



الاتحاد الفلسطيني للهيئات المحلية  
Association of Palestinian Local Authorities

This Project is Funded by



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## REQUEST FOR PRICE QUOTATION (RFPQ)

Implementation of the 2022 Local Elections' Campaign (Design & Promotion of Billboards & Social Media)

REFERENCE CODE: [APLA/EU-MAAP/2022-01](#)

Issue Date: Feb. 14, 2022.

1. CONTACT PERSON AT APLA	
NAME:	Nadine Nakhleh
FUNCTION:	Communication Coordinator
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### 2. OBJECT OF THE REQUEST

#### APLA's background:

The Association of Palestinian Local Authorities (APLA) founded in 1997, APLA is an independent organization mandated to represent and lobby for the collective interests of Local Government Units (LGUs) by supporting capacity building among local governments, facilitating exchange of knowledge and best practices, and serving as vehicle for dialogue between the central government and LGUs. APLA is a semi-governmental nonprofit association that forms a comprehensive framework, which holds all the Palestinian local authorities and works for and with them, to provide better services for the Palestinian citizen by defending their rights, and representing them on all levels nationally, regionally, and internationally.

#### Project Brief:

APLA is implementing the project (APLA's Multiannual Action Plan - MAAP 2021-2025). This project is largely financed by the European Union, under the financing agreement (FA) ENI/2020/042-362 "support productive investment in Palestine" which signed between EU and the Palestinian Authority (PA). APLA signed a grant contract with the European Union (EU) on 12 December 2021 with total EU contribution of € 1.9 million to implement the project (APLA's Multiannual Action Plan (MAAP) 2021-2025. ENI/2021/425-904). This project has been designed to strengthen LGUs collaborations on service delivery and local participatory development, and improve contributions to territorial integration, particularly in Area C. Specific objectives of MAAP are aligned to APLA's strategic plan and aims to support the role of APLA as LGUs representative and dialogue partner with the Palestinian Authority, to support the role of the LGUs in the building process of future State of Palestine.



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Accordingly, APLA intends to apply part of this grant for contracting a qualified Firm (Company) who has the needed experience and skills to carry out this assignment.

#### **The Main Objective of The Assignment:**

In order to encourage the Palestinian citizens to increase their participation in the coming local **elections** in Palestine, which supposed to take place before the end of March 2022, and in order to increase APLA's visibility for the members and other stakeholders, APLA tends to execute a **Media Campaign** through the tender: **Implementation of the 2022 Local Elections' Campaign (Design & Promotion of Billboards & Social Media)** that covers the largest possible area. The campaign includes **the design, print and advertise** for selected themes using **billboards** with different sizes and in different locations in the major cities in the west Bank. In conjunction with an online **Media Campaign** using the social media platforms, especially Facebook and YouTube. The online campaign includes **deign, produce, publish and promotes** different deigned posts and photos, animated Facebook posts, and videos.

APLA expects an outcome from the online media campaign not to be less than:

- FB page likes increase: 10,000 new likes.
- Posts reach: 1 million (30 post)
- FB Video reach: 500,000 reach
- Video views on YouTube: 200,000 views
- YouTube channel reach: 500,000 reach

In this regard, APLA is seeking to recruit a firm to provide the following Services as attached in Term of Reference, Annex (1).

### **3. INSTRUCTIONS**

RECEPTION OF PRICE OFFERS	DATE:	<b>DEADLINE: Wednesday, 23/02/2022. TILL 12:00 PM</b>
	PLACE:	Safad Building, 2 <sup>nd</sup> floor Al Masyoun, Jabra Al Anqar street Ramallah, Palestine  ORIGINAL TECHNICAL & FINANCIAL OFFERS HAVE TO BE SUBMITTED WITH OTHER REQUESTED DOCUMENTS IN HAND, IN SEALED STAMPED ENVELOPE, TO APLA's OFFICE AT THE INDICATED ADDRESS.
	DOCUMENTS AND ANNEXES TO BE SUBMITTED:	1- ANNEX (1): signed Term of Reference (ToR). 2- ANNEX (2): Financial Offer. 3- FILLED & signed RFPQ (Sign all papers). 4- Technical Offer including the required documents as described in section 4 below (Technical Specifications)



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VALIDITY PERIOD OF THE PRICE OFFER:

30 days after the submission date of the price offer.

