

Request for Proposal:
Media Monitoring
Middle East and Eastern Europe

2018
World Vision International

STATEMENT OF CONFIDENTIALITY

All information within this RFP, regardless of the communication form, is given in absolute confidence and may not be disclosed without written permission from World Vision.

1. Introduction

1.1 Invitation

Your company is invited to participate in the Request for Proposal (RFP) and submit a response for the provision of Media Monitoring Services for World Vision Middle East and Eastern Europe Regional Office (MEERO).

World Vision is inviting potential suppliers, which are all strong and highly regarded within the industry. WV is seeking suppliers that can offer the most cost efficient solution with a high quality of performance and sustainability.

1.2 Information about World Vision

What World Vision is:

World Vision is a non-profit, non-denominational Christian humanitarian aid and development organization that is dedicated to helping children and their communities reach their full potential by tackling the causes of poverty.

Who we serve:

We serve poor children, families, and communities. Through means such as emergency relief, education, health care, economic development and promotion of justice, approximately 40,000 World Vision staff members assist impoverished communities help themselves. Our work touches approximately 100 million people in nearly 100 countries, assisting people regardless of religion, ethnic background, or gender.

Why we serve:

Motivated by our faith in Jesus, we serve the poor unconditionally, recognizing their individual dignity and honoring their God-given potential.

Some ways in which we serve:

Community Development - Each community's needs are different. We provide the resources that enable people to discover and use their own ideas and skills to move from poverty to self-sufficiency. Communities develop such things as access to clean water, reliable food production, basic health services, educational opportunities, microfinance programs to generate income, and AIDS prevention and care.

Emergency Response - We respond to natural disasters and long-term humanitarian emergencies. We track potential crises, pre-position emergency supplies for effective rapid response, and remain after the crisis to help people rebuild their communities.

Protecting Children - We believe in every child's individual worth. We advocate for their well-being: for a world where orphans are cared for; where children are no longer forced to be soldiers, prostitutes, or laborers; and where they are safe and free from oppression. to implement these projects effectively, we

depend on supplier networks to obtain reasonable pricing, quality products and delivery in the shortest lead-time possible.

For further information, we encourage you to visit our website www.wvi.org

2. Project Background

Middle East and Eastern Europe Regional Office (MEERO): Media Engagement

WV MEERO is constantly making changes and improvements to the way that we communicate our brand, identity and purpose. We have taken advantage of both traditional and new media in an attempt to position the organisation as a leading partner in creating lasting change for children in the Middle East and Eastern Europe region (MEER). With increased abilities to self-publish and share information via social media, we have seen an opportunity for thought leadership and access to a wider range of audiences including the children and communities that we serve.

Great opportunities come with great risk. It is in light of these that we seek to ensure that we are monitoring the impact of our media work and how we are portrayed in both traditional and new media. We are seeking a media monitoring solution that will enable us to stay abreast but also take advantage these insights to leverage on new opportunities for influence among key audiences.

2.2 RFP Timetable

Milestone	Date
RFP Published	August 31, 2018
Submit queries	Sept 04, 2018
WVI reply to queries	Sept 06, 2018
Supplier RFP Submissions Due	Sept 15, 2018

2.3 World Vision Contacts

Suppliers will submit any inquiries, responses of intent to bid, clarification requests and submissions related to this RFP to the following WV contact:

SCM Department

Gaziantep, Turkey

Email: Elie_Diab@wvi.org & gaziantep_procurement@wvi.org

Suppliers may not enter into communications with other World Vision staff about this RFP without the prior written permission of the individual listed above. Contacting WV staff may result in disqualification from the RFP process.

2. Instructions for Intent to Bid

It is required that suppliers notify the individual listed as WV's contact of their Intent to Bid **48 Hours** after RFP receipt. After designating one person within your organization who will serve as the main contact for this process, please send an email to gaziantep_procurement@wvi.org and Elie_Diab@wvi.org stating an intention to respond to this RFP in accordance with the defined dates and include the following contact information in the body of the email:

- Company Name
- Contact Name
- Title (optional)
- Address
- Telephone #
- Fax #
- Email Address

If your company does not plan to respond to the RFP, we would appreciate an email to gaziantep_procurement@wvi.org and Elie_Diab@wvi.org stating the reason for declining to participate in our RFP process.

4. Conditions for RFP Participation

All responses and supporting documentation shall become the property of World Vision and will not be returned. World Vision ultimately reserves the right throughout this process to select any servicing option that best meets its business requirements and to hold discussions with any and all respondents.

You must agree to the following conditions if you choose to respond to World Vision regarding this RFP:

- Neither issuance of this RFP nor receipt of proposal represents a commitment on the part of WV MEERO or any office within the World Vision Partnership
- World Vision will not be responsible for, or in any way liable for, any costs incurred by suppliers in the preparation of any responses or presentations relating to this RFP

Neither party shall use the name of the other in publicity releases, referrals, advertising, or similar activity without the prior written consent of the other.

