



الاتحاد الفلسطيني لهيئات المحلية
Association of Palestinian Local Authorities

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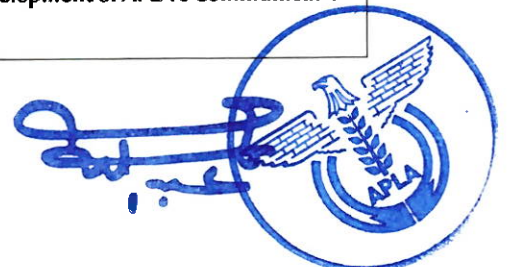
REQUEST FOR PRICE QUOTATION (RFPQ)
Services of an Individual Communication Expert

REFERENCE CODE: APLA/EU-MAAP/2022-11

Issue Date: 25th May 2022.

| 1. CONTACT PERSON AT APLA | |
|---------------------------|--|
| NAME: | Nadine Nakhleh |
| FUNCTION: | Communication Coordinator |
| ADDRESS: | 2 nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine |
| TEL. & FAX.: | +972 2 2960712 & +972 2 2960713 |
| Mobile: | +972 597250666 |
| E-MAIL: | n.nakhleh@apla.ps |

| 2. OBJECTIVE OF THE REQUEST |
|--|
| <p>APLA's background:</p> <p>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.</p> <p>Project Brief:</p> <p>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 and to strengthen the institutional and operational capacities of APLA.</p> <p>The Main Objective of The Assignment:</p> <p>Under the guidance and supervision of APLA, and in full cooperation with APLA's Communication Coordinator, APLA is seeking to get the services of an individual communication expert to be responsible for the development of APLA's Communication Strategy. This includes:</p> |





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The development of a communication strategy for the Association of Palestinian Local Authorities – APLA, which incorporates customized approaches to effectively inform and engage various types of stakeholders, by structure and developing clear guidelines relevant to communication, and awareness-raising to enhance APLA's image and Influence, and setting clear directions, and the tone so that all communication activities, products, and materials work in harmony to achieve the desired goals, depending on more careful consideration of the chosen communication channel, the receiver, and the content. In this regard, APLA intends to contract an **individual Communication Expert** to supply APLA with the needed services concerning the "**Communication Strategy**". Main tasks and responsibilities are as attached in Term of Reference, Annex (1).

| 3. INSTRUCTIONS | | |
|-------------------------------------|--|---|
| RECEPTION OF PRICE OFFERS | DATE: | DEADLINE: 3:00 PM, Tue. 7 th June 2022. |
| | PLACE: | 2 nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine. |
| | DOCUMENTS AND ANNEXES TO BE SUBMITTED: <i>(FINANCIAL OFFER AND OTHER REQUESTED DOCUMENTS HAVE TO BE SUBMITTED IN ONE SEALED ENVELOPE IN HAND TO APLA'S OFFICE AT THE INDICATED ADDRESS)</i> | 1- ANNEX (1): Signed Term of Reference (ToR). 2- ANNEX (2): Financial Offer. 3- Filled & Signed RFPQ (Sign all papers). 4- Expert CV including experiences and similar previous assignments. |
| VALIDITY PERIOD OF THE PRICE OFFER: | | 30 days after the submission date of the price offer. |

| 4. TECHNICAL SPECIFICATIONS: |
|--|
| <p><u>Selections and Awarding Criteria</u></p> <p>The Expert has to submit the followings:</p> <ol style="list-style-type: none">1. Personal CV highlighting the qualifications and relevant experience in similar service.<ul style="list-style-type: none">• At least 10 years of practical experience in relevant field.• Expert CV including experiences and similar previous assignments <p><u>Awarding criteria</u></p> <p>The selection of the Expert will be based on both Qualifications and financial evaluation:</p> <ol style="list-style-type: none">A. Qualifications Evaluation 50%B. Financial Evaluation 50% <p>The Expert has to take the following points in to consideration:</p> <ol style="list-style-type: none">1. Payments: The consultant/Expert will be remunerated according to the input justified by the time sheet given the total time/effort. Input does not exceed the total specified LOE in this TOR, and a filled payment request reflecting the timesheet.2. The outputs of the assignment will be considered "deliverables" upon the approval of APLA3. The duration for the assignment is 4 months, starting from 1st July 2022 until 31st October 2022. |





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4. The estimated Level of Effort for the requested assignment is (12 Working Days)
5. One cost item is requested to be filled, the expert shall fill the price per LOE (Working Days), and the total price for the whole WDs of the assignment.
6. Filled price offer should be in Euro currency (Euro).
7. Individual Income Tax for Consultants: Income sourced taxes will be deducted from the gross amount and forwarded to the tax authority. It is the Consultant's sole responsibility to pay all taxes, the gross amount shall be subject to any further deductions according to Palestinian Law and the consultant hereby irrevocably authorizes APLA to deduct any such taxes and remit same to the relevant authorities.

