 General description and objectives

Task:

- LOT 1 > Creation of communication media with Forus' new graphical identity
- LOT 2 > One-off PR event service

N.B.: Applicants can apply for all lots or to any one [or more] of them. If you are applying for two lots, please state the budget breakdown by lot.

Mandatory requirements: the service provider(s) chosen must absolutely be proficient in English so that they can work with Forus' international team (proficiency in other languages appreciated: (French and/or Spanish)

Expectations/Objectives:

LOT 1 > The creation of the following organisational communication tools and tools for developing capabilities and advocacy (in 3 languages) subsequent to the adoption of our new graphical identity.

- 2 Toolkits: €4,600 including VAT (12-16 pages in 4 languages)
Examples [HERE](#)
- 3 Position papers – political positioning document: €1,100 including VAT (8 pages, 4 languages)
Examples [HERE](#)
- Updating and creation of organisational communication tools: €2,450 including VAT (8-10 pages, 4 languages)
- Annual report 2018: €1,500 including VAT (20 pages, 4 languages)
Annual report 2017 [HERE](#)

LOT 2 > The service provider shall manage all stages relating to the event’s coverage: writing a press release (PR), creating a customised press file and distributing the PR in several languages and internationally), press reminders, and list of published articles (clippings).

Expected results

LOT 1 > Delivery of the aforementioned communication tools in the various languages required and within the timeframes given, in connection with our new graphical charter

LOT 2 > Visibility of Forus during HLPF through the publication of articles in the international press

3 Functional description

3.1 LOT 1 Services/Forus-branded communication media

3.1.1 Objective: Currently, the organisation has very little communication tools reflecting our new identity. The aim is therefore to create, using our graphical charter, the aforementioned communication tools.

3.1.2 Target: members, partners, potential sponsors, media.

3.1.3 ACTIONS TO BE TAKEN (in order of priority)

Creation of the various communication tools listed below, classed by date (these dates are given as a rough guide only and may be changed).

- Toolkit 1
- Toolkit 2
- Position paper 1
- Position paper 2
- Position paper 3
- Updating of our organisational brochure and one other presentation brochure
- Annual report 2018

3.2 LOT 2/One-off event PR service

3.2.1 Objective:

Event campaign to be carried out to cover Forus' participation and that of its members in the HLPF (High-Level Political Forum) which will take place in New York **from 9th to 18th July 2019**. More information on the event can be found [here](#).

Objective: Ensure the visibility of Forus and its members and spread our network's claims (distribution of a press release which includes a Forus positioning document).

More information below:

[Press release 2017 & 2018](#)

3.2.2 Target

Media and political/economic decision makers.

NB: the press release shall be distributed in 3 or 4 languages, hence the importance of having a press file including contacts from the international media and being able to follow up with journalists in their own languages (at least in French and English but [also] ideally in Spanish)

4 Contracting terms

4.1 Type of contract

Original contract of 12 months renewable for a period of 4 years maximum. Termination possible with 3 months notice. Contract start date: mid-February 2019.

Forus requests that the service provider adds the following clauses to their service contract:

- The contractor declares *“that it has not undertaken any actions liable to influence the Project execution process to the detriment of the Beneficiary and most notably that no Agreement has been concluded or will be concluded.”*.
- The contractor declares that *“the negotiation, execution and performance of the contract have not given rise and will not give rise to any act of corruption as defined by the United Nations Convention Against Corruption of 31st October 2003”*.

4.2 Budget Allowance

LOT 1 > €9,650 incl. VAT (over 12 months)

LOT 2 > €2,500 incl. VAT (over 5 months)

4.3 Deliverables

LOT 1 > Tools described above within the timeframes given

LOT 2 > Media strategy, international medias file, press release in 3 or 4 languages, list comprising the published articles and/or website links to publications (if online).

4.4 Scheduling

LOT 1 > See reverse scheduling above

LOT 2 > Event taking place in July 2019

Delivery of Press Release in French or English: mid-March

Delivery of press file: late March/early April 2019

Distribution of Press Release: mid-May 2019

Follow-ups: May-July 2019

Dispatch of articles (clippings): following the event, around 20/07/2019