

Request for Expressions of Interest and Quotes (REIQ)

Title: Promotion of the Operational Plan for Active Employment Programs and measures and Labor Market Services for 2024

Issue Date: April 2, 2024

Closing Date: April 12, 2024

Closing Time: 12:00 PM (Macedonia time)

Project Title: USAID Youth Actively Create Opportunities Activity

Offer Reference Number: 01-03-24

IESC is a leading U.S. nonprofit organization that fosters private sector development in the economically developing world. Since 1964, we have delivered lasting solutions that have resulted in more than 1.5 million jobs in 137 countries. We partner with businesses, cooperatives, entrepreneurs, job seekers, and governments to sustainably build capacity, create jobs, and grow enterprises, sharing proven skills and experience that improve the lives of individuals, families, and communities around the world. Our major funders today are the U.S. Agency for International Development (USAID) and the U.S. Department of Agriculture (USDA), among others.

1. PROJECT BACKGROUND

The overall goal of the USAID Youth Actively Create Opportunities Activity (herein referred to as “the Activity”) is to increase positive youth contributions to society and collective youth leadership across North Macedonia. To achieve this, IESC and North Macedonian partners Center for Entrepreneurship and Executive Development (CEED) Hub Skopje and Youth Educational Forum (YEF) prioritize a youth-centered local systems approach to jointly implement activities under the Activity’s three Components:

- Component 1: Partnerships created to support economic opportunities attractive to youth.
- Component 2: Youth competencies for jobs, progressive careers, and civic life strengthened.
- Component 3: Values and experience that underpin self-reliance promoted.

The five-year Activity aims to reach 10,000 youth to improve their awareness and understanding of social and economic opportunities in North Macedonia, helping them be more connected to their communities and have a positive vision for the future. This includes 6,000 youth trained with 50% of female participation in youth leadership programs.

2. ASSIGNMENT

IESC is looking for Expressions of Interest and Quotes (EOIQ) from offerors to promote the Operational Plan for Active Employment Programs and Measures and Labor Market Services for 2024, targeting youth in North Macedonia. Developed by the Ministry of Labor and Social Policy (MLSP) and implemented by the Employment Service Agency (ESA), the Operational Plan sets out the annual priorities of employment policies through the implementation of active employment programs and services. The overall aim of the campaign is to encourage more young people in North Macedonia to utilize government-supported employment services and programs, so that they can pursue better economic opportunities and contribute to their communities, in line with the Activity's objectives.

3. TASKS UNDER THIS ASSIGNMENT

The selected offeror will be expected to promote the Operational Plan for Active Employment Programs and Measures and Labor Market Services for 2024 through the detailed activities listed below:

- Review the contents of the Operational Plan for 2024 in North Macedonia.
- Review the contents of the Communications Strategy for promotion of the Operational Plan for 2024, developed by the Activity in partnership with the MLSP, ESA, and other partners (to be provided to the selected offeror).
- Develop a cohesive visual identity and slogan for the promotional campaign in compliance with the Activity's Branding and Marking Strategy.
- Develop an Action Plan for implementation of a promotional campaign.
- Develop engaging social media content and run social media advertisements to promote the selected measures and services targeting youth.
- Develop promotional videos, flyers, and other multimedia content for the selected measures and services targeting youth.
- Facilitate media promotion of the selected measures and services.
- Ensure regular coordination with the Activity and other relevant stakeholders, with regular reporting of results for feedback and adjustments as needed.

4. DELIVERABLES

The contractor will be responsible for the following deliverables:

1. A cohesive visual identity and slogan for the campaign (defined color palette, typography, and imagery style as well as a slogan).
2. Engaging social media content to promote 5 selected measures, in Macedonian and Albanian languages:
 - 3 visually appealing posts for the 5 measures as well as accompanying text;
 - 1 post per measure adapted into a mini video for sharing on Instagram/Facebook.
 - 1 social media advertisement developed and implemented per each measure.

3. 1 success story video lasting 2-3 minutes for each of the 5 selected measures, in Macedonian and Albanian languages:
 - o Ensure incorporation of testimonials from young individuals with positive experience from utilizing the measures.
4. Adapt the success story videos into reel videos with a duration of a maximum 90 seconds for sharing on Instagram/Facebook.
5. Develop 2-sided flyers (in Macedonian and Albanian languages) for 5 measures:
 - o Print 5,000 flyers.
6. Develop banners and organize placement on the most visited local online media portal(s) for the selected 5 measures, in Macedonian and Albanian languages.