#### 4. TECHNICAL SPECIFICATIONS

##### Selections and Awarding Criteria

The firm must submit the following documents as part of Technical Offer:

1. A time frame implementation, according to the provided deliverables mentioned within ToR.
2. Technical Offer includes the implementation procedures, including the proposed locations and sizes of billboards.
3. Company profile highlighting the qualifications and relevant experience in similar service.
  - At least 7 years of practical experience in relevant field.
  - Knowledge about public and / or Local Government sector will be an asset.
  - Registration and certification from the authorized institutions and ministries for the firm.

##### Awarding criteria

The selection of the firm will be based on both Technical and financial evaluation, evaluation scores will be distributed as follows:

- A. Technical Evaluation 50%
- B. Financial Evaluation 50%

#	Item	Score
A	Technical evaluation	50%
A.1	Prime Location and preferred sizes of billboards	30%
A.2	Previous Experience within same field	20%
B	Financial Evaluation	50%

The firm has to take the following points in to consideration:

1. Payment: it will be only one payment for the total assignment upon the completion of the work and the final calculated quantities in line with providing all supporting documents.
2. Technical Offer and should be drafted in English.
3. Four cost items are requested to be filled; each item should have a separate price offer.
4. Filled price offer should be in Euro currency.
5. Filled prices should be Excluding vat (VAT- Exempted)

#### 5. DELIVERY/ PERFORMANCE ADDRESS

ADDRESS: المصيون، رام الله- فلسطين 10 شارع جبرا الانقر، بناية صفا/ الطابق الثاني Al Masyoun, Ramallah- Palestine 10 Jabra Al Anqar street, Safad Building/ 2 <sup>nd</sup> floor.	NAME: Lina Abu Obaid.
	FUNCTION: Administrative Assistant. TEL: 02-2960712.
	CONTACT INFORMATION: MOBILE PHONE: 0594398424. E- MAIL: <a href="mailto:info@apla.ps">info@apla.ps</a>



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#### 6. PRICE OFFERS SUBMISSION DEADLINE

Deadline of submission bids: 23<sup>th</sup> Feb. 2022, 12:00 PM

#### 7. IDENTIFICATION OF THE VENDOR/ FIRM/FIRM

Last name, first name (Authorized Signatories)	
Telephone number and Fax number	
Registration number	
E- Mail address	
Account number of Payment PLEASE, attach full Bank Info for EURO Iban Number under the name of Firm as stated at the Bank:	

By submitting this Price Offer, The firm ..... declares renouncing his own (sales) conditions and commits to performing this order in accordance with the provisions of the specific requested purchase conditions attached within ToR and for the price offered.

Price quotations will be in EURO, **Price quotations are excluding VAT (VAT-Exempted).**

**In accordance with the specific conditions attached to this document, applicable law for this contract/ assignment is the Palestinian Law.**

**Certified true and sincere,  
Signature of the Vendor**

\_\_\_\_\_  
Date: / 02 /2022.

FAO

Diana Jadallah

EXECUTIVE DIRECTOR

Abdallah Anati



## Annex 1: TOR – Media Campaign (Design & Promotion of Billboards & Social Media)

### [APLA/EU-MAAP/2022-01](#)

#### 1. Background

**The Association of Palestinian Local Authorities (APLA)** founded in 1997, APLA is an independent organization mandated to represent and lobby for the collective interests of Local Government Units (LGUs) by supporting capacity building among local governments, facilitating exchange of knowledge and best practices, and serving as vehicle for dialogue between the central government and LGUs. APLA is a semi-governmental nonprofit association that forms a comprehensive framework, which holds all the Palestinian local authorities and works for and with them, to provide better services for the Palestinian citizen by defending their rights, and representing them on all levels nationally, regionally, and internationally.

APLA is implementing the project (APLA's Multiannual Action Plan - MAAP 2021-2025). This project is largely financed by the European Union, under the financing agreement (FA) ENI/ 2020/ 042-362 "support productive investment in Palestine" which signed between EU and the Palestinian Authority (PA). APLA signed a grant contract with the European Union (EU) on 12 December 2021 with total EU contribution of € 1.9 million to implement the project (APLA's Multiannual Action Plan (MAAP) 2021-2025. ENI/2021/425-904). This project has been designed to strengthen LGUs collaborations on service delivery and local participatory development, and improve contributions to territorial integration, particularly in Area C. Specific objectives of MAAP are aligned to APLA's strategic plan and aims to support the role of APLA as LGUs representative and dialogue partner with the Palestinian Authority, to support the role of the LGUs in the building process of future State of Palestine.