5. Required Response

Suppliers need to respond by submitting their full proposals including all required information stated in Appendix 1- TOR article 5. Deliverables and article 6. Qualifications of the supplier. (see Appendix 1)

6. Evaluation Criteria

World Vision will evaluate information submitted for this RFP according to the set criteria. (see Appendix 2)

Appendix 1 –Terms of Reference

Media Monitoring for Middle East and Eastern Europe Region

1. Background

World Vision (WV) is a global Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice.

We work with families, communities, and partners to ensure that children enjoy good health, are educated for life, experience the love of God and their neighbours, and are cared for, protected, and participating. Through emergency response, education, health care, economic development programmes and promotion of justice, approximately 40,000 World Vision staff members assist impoverished communities to take charge of their futures. Our work touches approximately 100 million people in nearly 100 countries, assisting people regardless of religion, race, ethnicity, or gender.

Motivated by our faith in Jesus, we serve the poor unconditionally, recognizing their individual dignity and honoring their God-given potential.

For further information, we encourage you to visit our website www.wvi.org

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Great opportunities come with great risk. It is in light of these that we seek to ensure that we are monitoring the impact of our media work and how we are portrayed in both traditional and new media. We are seeking a media monitoring solution that will enable us to stay abreast but also take advantage these insights to leverage on new opportunities for influence among key audiences.

2. Objective

The objective of setting up a structured media monitoring system, is to generate a systematized and regular knowledge base of media coverage of WVI's development work in the region, its impact, gaps and opportunities.

The knowledge base will provide an overview of, and an insight into WVI's media engagement across traditional news and social media sites, in each country of the Middle East and Eastern Europe Region. It will bring out key trends of editorial content in these areas, shed light to gaps and opportunities for better media profiling and engagement. It will also allow the organisation to identify what drives engagement and audiences and how we fair against our competitors with regards to our share of media engagement.

It will generate a greater understanding of potential media partnerships for proactive positioning of key messages and increase its advocacy coverage.

Specifically:

1. To monitor the impact of media efforts across the region and determine effectiveness and efficiency.
2. To increase engagement among key audiences identified through our knowledge and the outcomes of assessment through the service.
3. To build our influence as an organisation through the knowledge and insights acquired through the use of this service.
4. To mitigate reputational risk for the organisation by ensuring that our image and mission are protected.

3. Expected Outcomes of the Media Monitoring Service

Through this service we hope to measure ourselves on:

Awareness>>	Understanding>>	Interest>>	Support
<ul style="list-style-type: none"> • Audience reach (traditional & social media) • Impressions/target audience • Number of articles • Video views • Frequency • Prominence • Share of voice 	<ul style="list-style-type: none"> • Key message alignment • Accuracy of facts • % share of conversation 	<ul style="list-style-type: none"> • Key message alignment • Frequency of (positive and negative) mentions • Expressed opinions of consideration • Social network • Followers • Retweets/Shares/ • Linkbacks 	<ul style="list-style-type: none"> • Endorsement by journalists or influencers • Rankings on industry lists • Expressed opinions of support/preference • Social network Fans • Likes

4. Scope of Work

The media monitoring service is meant to facilitate access for 12 countries and 1 regional office. These are Afghanistan, Armenia, Albania, Georgia, Bosnia, Israel (Jerusalem, West Bank, Gaza), Pakistan, Romania, Syria, Turkey, Jordan, Iraq and the Middle East and Eastern Europe Regional Office. We would like measurement on the metrics in the table above. We are looking for an **annual license** that will provide daily reports and allow for customized searches based on our areas of interest.

5. Deliverables

- Provide systematic brand monitoring and analysis for WVI MEER, using appropriate technology and key words, that are able to cut across all English, Greek, Arabic, Georgian, Armenian, Romanian, Bosnian, Albanian, Urdu, Pakastani, Hebrew and Turkish languages, across the 12 countries covered by WVI MEER.
- Monitor, measure and analyze the extent to which media engagement strategies around specific MEER campaigns/events/activities/messages, etc. are making an impact (e.g. level of penetration/level of impact in the targeted countries)
- Daily and / or real-time positive and negative media alerts on both traditional and new media

- Automated weekly media reporting, and ability to generate media reports on an ad-hoc basis
- Access to media in a wide range of languages including translation services
- Ability to do retrospective tracking over a period of time
- Statistics on Share of Voice
- Information on sentiment
- Access through a mobile application for convenience through Android and IOS
- Social media metrics and analysis of influence
- Access to information on media contacts in our areas of operation
- Full access to online interface
- Unlimited support and training by a dedicated key account manager

6. Qualifications of the supplier

The media monitoring service provider should have the following qualifications:

- Proven experience and track record in media monitoring globally
- Access to data sets that allow for tracking in our areas of operation including local media and local languages
- Knowledge and possession of relevant software
- Proven track record in supporting the establishment of media monitoring dashboards and the ability to train new users

7. Timeline

The estimated duration of this assignment is 12 months with the possibility of extension subject to availability of budget and supplier performance.

