# Invitation to Tender

Tender Reference: Jordan, Media Assets & Training November 2024.

Tender Title: Deliver a training program on social media presence for young men and women MPs and produce a number of media assets to raise awareness and incite engagement in the parliamentary processes of the Jordan House of Representatives (HoR) in Jordan, Amman.

Tender Local Currency: JOD

Date: 18th of November 2024

# Summary

Westminster Foundation for Democracy (WFD) is seeking to contract a national media production company in Jordan to design and deliver a training program on social media presence for young men and women MPS and produce a number of media assets to raise awareness and incite engagement in the parliamentary processes of the Jordan House of Representatives (HoR). This 12 & a half -months assignment involves producing multimedia content to encourage civic participation among young men and women and equip young men and women MPs with social media skills to effectively and meaningfully engage with constituents using social media outlets.

# Overview

Westminster Foundation for Democracy (“WFD”) is the UK public body dedicated to supporting democracy around the world. Operating internationally, WFD works with parliaments, political parties, and civil society groups as well as on elections to help make political systems fairer, more inclusive and more accountable is implementing the ‘Support to Democratic Reforms in Jordan’ programme, which aims to promote a more participatory, inclusive, and accountable democratic process. Through enhancing women and youth’s engagement and strengthening democratic institutions, the programme will ensure that young men and women participate meaningfully in the democratic life and that political parties are strengthened to create an enabling environment for increased participation and responsiveness to diverse groups. The programme also aims to support the HoR in exercising its core parliamentary functions with greater professionalism, effectiveness, inclusivity and accountability.

# Aim of this invitation to tender

WFD is issuing this Invitation to Tender (“**ITT**”) to a range of potential contractors of goods and/or services and would welcome a **bid** from your organisation for the following

* **Development and dissemination of women and youth-friendly content on the work of the Parliament**, and
* **Training on developing a social media presence for youth and women MPs**

# Bid submission

All bids should be submitted by **5 December 2024**,17.00 Jordan Time in writing, and must comply with the requirements of this ITT, and must include the information requested in the Bid Requirements below.

The bid should be sent electronically and addressed to: [Jordan@wfd.org](mailto:Jordan@wfd.org). The same email address should be used for any questions related to this ITT.

By submitting a bid, you agree to comply with WFD’s standard terms and conditions for tendering and key policies, which are found [here](https://www.wfd.org/policy/wfd-general-terms-and-conditions-tendering), and WFD’s [Code of Conduct](https://www.wfd.org/policy/code-conduct).

# Detailed specification

## Objective/ Background

This assignment falls under **Activity : Development and dissemination of women and youth-friendly content on the work of the Parliament**, and **Activity : Training on developing a social media presence for youth and women MPs** under the ‘*Support to Democratic Reforms in Jordan’* Programme.

The content shall be designed to raise awareness on the legislative and oversight functions of the Jordanian Parliament, emphasising the significance and the impact these functions have on the lives of youth and women. the training, on the other hand, aims to equip young men and women MPs with the skills necessary to establish a professional online presence, engage with constituents effectively, and navigate online interactions with resilience. These two interlinked activities seek to foster civic engagement and boost participation in democratic processes and parliamentary life by developing targeted media products, while at the same time, provide MPs with practical tools to enhance their digital communication. This will help increase MPs' visibility and strengthen their connection with the community.

The Jordanian House of Representatives (HoR) plays a key role in Jordan's legislative and oversight processes. To improve public understanding of these functions, WFD plans to produce various Arabic media assets (polls, videos, carousels, and reels) that highlight the importance and relevance of the HoR’s work for young men and women, aiming to foster civic engagement in parliamentary processes.

The media assets are expected to convey the following messages:

* The essential functions of the HoR—legislation and oversight.
* The relevance of these functions to young men and women.
* The impact of these functions on youth and women.
* A call for active participation in parliamentary processes.