#### 2. Objective of the assignment:

The assignment aims basically to carry out the following professional items:

2.1 Design, print and advertise on billboard with a total area of (1350) square meter. The following criteria is required:

- Number of Billboards: 22
- Design and installations: required
- Preferred Sizes (meter): (4 \* 6), (4 \* 8), (4 \* 9) (4 \* 10), (5 \* 6), (5 \* 8), (5 \* 10), (6 \* 6), (6 \* 10), (7 \* 10), (8 \* 10)
- Minimum square meters: 1200
- Maximum square meters: 1500



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- Period of Advertisement: 30 days.
- Preferred Locations:

No	City	Location
1	Al-Ram	City Center
2	Aizaria	Main Street
3	Hebron	City Center
4	Dura	Dura – Hebron Street
5	Yatta	City Center
6	Halhul	Hebron Street
7	Bethlehem	Hebron Street
8	Biet Sahour	Mian Street
9	Jericho	Jerusalem Street
10	Ramallah	Al Masyoun Area
11	Bietonya	Ein Arik Street
12	Al Bireh	Nablus Street
13	Al Bireh	Irsal Street
14	Salfeet	City Center
15	Nablus	Howara entrance
16	Nablus	Biet Eiba street
17	Tubas	City Center
18	Qalqilya	Main Street
19	Tulkarem	City ceter
20	Anabta	Main Street
21	Jenin	Haifa Street
22	Jenin	Southern Entrance



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### Remarks:

- The firm should provide a detailed description of each billboard (Location, Size, Photo, theme, ...)
- The total advertising area proposed shall be 1350 square meters, with an allowed deviation of maximum  $\pm 10\%$ .
- The firm should provide the billboards within the targeted locations and the needed distribution of the billboards by APLA.
- The firm should provide APLA with documentary photos of each individual billboard with the advertised theme showing the whole site location and the actual size of the billboard.

### 2.2 Online media campaign that includes:

- Design 22 Online Posters.
- Online promotion: APLA FB Page.
- Online promotion: APLA YouTube channel.
- Promotion of the FB posts, animation videos, and the YouTube channel videos.

With the following minimum outcomes of the online media campaign:

- FB page likes increase: 10,000 new likes.
- Posts reach: 1 million (30 post)
- FB Video reach: 500,000 reaches.
- Video views on YouTube: 200,000 views.
- YouTube channel reach: 500,000 reaches.

### 3. Timeframe

The implementation is expected to be started on 1<sup>st</sup> of March, 2022 till end of March 31<sup>st</sup>, 2022.

### 4. Scope of Services

To proceed with the process of mentioned activities, APLA invites you to submit your offer in EURO currency for implementing below tasks:

Tasks	Description
<b><u>Task One:</u></b> Design, print and advertise on 22 billboards.	<p>➤ <b>Design, Print and Install the advertising prints over 22 selected billboards in the preferred locations, with target advertising space of 1350 square meters.</b></p> <p>- APLA will provide the firm with selected phrases to be used.</p>



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	<ul style="list-style-type: none"> <li>- The firm should suggest the design themes that may suit the concept. APLA will select and endorse the themes to be used.</li> <li>- The total advertised area shall be 1350 square meter <math>\pm</math> 10%.</li> </ul>
<p><b>Task Tow:</b></p> <p>Design of 22 Online Posters</p>	<ul style="list-style-type: none"> <li>➤ The Company should design 22 Online Posters for Facebook use, as the following:             <ul style="list-style-type: none"> <li>- 1 Facebook Cover</li> <li>- 21 Facebook Posts: 800*800 pixels</li> </ul> </li> </ul> <p>Note: APLA will provide the company with the campaign phrases</p>
<p><b>Task Three:</b></p> <p>Online promotion: APLA Facebook Page</p>	<ul style="list-style-type: none"> <li>➤ The Company should Promote the designed Campaign to achieve the target. The promotion includes the following:             <ul style="list-style-type: none"> <li>- Promote APLA's FB page</li> <li>- Promote 22 Facebook posts</li> <li>- Promote 5 animated Facebook posts (produced by APLA)</li> <li>- Promote Elections video spot – (produced by APLA)</li> </ul> </li> </ul>
<p><b>Task Four:</b></p> <p>Online promotion: APLA YouTube channel</p>	<ul style="list-style-type: none"> <li>➤ Promotion of APLA YouTube channel.</li> <li>➤ Promotion of Elections Video.</li> </ul>

