



**Call for Offers for Framework Partnership Agreement  
between  
INDEP and specialized marketing and printing companies**

**Background**

Institute for Development Policy (INDEP) is a think tank and an advocacy centre that provides independent research-based policy solutions. Established in 2011 as an association of policy analysts, researchers and civil society activists, INDEP looks at regional policies, aiming to guide countries of South-East Europe on their path to Euro-Atlantic integration. In Kosovo, where it is based, the institute has a special focus on strengthening democratic governance and plays the role of public policy watchdog. For a full decade since its establishment, INDEP has acquired the status of one of the most influential civil society actors in policy-making process in Kosovo. INDEP's mission is to strengthen and guide sustainable socio-political and economic development based on the principles of democracy and democratic values.

Ever since the beginning, INDEP has been known for the wide public as the think tank that promotes intensively sustainable development as the leading concept for the country's long-term development. INDEP focuses heavily in pushing forward the sustainable development agenda. INDEP has widened its scope of action and reached out to the local communities through various projects targeting the local governments and random citizens living in the selected municipalities.

**Description of the Framework Partnership Agreement & deliverables and services expected to be delivered by the companies**

INDEP is seeking offers to establish a 3 years long framework partnership agreement with specialized marketing, translating and printing companies based in Kosovo.

The objective of this offer is to create partnerships between INDEP and entities specialized in the services abovementioned for producing qualitative marketing and promotional materials, as well as printing and translation services. This call seeks to establish partnership with companies:

1. Specialized Marketing Company,
2. Printing Company,
3. Translation Company.

The products to be delivered by the contracted company include (but are not limited to):

**Lot 1: For specialized marketing company**

1. Digital marketing and develop communication materials (design and production services such as info graphics, videos, podcasts, etc.),
2. Reconstruction and maintenance of the website [www.indep.info](http://www.indep.info),
3. Other marketing products/services as requested by the contracting authority.

**Lot 2: For printing company**

1. Printing of the organization's products (e.g. banners, folders, notebooks, reports, papers, newsletters, info graphics, etc.),
2. Other printing products/services as requested by the contracting authority.

**Lot 3: For translation company**

1. Translating services for research reports and papers and simultaneous translation for events,
2. Provide live streaming services for events,
3. Other translating services as requested by the contracting authority.

**Role and responsibilities**

Key responsibilities of the contracted party are:

- Close collaboration with the staff of the contracting authority,
- Meet the agreed deadlines and expected quality standards,
- Consider all of the suggestions coming from the contracting authority for the deliverables,
- Maintain a detailed product list and timeline when they were delivered to the contracting authority,
- Hold regular communication with INDEP and be responsive to INDEP's project related requests,
- Prepare a yearly final report.

Key responsibilities of the contracting authority are:

- Comment on the content of the materials,
- Review the content of the prepared materials and approve it,
- Provide necessary support to the contracted party,
- Inform the company duly on any potential changes and deviations from the initial Proposals/products,
- Hold the company accountable to the agreed terms.

## Duration

The framework partnership agreement of the contracted party is foreseen to last until 31<sup>st</sup> of December 2024. Nevertheless, on annual basis, the partnership will be reviewed and based on the performance the contracting authority will decide on its prolonging.

## Eligibility of the applicant

The interested parties should meet the following criteria:

- Have an expertise in developing the requested materials,
- Be a registered business in Kosovo,
- Present a portfolio of previously organized similar activities.

## Required documentation

Interested parties that would like to submit their offers must submit the following documents:

- Expression of Interest

A cover letter with a maximum of two pages which introduces the company with an expression of interest to carry out the work as described in this call.

- Financial Proposal

The financial proposal should include expenses for each product listed as indicated in Annex A.

- Professional Portfolio & Certificate of Registration

## How to apply?

All the interested parties are welcome to select the Lots and Units they bid for. The interested parties should send all the required documents listed above to the address: [office@indep.info](mailto:office@indep.info). under the subject Line: “[Insert company’s name] – Call for Offer/ Lot X<sup>1</sup> / Unit X<sup>2</sup>”.

However, INDEP reserves the rights to contract the tenderers either for their full or partial list of biddings and to require further clarifications from the tenderers. While, INDEP also will take into account if tenderers provide additional units not included in the ANNEX A. Tenders must be presented in Euro. INDEP team will evaluate the bidders based on the price and the substance of the offer. In a timely manner, INDEP will invite shortlisted tenderers for interviews.

## Deadline

The full guideline for submitting the call for offers can be found below. The deadline for submission of the offers is **13 February 2022 at 23:59hr** at [office@indep.info](mailto:office@indep.info).

For any question, please do reach out to [office@indep.info](mailto:office@indep.info).

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<sup>1</sup> Indicate the Lot number, e.g. Lot 1, Lot 2 or Lot 3.

<sup>2</sup> Indicate the Unit number, e.g. Unit 1, Unit 2, Unit 3, etc.

## Annex A – Financial Proposal for respective Lots and Units

Lot 1 for Marketing Services		
*prices with VAT included		
Video (with footage & animation)	05 – 30 sec	30 - 60 sec
1. Developing the concept & shooting and production of the video		
2. Video animation 2D		
3. Video animation 3D		
Design & website <sup>3</sup>	Per piece	
1. Posters		
2. Flyers		
3. Newsletters		
4. Stickers		
5. Info graphics		
6. Cover pictures for social media		
7. Brand identity for certain projects		
8. Certificate		
9. Name badges		
10. Invitation & agenda		
11. Banners		
12. Folders		
13. Notebooks		
14. Pencils		
15. Business Cards		
16. Promotional stands		
17. Reports/research papers		
Event		
1. Designing the theme of the event with all necessary materials & venue & sound system		
2. Event (venue, sound system and cocktail for 25 people)		
3. Event (venue, sound system and cocktail for 50 and over people)		
Podcasts	30 - 60 min	Over 60 min
1. Live streaming (including all necessary equipment) & shooting		
2. Translation		
Other	Price	
1. Developing awareness raising campaign		
2. Redesigning the website www.indep.info		
3. Maintenance of website www.indep.info		
4. Photographer		
5. T-shirts		

<sup>3</sup> All products should be adaptable in hard and soft copy.

<b>Lot 2 for Printing Services</b>	
<b>*prices with VAT included</b>	
<b>Products</b>	<b>Per piece</b>
1. Posters	
2. Flyers	
3. Newsletters	
4. Stickers	
5. Certificate	
6. Name badges	
7. Invitation & agenda	
8. Banners	
9. Folders	
10. Notebooks	
11. Pencils	
12. Business Cards	
13. Promotional stands	
14. Reports/research papers	

<b>Lot 3 for Translation Services</b>	
<b>*prices with VAT included</b>	
<b>Products</b>	<b>Price per page / unit</b>
1. Written products	
2. Simultaneous translation for events	
3. Live streaming (per day)	