Payment is monthly after satisfactory service delivery, upon 30 days of invoice receipt.

8. Communication and reporting

The selected media monitoring company shall work in close coordination with the WVI MEERO Communication's team.

Appendix 2- Evaluation Criteria

Media Monitoring (Middle East and East Europe)

Technical Evaluation Criteria

Assessment Criteria	Maximum Score
Overall response: <ul style="list-style-type: none"> - Completeness of response in providing all relevant information for media monitoring implementation including all items listed under "deliverables" - Overall concord between RFP requirements and proposal 	10
Demonstrated previous experience in media monitoring globally (based on previous client list, client recommendations, and client engagement requirements).	15
Media Monitors: relevant experience, qualification (provided CV of key personnel; Company profile indicating major work and experience)	15
Ability to cover media in all requested languages and corresponding alphabets	15
Proposed Approach/Methodology including demonstrated knowledge and possession of relevant software.	15
Total	70

Minimum points to pass the technical evaluation and move to the financial is **49**.

Financial Evaluation

The total amount of points allocated for the financial quotation is **30**. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those bidders which obtain the threshold points in the technical evaluation.

Proposals will be ranked according to their combined technical (T) and financial (F) scores using the formula:

$$\text{Total score} = T + (\text{Lowest F/F}) \times 30$$

Appendix 3 – Standard Terms and Conditions

TERMS AND CONDITIONS

1. ACCEPTANCE:

- A. Any additional or different terms or conditions which may appear in any communication, printed or otherwise, from Seller are hereby expressly objected to and shall not be effective or binding unless specifically agreed to in writing. No substitution of goods or services as identified within the Request for Proposal may occur without the written consent of Purchaser.
- B. Any objection by Seller to the terms and conditions hereof shall be ineffective unless Purchaser is advised in writing thereof within the earlier of ten (10) days of the date of this Request for Proposal or Seller's provision of the goods and/or services.

2. PRICE:

Potential future Purchase Orders shall not be filled at prices higher than those shown on this Request for Proposal. Seller warrants that the prices to be charged for goods or services ordered herein are not in excess of prices charged to other customers similarly situated for similar quantities of goods or similar services of like quality.

3. QUALITY, QUANTITY:

In the event no quality is specified on the face hereof, the goods delivered and/or services rendered hereunder must be of the best quality as defined within the market. The quantity of goods indicated on the face hereof must not be exceeded without written approval of Purchaser prior to shipment. Any goods (a) defective in material or workmanship or otherwise not of the required quality or (b) in excess of the requested quantity will be sent back to Seller at Seller's risk and cost. If Purchaser requests replacement goods, Seller will ship them at Seller's cost. If Purchaser does not request replacement goods, Seller will refund the original shipment cost. All services must be performed in a timely, competent, professional and non-negligent manner.

4. PACKING AND PACKING LIST:

No charge will be paid by Purchaser for packing, boxing or cartage, unless specified on the face hereof. Loss of or damage to any goods not packed in such a manner as to insure proper protection to same shall be borne by Seller. Each package of goods shipped must contain a memorandum showing shipper's name, contents of package, and the Purchase Order number on the face hereof. A copy of bill of lading, invoice, etc. shall be sent to Purchaser, at address referenced on face of the Purchase Order, as well as to the destination point, if different from Purchaser's address, at time of shipment.

5. INDEMNIFICATION; HOLD HARMLESS:

Seller hereby agrees to indemnify and hold harmless Purchaser, its subsidiaries and affiliates, and their respective successors, assigns, officers, directors and employees from and against any and all claims, losses, damages, expenses, penalties, causes of action and liabilities of whatever kind and nature, including without limitation reasonable attorneys' fees.

6. INDEMNITY:

Seller hereby agrees to defend, indemnify and hold harmless Purchaser, its subsidiaries and affiliates and their respective successors, assigns, officers, directors and employees from and against any and all claims, losses, damages, expenses, penalties, causes of action and liabilities of whatever kind and nature, including without limitation reasonable attorneys' fees, arising out of the infringement or misappropriation of any third party's patent, published patent application, copyright, trademark, service mark, trade secret or other intellectual property or the laws or regulations of any governmental or judicial authority related to the goods and/or services. Seller agrees to give Purchaser prompt written notice of any threat, warning of notice of any such claim or action which could have an adverse impact on Purchaser's use or possession of such goods and/or services. Seller shall have the right to conduct the defense of any such claim or action and, consistent with Purchaser's rights hereunder, all negotiations for its settlement; provided, however, Purchaser may participate in such defense or negotiations to protect its interests.