## 5. Deliverables

Task	Deliverables	Due Date
Task One	<p><b><u>Deliverables #1:</u></b></p> <p>1350 square meter of advertising billboards installed.</p>	05 <sup>th</sup> March, 2022
Task Tow	<p><b><u>Deliverable #2:</u></b></p> <p>21 designed online posters.</p> <p>1 designed Facebook page cover.</p>	10 <sup>th</sup> March, 2021
Task Three	<p><b><u>Deliverable #3:</u></b></p> <p>Online promotion campaign report achieving the below targets:</p> <ul style="list-style-type: none"> <li>- Increase in APLA's FB page likes: 10,000 new likes.</li> </ul>	31 <sup>st</sup> March, 2021





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	<ul style="list-style-type: none"><li>- Reach to Campaign posts: 1 million reaches.</li><li>- Reach to Election Video: 500,000 reaches.</li></ul>	
<b>Task Four</b>	<p style="text-align: center;"><b><u>Deliverable #4:</u></b></p> <p>Promotion report achieving:</p> <ul style="list-style-type: none"><li>- APLA YouTube channel reach: 500,000 reaches.</li><li>- Video views on APLA YouTube channel: 200,000 views.</li></ul>	<b>31<sup>st</sup> March, 2021</b>



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## 6. Other Terms / Conditions (Please, Read Carefully)

- The firm will be remunerated after the delivery of all specified deliverables.
- The final remuneration for the firm concerning task one (billboards) will be calculated upon the actual implemented quantities of the billboards with an allowed divination of maximum  $\pm 10\%$  of the main quantities, otherwise the firm will be considered failed in executing the mission and APLA will then keep the right in making any financial settlement against the firm.
- There will be **NO** extra compensation for any extra executed quantities than the demanded target.
- The firm or company should submit a signed financial offer in the sealed offer envelope with the bidding documents.
- The offer must include a **bid entry warranty** (كفالة دخول عطاء) with an amount of **(500 EURO)** through a bank warranty or a certified bank check in the name of (الاتحاد الفلسطيني للهيئات المحلية). The warranty must be valid for (90 days) from the last day of bids submission. Any bid that not including this warranty is considered not illegible and will be rejected.
- The 'outputs' of the assignment will be considered as "deliverables" upon the approval by APLA.
- The firm shall ensure close cooperation and coordination with APLA.
- The firm shall follow the communication guidelines of APLA and ensure visibility of EU according to the organization's guidelines.
- The fees of buying the tender is (200 NIS) / nonrefundable, and should be paid in APLA Bank Account:  
Name of the Bank: The National Bank – Al-Masyoun Branch  
Account Number: 10082774  
Name: Association of Palestinian Local Authorities  
IBAN (ILS): PS78TNBC000000000001006087996
- any other costs required in implementing the assignment is the responsibility of the tender winner.
- Tender advertisement fees are the responsibility of the tender winner.
- APLA is not committed to the lowest price offer, but to the best evaluated offer, (Financially and technically).
- all submitted papers should be signed and stamped too.

### Document to be submitted (In sealed envelope):

- 1- ANNEX (1): signed Term of Reference (ToR).
- 2- ANNEX (2): Financial Offer.
- 3- FILLED & signed RFPQ (Sign all papers).
- 4- Technical Offer.



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## ANNEX 2: FINANCIAL OFFER

**“Please note to fill the unit price, total price and total in words for each requested item, The prices shall include any management fees”:**

Description/ Activity	Unit	Quantity	Unit Price In EURO	Total Price in EURO
1 -Billboard’s advertising including design, print and installation	Square Meter	1350		
Total amount in letters for item (1): .....				
2 – Design Online Posters: (1 Facebook Cover, 21 Facebook Posts: 800*800 pixels)	FB poster	22		
Total amount in letters for item (2): .....				
3 - Online promotion: APLA FB Page (Att. TOR):				
3.1 – 10,000 new likes on APLA FB page.	Facebook Promotion Campaign	1		
3.2 – 1 million reaches for the campaign on FB page (30 post)				
3.3 – 500,000 reaches for the elections Video on FB.				
Total amount in letters for item (3): .....				
4 - Online promotion: APLA YouTube channel				
4.1 - 200,000 views for the elections video YouTube channel.	YouTube Promotion Campaign	1		
4.2 - 500,000 reaches for the YouTube channel.				
Total amount in letters for item (4): .....				
GRAND TOTAL (EURO) in Numbers				



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GRAND TOTAL (EURO) in Words	
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**Signature of the Vendor**

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Date: / 02 /2022.