

CALL FOR TENDERS COMMUNICATION, MARKETING AND DIGITAL SERVICES

Tender procedures

for the AFD project
“Emergence of the first trails network from the
Mediterranean”

Deadline for submission of application: March 20, 2024
at 12:00pm (CET/France time)

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ELIGIBILITY AND RULES OF ORIGINE

AFD funding has been fully untied since January 1, 2002. AFD finances all works contracts, equipment, supplies, intellectual services and other services, regardless of the nationality of the contractor (nor that of its suppliers or subcontractors), except in the event of an international embargo. This decision concerns not only the "Countries so-called Less Advanced "(LDCs), in application of the Recommendation of the Development Assistance Committee (DAC) of the Organization for Economic Co-operation and Development (OECD) of April 20, 2001 on untying, but also all of the other foreign countries where AFD operates.

1. ADMISSIBILITY CRITERIA

Only applications fulfilling the following criteria of admissibility will be evaluated:

- the deadline for the submission of applications has been respected;
- the application is complete;
- the candidate has signed the Statement of Integrity, Eligibility and Environmental and Social Responsibility;
- the maximum budget is not exceeded.

2. SELECTION CRITERIA

The following selection criteria will be applied to candidates. In the case of applications submitted by a consortium, these selection criteria will be applied to the consortium as a whole unless specified otherwise. The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors.

Legal status of candidate:

The candidate has a legal status and is not presenting the application as a natural person (Application form table 1).

Professional and technical capacity of candidate:

The assessment of the candidate capacity will be based on relevant previous professional experience (which can be illustrated in sharing produced documentation).

3. AWARD CRITERIA

The applications will be evaluated in two separated phases:

1. In the first phase the evaluation committee will evaluate the technical offer using the quality criteria as mentioned in the evaluation grid below (4. Evaluation Grid). Any application falling short of the technical threshold of 70 out of 100 points is automatically rejected.

2. In the second phase, the financial proposal will be evaluated. The financial offer will be noted on 100 scores. The application with the lowest total price receives 100 financial score.

$S_f = 100 \times F_m/F$, in which

S_f is the financial score.

F_m is the lowest price and

F is the price of the proposal under evaluation

For the final score of the offer, the best price-quality ratio is established by weighing technical quality against price using the following ponderation:

- Technical quality: 80%
- Price: 20%

4. EVALUATION GRID

The following evaluation grid will be used to evaluate the applications.

	CRITERIA	MAXIMUM
Proposal	Quality of the technical proposal	15
Experience	Demonstrated professional experience in communication, marketing, and digital services underpinned by team profiles appropriateness and relevance	15
	Experience with non-profits organizations and/or tourism sector and/or sustainable development	5
Competencies	Competence in brand identity, visual identity creation	15
	Competence in web designing and developing, digital tools	15
	Competence in communication strategy and plans, including marketing plans	15
	Demonstrated capacity in project management and assistance/consulting	10
Languages	Demonstrated capacity to work fluently in English, Arabic, and French	10
	TOTAL SCORE	100

5. APPLICATION FORMAT AND DETAILS TO BE PROVIDED

Applications must be submitted using the standard application form annex to the call for tender (Annex 2) the format and instructions of which must be strictly observed.

As part of their application, the candidate must submit:

- A technical proposal including proposed approach, methodology,
- Team organisational framework;
- CVs and profiles of the staff who will undertake the assignment;
- 3 examples of similar previous projects (including strategy development, communication plans and communication products including campaigns, websites and digital communication);
- 1 book / portfolio presenting the visual / graphic competencies of the candidate;
- An application form (Annex 2);
- A financial proposal (Annex 3).

6. HOW APPLICATIONS MAY BE SUBMITTED

Applications must be submitted in English exclusively, in PDF format, and sent by email to this email address: elise.monge@tetraktys-ong.org and tom.darbon@tetraktys-ong.org

Please, indicate “Communication, marketing and digital services” as subject of your e-mails. Applications submitted by any other means will not be considered.

By submitting an application candidates accept to receive notification of the outcome of the procedure by electronic means.

7. OPERATIONAL LANGUAGE

All written communications for this tender procedure and contract must be in English.

8. TENDER PROCESS TIMETABLE

Any question about the call for proposal should be addressed before 11/03/2024 12:00pm (CET/France time)

Answers will be published all together on the 13/03/2024 end of the day, online: <https://tetraktys-association.org/faqs-communication-marketing-mtn/>

	DATE	TIME
Deadline for submitting tenders	March 20	12:00pm (CET/France time)
Interviews (if any)	Starting April 4	
Completion date for evaluating technical offers	April 8	
Notification of award	April 8	
Contract signature	April 15	
Scoping meeting	April 15	
Starting date	April 16	

9. CONTACT DETAILS

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