5. DELIVERY/ PERFORMANCE ADDRESS

| | |
|----------------------|---|
| ADDRESS: | 2 nd floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine الطابق الثاني - بناية صفد - 10 شارع جبرا الانقر - المصيون - رام الله / فلسطين |
| CONTACT INFORMATION: | NAME: Lina Abu Obaid. |
| | FUNCTION: Administrative Assistant. |
| | TEL: 02-2960712. |
| | MOBILE PHONE: 0594398424. |
| | E- MAIL: info@apla.ps |

6. PRICE OFFERS SUBMISSION DEADLINE

Deadline of submission bids: 3:00 PM., Tue. 7th June, 2022

7. IDENTIFICATION OF THE EXPERT

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





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Consultant/Expert Declaration:

By submitting this Price Offer, The Consultant/Expert

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.

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: / /2022.

FAO

Diana Jadallah

EXECUTIVE DIRECTOR

Abdallah Anati





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Annex 1: TOR

Services of an Individual Communication Expert

Reference Code: APLA/EU-MAAP/2022-11

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. Main Objectives of the assignment:

To develop a communication strategy for the Association of Palestinian Local Authorities – APLA, which incorporates customized approaches to effectively inform and engage various types of stakeholders, by structure and developing clear guidelines relevant to communication, and awareness-raising to enhance APLA's image and Influence, and setting clear directions, and the tone so that all communication activities, products, and materials work in harmony to achieve the desired goals, depending on more careful consideration of the chosen communication channel, the receiver, and the content.

Aim of this assignment

1. Communicate better with APLA members and stakeholders for raising awareness
2. Develop smart communication tools to enhance APLA communications and stakeholder's engagement.
3. Develop and recommend public information campaign methods
4. Set guidelines for developing the annual communication plans
5. Set out its monitoring and evaluation frameworks.

3. Language:

All deliverables (Communication Strategy) should be submitted in two languages: Arabic and English.





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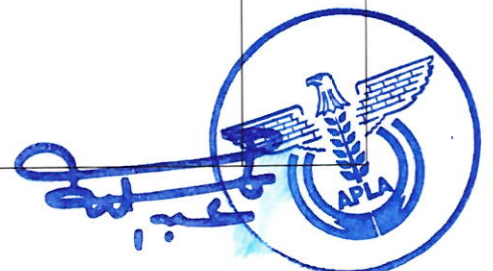
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4. Timeframe

APLA shall hire the consultant/expert to develop the communication strategy as requested within a period of 4 Months starting from 1st July 2022 until 31st October 2022.

5. Deliverables

| Task No. | Task Description | Deliverables | Due Date |
|----------|---|--|-----------------------------|
| Task One | = Desk review, Meetings with APLA staff, understanding of the assignment and timetable, Submission of an inception report demonstrating methodology. | - Inception Report | 31 st July 2022 |
| Task Two | = Drafting the Communication and Visibility Strategy Document, to be prepared and presented to APLA's team and/or a stakeholder's workshop = Interim/ Strategic Analysis/ Report: and a gap analysis of the communication needs of APLA and overall communication needs = Positioning: Suggested communication and visibility approach and products = Knowledge: Suggested communication and visibility approach and products to support knowledge sharing = Awareness: Suggested communication and visibility approach and products (Inc. Features, press tours; stakeholders exchange; videos, etc.) = Crisis Communication Approach: Suggested approach to crisis communication (incl. reputational risk assessment; crisis communication material; fact sheets and critical issues.) = Improvement and mainstreaming of all advocacy and services and diversify communication channels. This also includes activities related to gender and SDGs localization. = Risks mitigation, suggested communication, and visibility approaches. = Audiences: Mapping of target groups, identifying communication objectives for each targeted audience and tailoring activities. (detailed section) = Key Messages: What is the message? Why this message? When to communicate it? Who are the targets? How and what is the tool to communicate it? = Monitoring & Evaluation plan = References | - Draft of the Communication and Visibility Strategy | 30 th Sept. 2022 |





