



## REQUEST FOR PRICE QUOTATION (RFPQ)

### Social Media Campaign

REFERENCE CODE: APLA/Enabel-2023-08

Issue Date: 1<sup>st</sup> Feb 2023

1. CONTACT PERSON AT APLA	
NAME:	Nadine Nakhleh
FUNCTION:	Communication & Advocacy Officer
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## 2. OBJECTIVE 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). MAAP is 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. MAAP 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). In addition, Enabel is supporting MAAP under the framework of "Local Government Reform and Development Programme – Phase 2, Addendum PZA 1303311" through the action (Supporting the Localization of Sustainable Development Goals-SDGs).

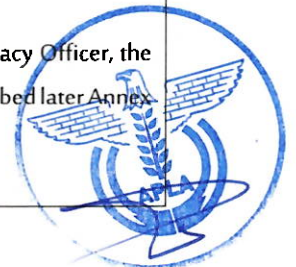
As part of the action, APLA is keen for contracting a firm/company who has the needed experience and skills to supply the service of "design and run online campaign".

### The Main Objective of The Assignment:

Under the guidance and supervision of APLA, and in full cooperation with APLA's Communication & Advocacy Officer, the company (Firm) will be responsible of managing APLA's online campaign and shall achieve the targets as described later Annex

1 - ToR. These services include:

- Design 24 online posts tackling specific components of Awareness raising about Environment.





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- Publish and promote the designed posts through APLA's social media platforms (Facebook, YouTube, Twitter, and LinkedIn).
- Publish and promote the 6 Videos – produced by APLA – through APLA's social media platforms (Facebook, YouTube, Twitter, and LinkedIn).

### 3. INSTRUCTIONS

RECEPTION OF PRICE OFFERS	DATE:	DEADLINE: 3:00 PM, Wed. 15 <sup>th</sup> Feb, 2023.
	PLACE:	2 <sup>nd</sup> floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine.
	DOCUMENTS AND ANNEXES TO BE SUBMITTED: <i>(ORIGINAL TECHNICAL &amp; FINANCIAL OFFERS HAVE TO BE SUBMITTED IN ONE SEALED ENVELOPES WITH OTHER REQUESTED DOCUMENTS 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- Company profile. 5- Valid source of deduction.
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/company has to submit the firm/company profile highlighting the qualifications and relevant experience in similar service.

#### Awarding criteria

The selection of the firm will be based on both Technical and financial evaluation:

- A. Technical Evaluation 60%
- B. Financial Evaluation 40%

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

1. **Payment:** The total cost of the assignment will be paid in one payment.
2. The duration for the assignment is 6 months, starting from the date of signing the purchase order/ contract.
3. **Three cost items are requested to be filled as indicated to in Annex 2: Financial Offer.**
4. Filled price offer should be in Euro currency (Euro).
5. Filled prices should be excluding vat (VAT- Exempted).
6. **A zero VAT invoice will be requested to process the payment.**

### 5. DELIVERY/ PERFORMANCE ADDRESS

ADDRESS:	2 <sup>nd</sup> floor, Safad Bld., 10 Jabra Al Anqar str., Al Masyoun, Ramallah, Palestine الطابق الثاني - بناية صغد - 10 شارع جبرا الانقر - المصيون - رام الله / فلسطين
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CONTACT INFORMATION:	NAME: Rasha Sarhan
	FUNCTION: Administrative Assistant
	TEL: 02-2960712.
	MOBILE PHONE: 0593171901
	E- MAIL: info@apla.ps

**6. PRICE OFFERS SUBMISSION DEADLINE**

Deadline of submission bids: 3:00 PM., Wed. 15<sup>th</sup> Feb, 2023.

**7. IDENTIFICATION OF THE FIRM / COMPANY**

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 Company as stated at the Bank:	

**8. Other Terms / Conditions - (Please, read carefully)**

- The firm / company will be remunerated after the delivery of all specified deliverables.
- There will be NO extra compensation for any extra specifications than the approved and demanded ones.
- The firm / company should submit Annex 2 of this document (filled, signed and stamped) 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 firm / company shall ensure close cooperation and coordination with APLA.
- Any other costs required in implementing the assignment is the responsibility of the tender winner.
- All submitted papers should be signed and stamped too.





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### Firm / Company Declaration:

By submitting this Price Offer, The firm/company ..... 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 /2023.

