Adapted invitation to tender for Digital and Communications Services for Qarib Project Based in Amman

Invitation to tender launched in an adapted procedure in accordance with Article L.2123-1 and R. 2123-4 of French Public Procurement Code

TECHNICAL SPECIFICATIONS

Document no. 1
1. About CFI and the QARIB program:

A subsidiary of the France Médias Monde group, CFI, the French media cooperation agency, supported by the French Ministry of Europe and Foreign Affairs, is in charge of the coordination and implementation of public aid policy to promote and enhance media in developing countries. CFI is currently involved in around thirty projects that fall within three major programs: media and governance, media and development, and media and enterprise.

The QARIB program is a regional initiative focused on Lebanon, Jordan, Palestine and Iraq. Funded by AFD (Agence Française de Développement - French Development Agency) and implemented by CFI, this programme will run from 2020 to 2025.

The QARIB program aims to help the media and citizens reconnect with each other, and is structured around five key components:
- promoting the production of journalistic content that is close to citizens’ concerns (environment, health, education, justice, gender equality, economy, etc.)
- increasing citizens’ trust in the media (combating fake news, media education)
- making the media more economically independent
- developing synergies and networks between the media and journalists in the region
- stimulating public debate on the role, methods and place of the media in society

2. Tasks and Responsibilities

2.1 Missions

CFI needs an operator to provide specific services of digital communications. The operator will dedicate a unique focal point to CFI. The mission is firstly to ensure the visibility of the project QARIB towards civil society and authorities in Jordan, Lebanon, Iraq and Palestine. Secondly, to ensure institutional visibility towards funders community (French Development Agency “AFD”) and CFI.

2.2 Service Description

A. Community Management
- To create and animate social network communities on Facebook, Twitter and Instagram.
- To elaborate, set up and launch communication campaign in Jordan, Lebanon, Iraq and Palestine
- To analyse the results obtained thought the communication campaign.

B. Digital Publishing
- To coordinate the production of videos about the project beneficiaries
- To elaborate and set up a newsletter
- To redact articles to illustrate actions of the project actors
- To adapt content before diffusing them on the web

C. Events communication and Press Relations
- To coordinate the communication around the project launch seminars
- To redact press release; to organise press travel

2.3 Experiences and Competences

The operator has to be experienced in institutional and digital communication: 3 to 5 years’ experiences required.

The mission also requires:
- Strong experiences in digital communications: community management (Facebook, Twitter, Youtube, Linkedin); web traffic; knowledge of CMS, digital retouching.
- Proficiency in web and social network communications.
- Experience/knowledge in the media and development field.
- Relevant educational background in communications, journalism, media-related project/media platform management: Bachelors or Master.
- Language skills:
  - Arabic: full professional proficiency
  - English: full professional proficiency
  - French: highly appreciated.

2.4 Conditions

The operator will travel throughout the countries covered by the program (Jordan, Lebanon, Iraq and Palestine) at least once a year.

Type of contract: Public contract of services.

Targeted candidates: services’ operators.

The contract will be signed for 1 year, automatically renewed on a yearly basis up to the 30th September 2024.

3. Termination, collateral and transfer of the contract:

3.1. Receivership or compulsory liquidation:

The parties agree that, in the event that the operator goes into receivership or compulsory liquidation, the contract shall be terminated ipso jure after a period of one month from the date of a letter sent by registered post with acknowledgement of receipt.

This shall not entitle the operator to any compensation.

If it is established that there is a risk that the operator’s business may be liquidated, the operator shall take all necessary steps to provide CFI with the computer codes required for operation of the equipment and software supplied, and all documents related to the project, as well as any developments that may have been made in accordance with the guarantee of future-proofing.
3.2. Termination

3.2.1 Termination of the contract

Without prejudice of the right, for CFI, to terminate the contract for reasons of public interest, in the event of a breach of contract by the operator, CFI will be fully within its rights to terminate the contract, fifteen (15) clear days after sending a registered letter with acknowledgement of receipt, without prejudice to any action that may be taken for damages.

CFI may provide for the performance of the service at the service provider’s expense and risk, either in the event of non-performance by the latter of a service that, due to its nature, cannot be delayed, or after formal notice has been given by registered letter with acknowledgement of receipt to provide the service within eight (8) days and this has proved unsuccessful. Any increase in expenses in relation to market prices resulting from performance of the services at the service provider’s expense and risk shall be borne by the service provider.

3.2.2 End of the contract term

The contract shall end, except in cases covered by Article 3.2.1, at the end of its term.

3.3. Collateral and transfer of contract:

No transfer of the contract is authorized.

4. Legal disputes

Except in the event of interim proceedings, the parties undertake to seek an amicable solution in the event of any legal dispute or disagreement between them before considering referring the case to a court of any kind.

To this end, any disagreement between the operator and CFI must be the subject of a complaint report drawn up by the parties, which must be communicated within thirty days from the date on which the disagreement arose.

The parties shall then have two (2) months in which to respond to this complaint. If the disagreement persists after this amicable procedure, the parties may commence litigation.

The contract concluded between CFI and the operator shall be subject to the provisions of public law.

The language of this contract is English. Any translation is provided for information purposes only and has no contractual value. In the event of any conflict between the two versions, only the English version of the contract documents shall prevail.

Any dispute relating to the implementation or breach of the contract shall be referred to the Administrative Court de Paris.

Approved by the company
CEO

Approved by the representative of CFI
Mr Marc Fonbaustier
Issy-les-Moulineaux