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| | | | |
|------------|--|---|----------------------------|
| Task Three | = Communication and visibility strategy (Final Draft) in two languages Arabic and English, with all modified and approved headings as indicated in Task Two after review and endorsed by APLA. = Action Plan for implementing the communication and visibility strategy | - Final communication and Visibility strategy document (in Two languages - Arabic and English), with action plan | 31 st Oct. 2022 |
|------------|--|---|----------------------------|

6. Level of Effort (LOE):

| Task | LOE (Working Days WD) |
|--------------------|------------------------|
| Task1 | 4 WDs |
| Task2 | 6 WDs |
| Task3 | 2WDs |
| TOTAL (WDs) | 12 Working Days |

7. Scope of Services:

- Summary of the local governance context in Palestine
- Summary of the institutional context for APLA; Carry out a research analysis of the Communication gaps & challenges for both internal & external stakeholders
- Identification of the target audiences (i.e.: Members, Donors, local and international partners, and general public, etc.);
- Identification of the communication objective for each targeted audience (stakeholder mapping)
- Identification of the key messages to keep each type of stakeholders engaged
- Identification of the communication products and activities tailored to each audience, building on already produced communication material, when possible, for each target audience.
- Development a style guide for all communications on APLA issues to ensure consistent formats for publications and communication products.
 - What type of information should APLA share? what is communicated? how and by whom?
 - When should APLA be sharing information?
 - Who should be involved in information sharing and communication with communities?
 - How should APLA be sharing information and communicating?
 - What kind of information APLA shouldn't communicate about? What about sharing information on APLA budgets?
 - How can APLA ensure that a gender and social inclusion lens are applied in all communication mediums?
- Identification of resourcing levels are required to implement the proposed communications strategy and planning of available communication resources.
- Setting the evaluation and monitoring indicators





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8. Minimum Qualifications of the Expert:

The Expert should have the following minimum requirements:

- Possess master's degree in either communication / public relations / journalism / language and literature / sociology, social studies, advertising / communication analysis & planning / marketing or related fields.
- Have a minimum of Ten (10) years' experience in developing communication strategies, conducting communications needs analysis and strategic design as well as in managing communication activities.
- Have excellent written and spoken knowledge of English and Arabic languages.
- Be results-oriented, creative, confident, and proactive who is able to work independently.
- Have strong organizational, analytical, and planning skills.
- Have competencies in use of computer and internet / information software.
- Have good knowledge of the Palestinian socio-political and cultural context.
- Be experienced in working with Palestinian governments, donors, civil societies, and media.
- Able to team up or involve professionals in the field and tap on their experiences, and
- Follow through initiatives and meet deadlines

9. Other Terms / Conditions (Please, Read Carefully)

- Remuneration: The Consultant / Expert will be remunerated due to the Level of Effort (LOE) that depends on the required Working Days (WDs) and according to the input justified by the time sheet given the total time/effort. Input does not exceed the total specified LOE in this TORs.
- The outputs of the assignment will be considered "deliverables" upon the approval of APLA
- There will be NO extra compensation for any extra efforts than the demanded ones.
- The Consultant / Expert should submit Annex 2 of this document (filled and signed) in the sealed offer envelope with the bidding documents.
- The 'outputs' of the assignment will be considered as "deliverables" upon the approval by APLA.
- The Consultant / Expert shall ensure close cooperation and coordination with APLA
- Any other costs required in implementing the assignment is the responsibility of the winning expert.
- All submitted documents should be signed by the applicant.

Documents to be submitted (One envelope):

- 1- ANNEX (1): Signed Term of Reference (ToR).
- 2- ANNEX (2): Financial Offer.
- 3- Filled & Signed RFPQ (Sign all papers).
- 4- Consultant / Expert CV including experiences and similar previous assignments





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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":

| Description/ Activity | Unit | Quantity | Unit Price In EURO (Per WD) | Total Price in EURO (for 12 WDs) |
|--|-------------------------|----------|-----------------------------------|--|
| 1- Efforts of a communication consultant/expert to Develop APLA's Communication and Visibility Strategy | WD | 12 | | |
| Total amount in letters for item (1): _____ | | | | |
| GRAND TOTAL (EURO) in Numbers | _____ | | | |
| GRAND TOTAL (EURO) in Words | _____ _____ _____ | | | |

Signature of the Vendor

Date: / /2022.