FAO

Reem Jaas

EXECUTIVE DIRECTOR

Abdallah Anati





## Annex 1: TOR

### **Social Media Campaign**

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#### **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). MAAP is 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. MAAP 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). In addition, Enabel is supporting MAAP under the framework of "Local Government Reform and Development Programme – Phase 2, Addendum PZA 1303311" through the action (Supporting the Localization of SDGs).

As part of the action, APLA is keen for contracting a firm/company who has the needed experience and skills to supply the service of "design and run online campaign".

#### **1. Objective of the assignment:**

The assignment aims basically to contract a company/ firm to manage APLA's online campaign and shall achieve the targets as described later in the scope of services. These services include:

- Design 24 online posts tackling specific components of Awareness raising about Environment.
- Publish and promote the designed posts through APLA's social media platforms (Facebook, YouTube, Twitter, and LinkedIn).
- Publish and promote the 6 Videos – produced by APLA – through APLA's social media platforms (Facebook, YouTube, Twitter, and LinkedIn).

The company/ firm shall provide these social media services taking into consideration the followings:

- Monitor the performance and progress of the mentioned campaign.
- Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, infographics, etc.).
- Development of user-generated content (polls ideas, interactive stories, interactive social media posts)
- Monthly reports on levels of reach, clicks and engagement rates.
- Compiling to APLA's communication guidelines and ensure APLA and ENABEL visibility.

#### **2. Timeframe**

The implementation is expected to be started on 20<sup>th</sup> Feb. till end of 31<sup>st</sup> July, 2023.





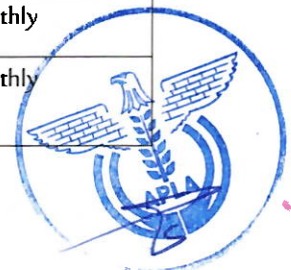
### 3. Scope of Services:

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>Task One:</b> Design an awareness online campaign tackling specific components of Awareness raising about Environment.	<ul style="list-style-type: none"><li>➤ The company should design 24 online posts – both in Arabic and English</li><li>➤ Open-source: Full edited projects should be delivered – (Adobe Illustrator)</li><li>➤ APLA will provide the content.</li></ul>
<b>Task Two:</b> Online Promotion for APLA's social media platforms	<ul style="list-style-type: none"><li>➤ The Company should Promote the designed Campaign</li><li>➤ Online Promotion should be provided through APLA's digital media platforms (Facebook, Twitter, LinkedIn) with target of:</li><li>➤ Campaign Reach (<u>on monthly basis</u>):<ul style="list-style-type: none"><li>- Facebook: 500K Reach + 1000 Page likes</li><li>- Twitter: 20K Impressions</li><li>- LinkedIn: 10K Impressions</li></ul></li></ul>
<b>Task Three:</b> Online Promotion for 6 Videos	<ul style="list-style-type: none"><li>➤ APLA will provide the company with the 6 videos.</li><li>➤ The Company should Publish and Promote the 6 videos</li><li>➤ Online Promotion should be provided through APLA's digital media platforms (YouTube, Facebook, Twitter, LinkedIn) with target of:<ul style="list-style-type: none"><li>- YouTube: 100K Views/ for each video</li><li>- Facebook: 100K Views/ for each video</li><li>- Twitter: 20K Impressions/ for each video</li><li>- LinkedIn: 10K Impressions/ for each video</li></ul></li></ul>

### 4. Deliverables

Task	Deliverables	Due Date
Task One	24 Online posts with the open-source projects	28 Feb 2023
Task Two	A report for each social media channel illustrating the achieved targets.	Monthly
Task Three	A report for each video illustrating the achieved targets through APLA's social media platforms.	Monthly







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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	Total Price in EURO
1- Design of 24 online posts in both Arabic and English - Open-source: Full edited projects should be delivered – (Adobe Illustrator)	Online Post	24		
Total amount in letters for item (1): .....				
2- Online promotion for APLA's social media platforms: Promotion of the designed posts through APLA's digital media platforms (Facebook, Twitter, LinkedIn) with the indicated targets in annex1: ToR.	Month	5		
Total amount in letters for item (2): .....				
3- Online publishing and promotion for 6 Videos through APLA's digital media platforms (YouTube, Facebook, Twitter, LinkedIn) with the indicated targets in annex1: ToR.	Month	5		
Total amount in letters for item (3): .....				
GRAND TOTAL (EURO) in Numbers				
GRAND TOTAL (EURO) in Words				

Signature of the Vendor

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Date: /02/2023.