Timeline

All deliverables must be delivered in compliance with the envisioned dynamic of publishing the measures and services within the Operational Plan. The entire assignment is expected to be 7 months; specific due dates and timelines for deliverables within that period will be agreed upon after contract signing.

5. QUALIFICATIONS

The offeror must have the following expertise:

- 10+ years of experience in implementation of promotional campaigns, with a special focus on digital marketing.
- Previously conducted 5+ promotional campaigns for national institutions and/or international organizations or other relevant clients working in North Macedonia.
- In-house capacities for design, copywriting, and video production in Macedonian and Albanian languages.
- Demonstrated ability to meet tight turnaround times while maintaining high-quality deliverables.
- Competitive financial offer tailored to the specified needs.

6. EXECUTION PERIOD

The anticipated period of performance will be 7 months from the signing of the contract. Expected term: May 1, 2024, to November 30, 2024.

7. ELIGIBILITY REQUIREMENTS

The offeror must be a registered legal entity in North Macedonia and is required to present a business license. Additionally, the YACO project reserves the right to conduct an interview with the selected offeror after the technical and cost evaluations and before the award of the contract.

8. APPLICATION PROCESS

In order to be considered, interested firms should submit their Expression of Interest including a quote, as detailed below, and any relevant information relative to the tasks outlined above.

Please note that responses received without the information below will not be considered. Responses must be organized in the following format:

1. Contact information (full name and address of the firm, name of the authorized representative, contact person if different from the authorized representative, telephone numbers, e-mail addresses, and website, if any)
2. Legal Status (Please submit a current registration statement not older than 6 months)
3. Brief presentation of the firm, no more than 5 pages in length, that includes:
 - A portfolio of the Offeror's relevant past work record demonstrating the qualification requirements (section 5 above) of this EOI, including reference list of three previous clients for which the team members have done similar work.
 - A biographical sketch of the key team leads who would directly work on the deliverables should the contract be awarded.
4. A quote, using the attached Excel Budget Template (refer Annex 1). Costs should be broken down by individual cost element, include supporting information for the proposed costs. The Offeror must include the unit costs in its detailed description for each proposed cost expressed in Macedonian denars. The IESC Subsidiary Office in North Macedonia is a VAT exempt entity, so no VAT will be paid. IESC will use the required detailed descriptive budget justifications to determine the reasonableness of costs and prices as required by US federal regulation.

Offerors to send their Expression of Interest and Quote on or before 12 April 2024 local time 12PM, to the following emails:

Filip Iliev filiev@iesc.org and

Sara Kajevikj skajevikj@iesc.org

9. BASIS FOR THE AWARD OF THE CONTRACT

IESC anticipates that the contract will be based on best value principles. Accordingly, the contract will be awarded to the technically acceptable offeror whose Expression of Interest and Quote provides the best overall value for IESC and for the USAID Youth Actively Create Opportunities Activity, price and other factors will be considered.

10. EVALUATION AND SELECTION PROCESS

1. Offer Verification

- a. IESC may contact the offeror to confirm contact person, address information and to confirm that the offer was submitted in response to this request for EOIQ.

2. Evaluation

- a. Submission materials will be reviewed and evaluated by a review committee. IESC reserves the right to change or cancel the requirement at any time during this Request for EOIQ and/or future solicitation process, if any.

3. Accuracy of Information

- a. Offerors must provide full, accurate and complete information as required by this request for expression of interest and quote. If at any time IESC determines that an offeror has provided false statements in the response, IESC may reject the response without further consideration.

11. TYPE OF CONTRACT

Any contract resulting from this REIQ will be a Service contract.

12. DISCLAIMER AND PROTECTION CLAUSES

- IESC may cancel this request for expression of interest and quote
- IESC may reject any or all responses
- IESC reserves the right to disqualify any offer based on the offerors failure to follow REIQ instructions
- IESC will not compensate offerors for response to this REIQ
- IESC may choose to award only part of the activities in the REIQ, or issue multiple awards based on this REIQ activities
- IESC may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed statement of work

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ANNEX 1: Excel Budget Template