INVITATION TO BID

Open for local entities

I. Project Title: Aswan Forum for Sustainable Peace and Development

II. Type of proposal: Institutional contract for social media coverage


IV. Implementing Partner: Cairo International Center for Conflict Resolution, Peacekeeping and Peacebuilding (CCCPA)

V. Application Deadline: 3 March 2022

VI. Background:

Building on the first and second editions of Aswan Forum and their conclusions, the third edition of the Aswan Forum for Sustainable Peace and Development aims to advance a green transformative recovery agenda that strengthens Africa’s ability to address overlapping risks as it navigates the post-COVID-19 world to achieve sustainable peace and development and a climate safe future.

Such an agenda promotes a shift to a prevention, resilience and sustainability paradigm whereby institutions are strengthened to sustainably respond to crises, conflicts, and risks, and meet the needs of African populations through an inclusive and gender-sensitive governance approach. This will not only contribute to address structural vulnerabilities, grievances and inequalities, but will also effectively implement priorities across the Humanitarian, Development, Peace Nexus (HDPN) and result in opportunities for maximizing co-benefits beyond COVID-19 recovery.

To take forward this ambitious agenda, the Forum will continue to champion African led-responses to ensure that national and regional stakeholders are better equipped to invest in African pillars of resilience and advance national ownership. It will also emphasize the need to redirect efforts towards sustainable peace and development by building stronger systems that are better capable to prevent, respond to and sustainably recover from crises.

Egypt, the Champion of Post-Conflict Reconstruction and Development in Africa as well as the current Vice Chair of the United Nations Peacebuilding Commission, will organize the Third Edition of the Aswan Forum for Sustainable Peace and Development, titled:

Africa in an Era of Cascading Risks: Pathways for a Peaceful, Resilient, and Sustainable Continent

The Forum, to be held in a hybrid format of virtual and in person presence in May 2022, will bring together leaders from national governments, regional and international organizations, financial institutions, private sector, and civil society, as well as visionaries, scholars and key experts, practitioners for a context-specific, action-oriented, and forward-looking discussion of the new threats and challenges, as well as opportunities, ahead.

Grounded in “Agenda 2063: The Africa We Want” and the United Nations 2030 Sustainable Development Agenda, the Forum will:

- Develop context-specific and action-oriented recommendations to advance a transformative recovery agenda in Africa post-COVID-19;
- Propose a set of suggested actions and measures to promote peaceful, resilient and sustainable institutions and solutions that ensure that Africa achieves its peace and development goals.
**Scope of Work/Service**

Acting in its capacity as the secretariat of the Aswan Forum for Sustainable Peace and Development, CCCPA would like to solicit the services of an entity/agency capable of providing the following requirements for the social media management and coverage of the 3rd edition of Aswan Forum to be held over 3 days in May 2022.

<table>
<thead>
<tr>
<th>Description</th>
<th>Qty</th>
<th>Number of days</th>
<th>Specs &amp; Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Forum Content</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Preparatory workshop videos</td>
<td>Min. 7</td>
<td>60</td>
<td>Creation of short (1-2 minute) high-definition videos summarizing each preparatory workshop using relevant footage and key highlights from each workshop, including edits and revisions for all videos.</td>
</tr>
<tr>
<td>2 Short videos</td>
<td>Min. 7</td>
<td>N/A</td>
<td>Creation and editing of new content to drive engagement across all social media platforms using new captions and footage. Exact number of videos to be determined based on need.</td>
</tr>
<tr>
<td>3 Creation of event teaser video</td>
<td>1</td>
<td>N/A</td>
<td>Creation of a final high-definition teaser video to announce the third edition of the Aswan Forum, including edits or revisions.</td>
</tr>
<tr>
<td>4 Development of weekly content calendar</td>
<td>28</td>
<td>N/A</td>
<td>Graphic content (both static and animated) to be used in carousels, stories and other social media posts. Content calendar to be updated regularly in close coordination with the CCCPA Communications Department.</td>
</tr>
<tr>
<td>5 Interviews with partners and other stakeholders</td>
<td>Min. 5</td>
<td>N/A</td>
<td>Creation and editing of short (1-2 minute) videos of interviews with Aswan Forum partners, sponsors, ministers, ambassadors, etc. The exact number of videos will be determined once all the partners are confirmed.</td>
</tr>
<tr>
<td><strong>Event Coverage</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 1 Full social media coverage of both the virtual and in-person sessions of the Aswan Forum | Min. 45 | 3             | - Daily high-resolution photography and high-definition video coverage;
- Creation of graphics/artwork of the daily agenda in brief and posting on social media sites with tags of relevant speakers;
- Preparation of daily video summaries (up to 5 minutes long)/recaps of each session/day. Footage taken by both the social media agency and the event production company of the sessions will be used;
- Graphic announcement of each session and their speakers;
- Boosting of posts on social media sites;
- Regular development of content to create engagement. |
| 2 Video interviews                               | 3-7 | 3             | - Provision of high-definition, fully edited videos of interviews with speakers/partners physically attending the event;
- Posting of videos on all social media platforms. |
| 3 Live Content                                   | Min. 45 | 3 | **Twitter**
- Preparation of introductory tweets to be posted at the beginning of each session; |
• Drafting of up to 2 tweets for each speaker with their photo;
• Use of event hashtag.

