

Sarajevo, 10 March 2022

Public call for offers
Reference number NO 001 03/2022

Subject	Design and development of the website with a visual identity solution for the project SMART Balkans – Civil Society for Shared Society in the Western Balkans
Contractor	Centar za promociju civilnog društva (CPCD)
Project	SMART Balkans - Civil Society for Shared Society in the Western Balkans
Delivery location	Bosnia and Herzegovina
Contact information	prijava@cpcd.ba
Date of request publication	10 March 2022
Call duration	15 days
First design submission deadline	24 March 2022 24:00

1. CONTEXT/BACKGROUND

Centar za promociju civilnog društva (CPCD), together with partner organizations - Center for Research and Policy Making (CRPM) from North Macedonia and Institute for Democracy and Mediation (IDM) from Albania is implementing a regional project **SMART Balkans - Civil Society for Shared Society in the Western Balkans**. Overall goal of the project is to contribute to strengthening participatory democracies and Euro Atlantic integrations in the Western Balkans by empowering civil society organizations and CSO networks for stronger and active role in creating peaceful and inclusive societies for sustainable development in Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia.

The key focus of the project is distribution of more than 450 grants, capacity building of CSOs and campaigns, all related to two thematic areas: Security and stability and Governance, with strong regional cooperation aspect. Topics covered by this project include fight against organized crime and the prevention of radicalization, including violent extremism; reconciliation, with intercultural dialogue; reforms in support of Euro-Atlantic integration; human rights and gender equality, including gender – based domestic violence; freedom of expression and independent media.

More than 600 CSOs throughout the WB region will receive capacity building, mentoring, technical and financial support through the project grant scheme. These activities will tackle some of the challenges CSOs in the region are facing, such as low capacity and exclusion issues, poor information flows, lack of resources, and many more.

The project is awarded in the grant amount of NOK 180 million (EUR 17,73 million) by the Norwegian of Foreign Affairs.

2. SUBJECT OF PROCUREMENT

CPCD is seeking offers from highly qualified and experienced vendors that can provide services in website design and development, including graphic design services and professional support in finalization of the Communication Strategy and its implementation.

Based on the SMART Balkans - Civil Society for Shared Society in the Western Balkans project needs, the scope of work under this procurement is divided into two LOTS:

▪ **LOT 1 – Design and development of a project website; Website maintenance**

The project website is a flexible, informative, up-to date, user-friendly with an intuitive interface WordPress CMS platform that is easy to maintain and is viewable by desktop and mobile devices, aiming to provide project related information in a promotional and results-oriented manner.

The website should be designed and developed with the following features and around the following specifications:

- ✓ A multilingual website – with a homepage in English language with subpages in Bosnian/Serbian/Croatian/Montenegrin, Albanian and Macedonian languages
- ✓ Website code following W3C standard
- ✓ WordPress CMS platform
- ✓ Website is compatible with web browsers using W3C (Google Chrome, Mozilla Firefox, Internet Explorer 10.0 and newer, Opera, Safari, etc.)
- ✓ Website is available on all mobile devices, tablets, and smartphones using WC3 and should be optimized (readable, all functions available and visible regardless of the device)
- ✓ Additional functionalities (SEO integrated tools, social sharing, etc.)
- ✓ Website must be printer-friendly
- ✓ Website must have image, audio and video file upload and streaming features
- ✓ Website must have “smart search” enabled via built-in search tool
- ✓ Website must have search-by-name functionality and content of the documents must be searchable
- ✓ Website administration via web browser must be enabled from any location and should not be very complex to operate and be simple enough to be updated by the average user
- ✓ Each published article must contain name, date, amount of introduction text to be published on the main page, documents in attachment, images, etc.
- ✓ Each article has an individual page with full information
- ✓ Access granted to several administrator accounts with various access levels
- ✓ Facebook Pixel integrated
- ✓ Website should contain the following, inter alia, features:
 - Space for online banners (dynamic and static), i.e. advertising space
 - Navigation bars, easy option to add categories and subcategories, and other content on the page
 - Monitoring and analysis of website traffic and readability of individual information on the website
 - A library / database of documents on the website
 - Online surveys (which the administrator can create and edit independently)
 - Calendar of events
 - Connecting the website with social networks
 - User registration for email alerts
- ✓ The offeror should develop instructions for website management and conduct website management training for the CPCD team
- ✓ The offeror is expected to provide suggestions what the website should contain
- ✓ Security standards must include the following:
 - Brute Force protection;
 - File integrity monitoring (FIM);
 - 404 blocking;
 - Audit logs;
 - IP address blocking;
 - Malware scanning;

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- Security tracking

The offer should include the website maintenance on a monthly basis referring to the regular website updates, running backups, removing spam content, and making sure that the security standards are followed, inter alia.

▪ **LOT 2 – Visual identity solution with graphic design services**

Based on the project-related inputs provided by CPCD, the selected vendor is expected to provide professional support in finalization of the project Communication Strategy and development of the Book of Graphic Standards including a set of interrelated graphic elements as a foundation for further creation of the SMART Balkans - Civil Society for Shared Society in the Western Balkans visual identity to be used across different communication channels.

The selected vendor is expected to design and develop the following graphic elements of the project's visual identity:

- ✓ Design of a unique, memorable, and creative project logo adaptable for different display positions
- ✓ Attractive color palette – proposals for primary and secondary color palette using at least 2 colors
- ✓ Professional typography – selection of visually pleasing and readable font(s) with at least 2-3 typefaces (e.g. a combination of a serif, a sans serif and a script)
- ✓ Upon agreement on abovementioned graphic elements, the selected vendor should provide design services of the supporting graphic elements (e.g. icons, shapes, patterns, textures and lines that can be used to complement the project's visual identity — to pull out pertinent information, break up text and add additional dimensions to the designs).