The training programme will be designed to complement the outcomes from the media productions and will be designed to equip young men and women MPs with the necessary skills to enhance their online presence, connect with constituents, and manage online interactions confidently. Through three interactive sessions, participants will gain practical tools to optimize their digital communication.

* Build and optimize professional profiles: Guide MPs in creating polished, effective online profiles.
* Create impactful content: Teach MPs how to create engaging written and visual content to connect with their audience.
* Manage online interactions: Equip MPs with strategies to handle feedback and interactions with resilience and professionalism.

# Deliverables & timeframe

**1.Inception report**

The selected media production company will submit an inception report, including a detailed work plan for the production of media assets and the delivery of the social media training. The report shall provide detailed description of the delivery of the media production phases and the delivery methodology of the training.

Expected delivery: 20th December 2024 - Mid January 2025

**2.Communication plan**

The communication plan, part of the inception report, will include the agreed-upon key messages and outreach and engagement strategies to raise awareness and encourage participation.

Expected delivery: 20th of December 2024 - Mid January 2025

**3.Mapping & research**

Two initial polls will be conducted over two months to gather and assess audience feedback on the legislative and oversight work of the parliament and the level of youth and women’s engagement in parliamentary life.

It is also expected that a short assessment of the participants’ knowledge of social media and their level of engagement is conducted during the first training session.

Expected delivery: January - February 2025

**4.Social media engagement manual**

A complete training manual developed, covering social media skills, audience engagement, content creation, and resilience in online interactions.

Expected delivery: March 2025

**5.Media assets for awareness and engagement**

* **Phase One** (March-May 2025): Focus on the theoretical foundations and laws related to the HoR’s legislative and oversight functions.

Deliverables: 1.5-minute video, 4 carousels, polls for audience engagement.

* **Phase Two (June - August 2025): Showcase real-life examples of legislation impacting women and youth.**

Deliverables: 5 carousels, 5 reels.

* **Phase Three (September - November 2025): Highlight youth and women representatives as role models in legislative and oversight roles.**

Deliverables: 4 carousels, 4 reels.

**6.Training sessions**

* Total cohorts: 2 (Approximately 20 MPs and staff per cohort)
* Sessions per cohort: 3
* Mentoring support should be provided for MPs in-between sessions.

1. **Session 1** (April 2025): Social Media Basics and Building Your Online Presence (2 half days).
2. **Session 2** (May 2025): Writing for social media, Visual Content Creation, and Managing Feedback (2.5 days).
3. **Session 3** (June 2025): Final Review and Open Q&A (1.5 days).

**7. Reporting:**

1. **A report** summarizing the outcomes for Phase 1 of the Media Assets.

Expected delivery: May 2025.

1. **Training & Evaluation Report:** Final report detailing participants’ feedback, progress, level of engagement, and recommendations for future training sessions.

Expected delivery: July 2025.

1. A **report** summarizing the outcomes for Phase 2 +3 of the Media Assets

Expected delivery: December 2025.

1. **Outreach and Impact Report** : A data analysis report covering audience engagement metrics, viewer demographics (with a focus on women and youth), reach and interaction data from social media, and recommendations for future improvements.

Expected delivery: December 2025.

1. **Final Project Report:** A comprehensive report summarizing the project completion and impact across all phases.

Expected delivery: December 2025.

# Timeline

20th December 2024 – 31 December 2025.

# Reporting & working arrangements

* The media company is expected to secure the needed tools and materials required to produce all media assets and deliver training.
* Content development and all media assets (Polls, Videos, Carousels, and Reels) will have to be reviewed and approved by WFD before production.
* The media company will have to factor in sufficient time in the work plan for a round of approvals from the donor and the stakeholders.

