Public tender

Communication support –

Afghanistan Office

# Contractor

Geneva Call (www.genevacall.org) is a Swiss neutral, impartial and independent international humanitarian organisation with a country office in Kabul, Afghanistan. Geneva Call develops sustainable long-term humanitarian engagement to promote the respect of international humanitarian norms by fighting parties. Geneva Call works with fighting parties in a long-term process of engagement through bilateral meetings with political and military leaderships, discussions and trainings on international humanitarian norms to increase their commitments to respect international humanitarian norms to protect civilians from the adverse effects of armed conflicts. In complement to this long-term engagement, Geneva Call raises their awareness on international humanitarian norms using mass media campaigns.

Geneva Call is seeking suitable companies and individual experts to support the development of its communication strategy and related materials, and manage and monitor communication activities in country. Geneva Call publicizes a call for all interested companies and individuals to provide quotations as per below detailed requirements.

**Submission**:

Interested bidders are requested to submit the following as part of their quotations:

1. Description of the communication strategy on given area as specified here Below in the table;
2. Timelines for each task given;
3. Detailed budget and intended payment schedule;
4. Past experiences of relevant work;
5. References from previous clients

# Scope of Work & Deliverables

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| **Task** | **Task Item** | **Quantity** | **Description** |
| 1 | Development of communication strategy | one | -Analysis of client communication needs;  -Analysis of intended target groups;  -Development of messages based on target groups;  -Defining communication channels for each target group;  -Developing communication strategy for client in Afghanistan;  -Developing communication timeline and monitoring tools. |
| 2 | Social Media Management | 10 Posts  Per Month on all social media | -Creation and management of two website pages in Dari and Pashto;  -Creation and management of Twitter account;  -Coordination and approval of content with clients;  -Anti-crisis Social Media Management planning;  -Coordination of special promo-campaign in social media;  -Providing roadmap for all special activities in social media (including collaboration & partnership);  -Monthly reporting with SMM analytics;  -KPI: following Social Media Management strategy, up to 10 posts per month posted in social media, ads campaign coverage per month, reach and count new followers per month, monthly report. |
| 3 | Moderation | 1 hour every day from Saturday to Thursday | -Posting of text, video, audio and photo content on clients’ social media;  -Answering users’ questions from Saturday to Thursday (10:00 - 19:00);  -Deleting abusive comments from users on clients’ social media, informing client about negative comments with proposals of correct answers;  -Reacting on negative comments after clients’ approval;  -Friendly representation company reflected in comments;  -KPI: answering users’ questions less than in 1 hour from Saturday to Thursday (10:00 - 19:00) |
| 4 | Adaptation videos | 5 videos adaptation single activities  Up to 10 visual per month | -Adapting client awareness raising videos to local context;  -translation in local languages (Pashtu and Dari);  -Adaptation of visual concepts, searching visual content for social media;  -Designing of cover photo & templates;  -KPI: 5 videos one-time adaptation, up to 10 visuals for social media approved by client per month |
| 5 | Adapting client mobile App | One Mobile App adaptation in local context and language | -Adapting client mobile App in local context, translation in local languages (Pashtu and Dari);  -KPI: One-time adaptation activity and promotion approved by client |
| 6 | Training Material Development | 5 Booklets | -Design of new sets of booklets tailored to Afghan context in for use in training sessions;  -Printing of 2’0000 copies of each |
| 7 | Design of GC institutional brochure | 1 brochure | -Adaptation of GC institutional brochure to Afghan context and translation into English, Pashto and Dari  -Printing of 500 copies |
| 8 | Adaptation of GC official videos | 1 video (3 min) | -Adaptation of some of the drawings and translation (voice over in Pashto and Dari)  <https://www.youtube.com/watch?v=zV9FjnwjzrQ&t=67s> |
| 9 | Dubbing of ‘In their words video’ | 1 video in 2 languages | -Dubbing one video in Pashto and Dari |
| 10 | Visibility material | 1 set (units to be determined) | -Design and production of a set of visibility material (note books, stickers, pens, pins, etc.) |
| 11 | Media monitoring system | System development | -[Monitoring system for media and social networks https://youscan.io/price/](https://youscan.io/price/) |

* Providers are entitled to bid for a selected number of items only;
* The work is expected to be completed within four months after contract is signed;
* Payments will be made by bank transfers only;
* All payments are subject to government tax deduction or bidder has to prove tax exemption;
* Further information could be asked to support the bid from initial long listed bidders which will not guarantee final selection;
* Geneva Call reserves the right to withdraw the RFQ in full or any part of it at any stage on its own discretion;
* Geneva Call will not pay any cost for information collection or preparation of bid by bidders;
* Closing Date: 01 Oct 2019.

Only the successful bidders will be contacted. Offers will be reviewed soon after closing date. A selection committee will gather administrative and technical personnel of Geneva Call. Proposals shall be sent to [HR-Eurasia@genevacall.org](mailto:HR-Eurasia@genevacall.org) and ABasirat@genevacall.org

Kabul, 18 September 2019