In addition to providing professional support in finalization of the project's Communication Strategy (e.g. development of specific communication message, etc.), the selected vendor is expected to provide the design services on a needs basis of the following materials:

- ✓ Social media visuals
- ✓ Short animations/gifs
- ✓ Viber stickers
- ✓ Project's roll-up banner/backdrop
- ✓ Static/animated video intro/outro
- ✓ PowerPoint template

3. OFFEROR REQUIREMENTS

CPCD will accept offers from potential vendors only if the offers refer to providing services as described under both LOTS in section 2 – Subject of procurement. Offers under separate LOTS will not be accepted.

The selected vendor is expected to provide the abovementioned services following the tentative timeline:

- The submission of technical and financial offers – 24 March 2022
- The selection of the vendor and signing of the contract – up until 31 March 2022
- The finalization of the Communication Strategy and submission of first graphic standards proposal encompassing all required visual identity elements – 8 April 2022
- Based on the approval of the graphic elements, the selected vendor will develop a website mood board and present it to the CPCD – 12 April 2022
- Based on the approval of the mood board, the selected vendor will design and develop the first version of the website – 18 April 2022

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- The launch of the first website version – up until 22 April 2022
 - Provision of the final Book of Graphic Standards
 - The website maintenance and build-up – throughout the project’s lifespan (until the end of 2025)
 - Monthly support in graphic development of the material regarding Communication Strategy and Book of Graphic Standards – on needs basis services

The offerors should be legal entities registered in Bosnia and Herzegovina in the fields of web and graphic design, marketing, event management, and other related activities.

The contractor will reject the offer if the offeror, who submitted the offer, gave, or intends to give a gift to one of the employees of the contractor, in the form of money or some other form, in an attempt to influence the course of the procurement procedure.

4. LANGUAGE REQUIREMENTS:

The offer and the correspondence related to the offer between the offerors and CPCD shall be drafted and conducted in the English language only. The correspondence with the selected vendor will be conducted in the English language only.

5. COMMUNICATION WITH THE CONTRACTOR

All information related to the provision of services, requests for clarification and other information, the offerors can get only from the contact person; any other form of correspondence will not be considered as valid by the contractor.

All correspondence between the contractor and offerors should take place in writing, via e-mail.

Contact e-mail address: prijava@cpcd.ba

Inquiries may be sent by Thursday, 17 March 2022, until 14:00 hours the latest.

The answers to all inquiries received by the deadline for inquiries will be compiled by the contractor and published as a single document on the website www.civilnodrustvo.ba, by Monday, 21 March 2022 the latest.

6. OFFER PREPARATION

Offers shall be submitted in an electronic form via a designated e-mail address.

The offer shall contain the following elements:

- Application Form – Annex 1
- Signed and stamped letter of intent to perform the work following the tentative timeline
- Decision on registration of the organization/company with ownership structure
- Statement of Honor – Annex 2
- Technical Offer – Annex 3
- Financial offer – Annex 4

Offerors are required to prepare the offers in accordance with the conditions of procurement. Offers that do not comply with the conditions will be rejected as unacceptable.

The offerors shall bear all costs incurred during the preparation and submission of the offer. The contractor shall not bear any costs in the procurement procedure.

The offer must contain the date and signature of the offerors with contact information. If it contains more than one page, all pages of the offer must be numbered, making sure that the ordinal number of the page is visible.

Within the deadline for submission of offers, the offerors may amend, supplement, or withdraw the offer. The offeror may submit an amendment, a modification or withdrawal of the offer with an indication of one of the options in the e-mail subject: "Amendment/modification/withdrawal of the offer no. NO 001 03/ 2022".

7. OFFER VALIDITY PERIOD

Offers must be valid for 30 days, starting from the deadline for submission of offers. The offer validity period must be written clearly in the offer.

8. FINANCIAL OFFER

The offer price must be written in numbers and letters and be expressed in BAM. The price of the offer must include all costs of the subject of the offer. Offerors who are VAT payers shall state the net amount for each item, the total net amount of the bid, with the amount of VAT on the total amount of the offer. If the offerors include a discount in their offers, the discount needs to be clearly outlined.

The offeror must use Annex 4 – Financial Offer as a template.

9. DEADLINE FOR DECIDING ON THE SELECTION OF OFFERORS

The contractor shall decide on the selection of the most successful offeror within 3 working days from the deadline for submission of offers.

The contractor shall notify the selected bidder of the acceptance of the offer no later than 5 days from the day of closing the public call. All other – unsuccessful - offerors in the procurement procedure will also be timely notified.

10. DEADLINE, METHODS, AND CONDITIONS OF PAYMENT TO THE SELECTED OFFEROR

The payment to the selected offeror will be made within 15 days after the completion of the work, from the day of receipt of the invoice for the procurement, to the bank account of the offeror, which was submitted in the offer.

Payment deadlines can be defined differently between the selected offeror and the contractor, which will be specified in the contract. Payments' dynamics may be defined in tranches.

Advance payment is not provided within this call for offerors.

11. CRITERIA FOR SELECTION OF THE BEST OFFER

Following the procurement procedures, the contractor will decide on the most successful offeror based on the following criteria:

- Total price of the financial offer with a possible discount included
- Vendor experience, key expertise and at least 3 references of similar assignments conducted

12. SUBMISSION OF OFFERS

Offerors are required to prepare offers and submit documents in accordance with the above requirements. Offers that do not comply with the above requirements will not be considered. Offers should be submitted by e-mail to prijava@cpcd.ba.

13. DEADLINE FOR SUBMISSION OF OFFERS

The deadline for submitting offers is **24 March 2022 until 24:00 hours**.