# Technical proposal

The technical proposal should include the following:

* Organizational profile and a detailed statement explaining why it is best positioned to create media assets and delivering a training program on social media presence for young men and women MPS considering below minimum experience and expertise:
  + - * 1. Proven track record in media production, especially in awareness raising campaigns and civic engagement.
        2. Experience with scriptwriting and content development tailored to legislative work and civic engagement.
        3. Expertise in creative video and reels production (including graphics and animations).
        4. Experience in conducting audience engagement analysis and providing outreach reports.
        5. Strong project management skills and ability to work collaboratively with international clients like WFD.
        6. Familiarity with gender-sensitive and youth engagement content
        7. Flexibility to adapt and respond to feedback and comments.
        8. Previous experience working with the Jordan House of Representatives is an asset.
* Clear explanation as to the proposed approach and delivery methodology to meeting the specification set out in this ITT.
* Detailed project plan, including timelines, assumptions and dependencies, resourcing, and risks.
* Creative concepts and details for the media assets.
* The current technical abilities to produce the media assists as described in this document in line with the suggested timeline
* The production team and its related expertise.
* Dissemination schedule.
* Social media and digital reach-out strategy for audience growth.
* Provide a variety of media assets samples, including informative content, social awareness or advocacy videos, interview-based/documentary-style work, and short, engaging clips.
* Describe the training methodology, content, activities and learning outcomes per session.

# Financial proposal & payments terms

The selected media production company will be awarded a contract based on their submitted financial and technical proposal. The media company should deliver the financial proposal according to the below price table including a break down cost for each deliverable including taxes:

* Full breakdown time and cost estimates for the proposed solution in JOD.
* Separate accounting of VAT and/or any other applicable tax, duty, or charge.
* Detailing of any discount applied given WFD’s not-for-profit status.

Note: WFD releases the payment to contractor upon successful completion of requested services stipulated in the TOR within 30 days from time of services completed and submission of service invoices.

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| --- | --- | --- | --- | --- |
| **No.** | **Deliverables** | **Timeline** | **Price JOD** | **Price** including **Tax** |
| 1 | Inception Report | 20th December 2024  -Mid January 2025 |  |  |
| 2 | Communication Plan | 20th December 2024  -Mid January 2025 |  |  |
| 3 | Mapping and Research | Jan-Feb 2025 |  |  |
| 4 | Curriculum and Training handbook | March 2025 |  |  |
| 5 | Media Assets -Phase 1 | March – May 2025 |  |  |
| 6 | Media Assets -Phase 2 | June-Aug 2025 |  |  |
| 7 | Media Assets -Phase 3 | Sept- Nov 2025 |  |  |
| 8 | Training session 1 | April 2025 |  |  |
| 9 | Training session 2 | May 2025 |  |  |
| 10 | Training session 3 | June 2025 |  |  |
| 11 | Reporting - Phase 1 | May 2025 |  |  |
| 12 | Reporting -Phase 2 +3 | December 2025 |  |  |
| 13 | Final Training & Evaluation report | July 2025 |  |  |
| 14 | Outreach and impact report | December 2025 |  |  |
| 15 | Final Project report | December 2025 |  |  |

# Bid process

## Timescale

Below is the proposed timescale for the tendering process. Please note the dates are indicative and subject to change.

|  |  |
| --- | --- |
| Description | Date |
| Issue ITT | 18th November 2024 |
| Closing date for receipt of completed tender proposals | 5December 2024 |
| Shortlisting of bids | 11th December 2024 |
| Contractor(s) interviews/presentations to tender committee (if applicable) | 16th of December –18th December 2024 |
| WFD announces preferred Contractor | 19th December 2024 |
| Contract finalised and signed | 19th December 2024 |

**Bid requirements**

In general, the bid should include the following:

1. Certificate of incorporation/ business registration.
2. Technical proposal including organisational profile.
3. Financial proposal.
4. References from current clients.
5. Provide a link or copy of your company’s latest audited annual accounts with the bid.
6. Confirmation of compliance with the general terms and conditions of the tendering.

**Copyright statement**

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The media assets produced under this project are the intellectual property of Westminster Foundation for Democracy. These media assets may not be reproduced, distributed, or used in any form without the prior written permission of WFD, except for non-commercial purposes permitted by copyright law.

