

Call for Tenders – Framework contract:

Website & External Communications Management

Post title: **Framework contract _ Website & External Communications Management**

Location: EU

Starting date: As Soon as possible and for a period of 4 years

ABOUT THE ORGANISATION

The Institute of European Democrats (IED) - ASBL, is a non-profit association based in Brussels and has been established in September 2007 as an independent Research Institute. The Institute of European Democrats is an innovative European political and cultural Research Institute that offers fresh political ideas as well as a strong and respected cultural background to the European Democratic Party (EDP) to which it is formally affiliated.

ABOUT THE CALL FOR TENDERS

The IED is actively seeking a long-term partnership to provide Website, External Communications and Events management. This includes services such as website design and continuous update, social media accounts management.

By establishing a framework contract, the IED aims to establish a structured mechanism for future purchases. This contract does not impose an obligation on the IED to enter into specific contracts with the framework contractor, nor does it require them to make purchases up to a predefined limit. Instead, it serves as a framework for potential future contracts.

The framework contract will be awarded to a single contractor, and it covers various aspects of design, production and maintenance. Specifically, it includes:

1. Website Development and Continuous Updates:
 - Designing and creating the IED website to ensure an attractive and user-friendly interface.
 - Regularly updating and maintaining the website to keep it current and relevant.
 - Providing timely assistance and support whenever necessary to ensure optimal website performance.
2. Social Media Account Management:
 - Collaborating on the conception and planning of effective social media campaigns.
 - Managing and maintaining the IED's social media accounts across platforms such as LinkedIn, Twitter, Facebook, and Instagram.
 - Posting engaging and relevant content to increase audience engagement and brand visibility.

3. Event Livestream Support:
 - Assisting the IED with livestreaming events on the aforementioned social media networks.
 - Ensuring seamless execution of livestreams and resolving any technical issues that may arise.
 - Enhancing the overall streaming experience to deliver professional and engaging content.
4. Technical aspects of running a website:
 - Set-up of a hosting space, technical updates like e.g., PHP updates (operational software on a webserver).
 - Set-up of a content management system, providing regular updates to it.
 - Speed & performance checks like Google Page Speed etc.
 - 24/7 live monitoring of a website.
 - Backup and security procedures.
5. Other aspects that will be considered:
 - SEO - Search Engine Optimization.
 - Legal requirements of the GDPR (Cookies, etc.).
 - Indexing of the content of the Website via XML Sitemaps e.g., in the Google Search Console.

The framework contract is intended to provide a solid foundation for ongoing collaboration and mutually beneficial partnerships.

The offer is for a framework contract. Based on this contract, specific contracts will precisely define quantities and times for deliveries when required. IED will contact the contractor at least two weeks before the event/project.

The IED is funded by the European Parliament and is being regulated under the Regulation (EU, Euratom) No 1141/2014.

TENDER REQUIREMENTS

- Branded communication in line with the IED corporate identity & EU Parliament regulation
- Strategic planning
- In-contract coverage for support, analytics, and timely responsiveness

EVALUATION CRITERIA

The elements we will consider determining the best value for money are:

1. Contractor's references
2. Technical and professional capacity
3. Contractor's availability and technical capacity to react timely to requests.

4. Ability to communicate using different languages, especially English
5. Time needed to provide requested deliverables
6. Legal and regulatory capacity (Proof of enrolment in a relevant trade or professional register)

TENDERING PROCESS

Interested contractors/suppliers should submit their offer, together with their portfolio to show eligibility to the tender requirements and its Annex, no later than midnight (CET) on 25 August 2023 to:

procurements@iedonline.eu

with the subject line "**Proposal_IED Website & External Communications Management**".

Your personal data will be processed solely by IED and only for the purpose specified in this call. It will be stored safely and securely following the GDPR laws. To ensure GDPR compliance please include the following sentence to the body of your email confirming your consent: "I agree to the IED processing my data for the purpose of the Call for Tenders procedure".

Review of the offers and tenders is scheduled to take place between 26 and 31 August 2023.