



International Foundation for Electoral Systems

Date: March 29, 2024

Subject: Informal Solicitation for Gender Social Media Campaign

The International Foundation for Electoral Systems (IFES) invites your firm to participate in this competitive solicitation for pricing, delivery, and terms of potential sale of the following goods and/or services for the IFES office in Bishkek, Kyrgyzstan. IFES reserves the right to reject any and all offers, to add, delete, or modify any element of the solicitation at any time without prior notification and without any liability or obligation of any kind. This solicitation does not obligate IFES to enter into a contract nor does it obligate IFES to pay any costs incurred in the preparation of submission of any Response.

BACKGROUND

IFES is an independent, non-governmental organization (NGO) with headquarters registered in the United States of America. IFES supports citizens' rights to participate in free and fair elections. Our independent expertise strengthens electoral systems and builds local capacity to deliver sustainable solutions. As the global leader in democracy promotion, we advance good governance and democratic rights by providing technical assistance to election officials, empowering the underrepresented to participate in the political process and applying field-based research to improve the electoral cycle. Since 1987, IFES has worked in over 145 countries – from developing democracies, to mature democracies.

DESCRIPTION OF GOODS AND/OR SERVICES

Civil society organizations (CSOs) and media community can play an important role and become catalysts for new approaches in promoting gender equality and leadership in the communities, combating gender discrimination, and advancing gender-sensitive legislation and mechanisms. Under the anticipated contract, the selected vendor will design and disseminate a social media campaign highlighting women's leadership in Spring and Summer 2024. Proposed offers should aim to promote women's leadership via social media to foster an enabling environment supportive of women as leaders in politics and civil society. The anticipated total value of this contract will be between \$7,000 and \$13,000.

The vendor must seek to include both women and men in all aspects of this activity. IFES encourages innovative approaches backed by strong analytical and data-driven components in the design of the social media campaign in order to effectively reach the public online and foster change in attitudes. Tasks under this project, may include but are not limited to:

1. Develop a social media strategy with a content plan outlining the topics, formats, and posting schedule for campaign as well as target audiences and platforms [for example, Facebook, Instagram, TikTok, YouTube, Telegram, X (formally Twitter), etc.];
 - a. Strategy and campaign development should consider findings from the series of workshops with women, media and civil society actors facilitated by IFES on women's leadership and women's role in media.
 - b. If possible, conduct desk research on existing perceptions and attitudes towards women in politics, division of household responsibilities, and gender roles to inform the development of the campaign strategy.
2. Create compelling and culturally resonant content tailored for social media platforms in Kyrgyz and Russian languages, with messaging that may include but is not limited to:
 - a. Addressing societal norms and common misconceptions, which may discourage women's leadership;
 - b. Raising awareness of current obstacles and barriers faced by women (as new and established civic leaders);
 - c. Highlighting past and present female civic leaders and their impact to inspire others; and
 - d. Advocacy campaigns to encourage greater women's involvement and leadership in politics.
3. In coordination with IFES, participate in meetings with women leaders, women's advocacy organizations, gender experts and online influencers (both men and women) to champion women's empowerment across all levels of political and social spheres and to provide technical insights and recommendations in designing media content;
4. Use language, visuals, and storytelling techniques that evoke emotions and drive engagement;
5. Encourage audience interaction and user-generated content through contests, calls-to-action, hashtags, and/or challenges;
6. In consultation with IFES, foster ongoing conversations around women's participation in politics by responding as appropriate to comments, messages, and mentions on social media in timely manner;
7. Implementing paid advertising strategies on certain platforms as necessary to reach target audiences;
8. Disseminate existing media products on women's engagement and inclusion created as a result of IFES' Media Lab;
9. Use tracking tools to monitor campaign performance (ex. engagement rates, reach and traffic);
10. Provide regular reports on key metrics and insights from tracking the campaign; and
11. Provide data-driven recommendations for optimizing campaign effectiveness (throughout the project) and to support future campaign development.

REQUIREMENTS

Prospective contractors must submit the following information in the Response:

1. A contact name, email address, and telephone number to facilitate communication between IFES and the prospective contractor.
2. General information about the contractor's history and experience.
3. If a government, its agents, or agencies, have an ownership or managerial interest in the company, the prospective contractor must indicate this when submitting its offer. Failure to do so will result in the prospective contractor's offer being removed from consideration.
4. A brief outline of the company, including:
 - a. Full legal name and address of the company or individual;
 - b. Corporate and tax registration documents
 - c. Full name of the legal representative (president or managing director) of the company (not applicable for individuals);
 - d. Name of any individuals or entities that own 50% or more of the company;
 - e. Year business was started or established; and
5. The prospective contractor must disclose in writing with its Response any subcontracting that will take place under an award. Failure to disclose subcontracting relationships will result in the prospective contractor's offer being removed from consideration. (if permitted by the solicitation) / No subcontracting is allowed under this solicitation.
6. IFES requests quotations for the above listed goods/services on an hourly/daily/monthly basis.
7. Contain detailed cost in USD with all applicable taxes/charges clearly identified, provided against each of the categories of services described in this request.
8. Detailed description of past experiences providing similar services to international NGOs.
9. Names, addresses, and telephone numbers of three business references, and approval to contact the listed references. IFES reserves the right to request and check additional references.
10. Prospective contractor must be legally registered under the laws of the country in which they are organized and possess all licenses, permits and government approvals necessary for performance of the work.
11. All Responses shall be in the English language and submitted via procurement.kg.

SCHEDULE OF EVENTS

Release of Solicitation	April 1, 2024
Questions Due	April 8, 2024; by 17:00 Bishkek Time
Response from IFES	April 10, 2024
Submission Due	April 15, 2024; by 17:00 Bishkek Time
Anticipated Implementation Period	May 8, 2024 to July 31, 2024 (TBC)

The schedule noted above may be changed at any time in the sole discretion of IFES. All communication must adhere to this schedule and shall be sent to the attention of:

- **Bermet Mameyeva**
 Project and Monitoring, Evaluation & Learning (MEL) Manager
bmameyeva@ifes.org

- **Eliza Taitelieva**
Project Officer, Gender and Inclusion
etaitelieva@ifes.org

GENERAL TERMS AND CONDITIONS

1. IFES will only consider responsive Responses from responsible contractors for award.
2. Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.
3. Prices quoted must be valid for entire anticipated period of contract (approximately 3 months).
4. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation.
5. All procurement will be subject to IFES contractual terms and conditions, and contingent on the availability of donor funding.
6. IFES reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability.
7. IFES reserves the right to accept all or part of the quotation when awarding the contract.
8. All information provided by IFES in this solicitation is subject to change at any time. IFES makes no certification as to the accuracy of any item and is not responsible or liable for any reliance on or use of the information or for any claims asserted therefrom.
9. IFES reserves the right to require any prospective contractor to enter into a non-disclosure agreement.
10. The solicitation does not obligate IFES to pay for any costs, of any kind whatsoever, which may be incurred by the prospective contractor or any third parties, in connection with the Response. All Responses and supporting documentation shall become the property of IFES.

IFES has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to IFES projects, contracts or activities, please contact IFES' Compliance Hotline at compliance@ifes.org or at +1 202-350-6791.