**Disclaimer**

To ensure compliance with funding requirements, To include the EU disclaimer on all media assets produced under the Support to Democratic Reforms in Jordan program. This applies to videos, publications, social media graphics, and any other materials distributed publicly, unless otherwise advised.

The media outlet is responsible for obtaining consent from either the MPs or the General Secretariat prior to taking photos.

**References**

The bid should include details of three references relating to similar goods/services provided in the last three years. Please note – referees will only be contacted once Preferred Bidder status is assigned.

**Confirmation of acceptance of General Terms and Conditions of Tendering**

All bidders will be deemed to have accepted the [WFD Terms and Conditions of Tendering](https://www.wfd.org/policy/wfd-general-terms-and-conditions-tendering) and confirmed their compliance.

**General**

All bidders should also note the following:

* all bids should be submitted in English;
* all bids should be submitted in electronic form only;
* This ITT and the response may be incorporated in whole or in part into the final contract;
* Only information provided in response to questions set out in this documentation will be taken into consideration for the purposes of evaluating the ITT;
* Bids which are poorly organised or poorly written, such that evaluation and comparison with other submissions is notably difficult, may exclude the bidder from further consideration; and
* Any bids which do not fully comply with the requirements of this ITT may be disregarded at the absolute discretion of WFD.

**Returnable bid documents checklist**

|  |  |  |
| --- | --- | --- |
| **Financial Bid** |  |  |
|  | 1-Price table. |  |
|  | 2-Price in Jordanian currency JOD |  |
| **Technical Bid** |  |  |
| A-Bid Documents | 1-Organisational profile  2-Business Registration,  3-Financial Bid: Price table.  4-References  5-Link or copy of latest audited annual accounts. |  |
| B-Confirmation | Confirmation of compliance with General Terms and Conditions of Tendering |  |

**Evaluation criteria**

WFD does not provide a mathematical formula by which bids will be weighted evaluated, but the procurement committee will usually consider the following criteria, among others in the evaluation of all responses:

* Quality of bid document.
* Value for money and pricing factors
* Service offer and solution fit to specification
* Quality, capacity, and track-record of bidders based on references
* Professional profile, track record, and references
* Relevant experience.

WFD will score each criterion using the following table:

|  |  |
| --- | --- |
| 0 | The proposal submitted omits and fundamentally fails to meet WFD’s scope and specifications. Insufficient evidence to support the proposal to allow WFD to evaluate. **Not Answered** |
| 1 | The information submitted has a severe lack of evidence to demonstrate that WFD’s scope and specifications can be met. Significant omissions, serious and/or many concerns. **Poor** |
| 2 | The information submitted has some minor omissions in respect of WFD's scope and specifications. The tender satisfies the basic requirements in some respects but is unsatisfactory in other respects and raises some concerns. **Satisfactory**. |
| 3 | The information submitted provides some good evidence to meet the WFD’s scope and specifications and is satisfactory in most respects and there are few concerns. **Good.** |
| 4 | The information submitted provides good evidence that all of WFD's scope and specification can be met. Full and robust response, any concerns are addressed so that the proposal gives confidence. **Very Good.** |
| 5 | The information submitted provides strong evidence that all of WFD's scope and specification can be met and the proposal exceeds expectation i.e. exemplary in the industry. Provides full confidence and no concerns. **Outstanding** |

**Tender queries**

Any questions related to this tender should be addressed to [Jordan@wfd.org](mailto:Jordan@wfd.org).

**Equal information**

Should any contractor raise a question that is of general interest, WFD reserves the right to circulate both question and answer to other respondents, either via WFD’s website or by email. In this event, anonymity will be maintained.

**Other information**

If the potential contractor believes that there is additional information that has not been requested in the ITT but is relevant to your bid, please include that information as a separate attachment and explain its relevance to this ITT.