**Facebook, Instagram & LinkedIn**
• Posts to be created based on approved tweets;
• Artwork/graphic design of impactful quotes by speakers to be added to separate albums for each session;
• Creation of stories for Facebook and Instagram, including interactive and still content;
• Creation of carousels for Instagram;
• Creation of albums and longer posts for LinkedIn;
• Use of event hashtag on all 3 platforms.

### Social media buying

Additional promotion on Twitter, Facebook and LinkedIn through media buying to create larger engagement and increase number of followers. An appropriate plan and budget should be presented by the agency to CCCPA.

### Post Forum

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Creation of a recap video</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Creation of a fully edited and revised high-definition video (up to 5 minutes long) of the entire event to be posted on the Aswan Forum website and all social media platforms.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Promotion of Aswan Forum Report</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Use of catchy graphic/animation to promote the publishing of the Aswan Forum report on all social media platforms.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Promotion of Aswan Forum Conclusions</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Use of catchy graphic/animation to promote the publishing of the Aswan Forum conclusions on all social media platforms.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Re-engagement of followers on social media platforms</td>
<td>Min. 15</td>
</tr>
<tr>
<td></td>
<td>Creation of content to continue the conversation and keep followers engaged and interested in the Aswan Forum III.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Coverage of implementation process</td>
<td>Min. 35</td>
</tr>
<tr>
<td></td>
<td>Full social media coverage of the activities during the implementation of the Aswan Forum Conclusions using relevant graphics/animations/videos/artwork. This includes the development of a proposed content calendar, with various high-resolution video content, short video summaries/snippets for posting in landscape and portrait orientations to suit platforms, as well as some social media cards with quotes and generic Aswan Forum content that can be used alongside the implementation process in the ramp up to the next edition.</td>
<td></td>
</tr>
</tbody>
</table>

**Content of the Technical Offer**

The technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

a. **Description of the company and the company’s qualifications**

   It is considered essential for the agency to comply with the following requirements to participate in this ITB (Invitation to Bid). Please provide:
   
   • A company description with evidence of its capacity to perform the services required including examples of similar projects with results.
Company certificate / certificate of incorporation to prove legal existence.
Company audited financial statement over the past 2 years with a minimum turnover of EGP 2,000,000.
Minimum of 5 years of relevant experience in the market.
Total number of similar contracts, minimum 3 (including telephone number and e-mail address).

All necessary documents requested above should be provided to establish compliance with the criteria. Any other information that will facilitate the evaluation of the bidder’s substantive reliability and financial and managerial capacity to provide the services are also welcomed.

b. Proposed services

During the technical evaluation, the panel will assess (1) the submitted proposal’s comprehensiveness and clarity, (2) the quality of the technical aspects and recommendations proposed.

c. Personnel Qualifications

The composition of the adequately skilled team proposed should be mentioned with a list of their responsibilities.

Content of the Financial Offer

A financial offer must be provided and contain an overall offer in Egyptian Pounds. The financial offer must cover all the goods / services to be provided (price “all inclusive”).

Bid Evaluation:

Each proposal from a Bidder will be considered separately and independently.

Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment include the Project Manager, Program Coordinator, Communications Department and Finance & Procurement Officer

Type of contract: Institutional contract

Criteria for Contract Award: Fulfillment of all requirements in high quality with the best financial offer. Failure to provide any of the main technical requirements will result in automatic disqualification of the company.

Please address proposals to applications@cairopeacekeeping.org