Request for Quotation
Digital Advocacy Support

23 April 2020

Background
Human Rights House Foundation works closely with Human Rights Houses and partner organisations to advocate for and fulfil rights that underpin independent civil society and make it possible to hold institutions and individuals accountable. Alongside Human Rights Houses and partner organisations, we advocate for the fundamental freedoms of assembly, association, and expression, and the right to be a human rights defender. We support the passage, and effective implementation, of national policies and legislation, by robust and independent state institutions, based on strong international standards and mechanisms. The utilisation of digital communication channels is a key strategy for advancing key advocacy priorities, engaging directly with policymakers and stakeholders, and building awareness among key groups.

HRHF is an international organisation headquartered in Oslo with an office in Geneva and representation in Brussels and Tbilisi. HRHF holds consultative status at the United Nations and participatory status at the Council of Europe. The network of Human Rights Houses includes 17 Houses in 11 countries across western and Eastern Europe, the Western Balkans, and the Caucasus.

HRHF is seeking a service provider for two broad deliverables: a.) to design and deliver a digital communication capacity building programme for the network of Human Rights Houses and b.) to provide direct support to HRHF in delivering its digital communications. The project is expected to begin as soon as possible and last through the end of 2020, with the possibility of extension.

Key Deliverables Expected of Service Provider:

Design & deliver an English-language digital communication capacity building programme:
1. Guide up to 15 organizations through a multi-step digital advocacy programme which includes a blend of presentation materials, live trainings, coaching and mentoring.
2. Assist trainees in analysing their organization’s digital resources and performance.
3. Advise on the use of paid promotion on key digital platforms.
4. Delivery of 2 – 3 graphic templates for use by trainees each month
5. Provide on-going review of potential content relevant for trainees and their organisations.

Provide direct support to HRHF in delivering its digital communications:
1. Implement a review of HRHF’s digital communications efforts
2. Conduct overall landscape mapping and strategic planning for digital communications
3. Provide advocacy campaign and content development support
4. Manage and advise on the use of paid promotion on key digital platforms

Tender Requirements
The following components should be included in the tender:
1. Cover letter with name and contact information of vendor
2. Proposal outlining in detail how the vendor intends to deliver the project.
3. Budget
4. Supplier profile/registration form
**Signing of Contract Agreement**
Following conclusion of the evaluation process and the successful identification of a suitable bidder, the bidder will be notified and sent a contract agreement for review and signature.

**Language of Tender:**
The bid, and all correspondence and documents related to the tender, shall be written in English.

**Current of offered prices:**
The rates and prices shall be quoted by the bidder entirely in Euros.

**Cost of tendering:**
The bidders shall bear all costs associated with the preparation, submission, and presentation of its tender/bid.

**Bid validity:**
Proposals in response to this RFP shall indicate that they are valid up until June 1, 2020.

**Enquiries:**
Enquiries are only permitted in writing and up to 3 days before the deadline for submission. Enquiries must be sent by email to advocacy@humanrightshouse.org.

**Quotation Due Dates:**
Quotations should be submitted electronically to advocacy@humanrightshouse.org by Wednesday, April 29, 2020 by 12:00 Central European Summer Time (CEST).