

## **REQUEST FOR PROPOSALS**

**Project Name:** *Culture Bridges Programme*

**Assignment Name:** *Content Management Services*

### **Section 1. General Information**

**Culture Bridges** is a new programme that supports the development of the cultural sector in Ukraine and enables it to engage more effectively with cultural organisations and operators in the European Union (EU). Culture Bridges is largely funded by the EU as part of support to the implementation of the Association Agreement between the EU and Ukraine and is managed by the British Council in partnership with the European Union National Institutes for Culture (EUNIC) network in Ukraine.

The specific objectives of this programme are:

- To promote cultural cooperation and intercultural dialogue between Ukraine and the EU through projects which increase the international mobility and cooperation of cultural actors.
- To build the Ukrainian cultural and creative industries sectors' capacity and foster the development of local cultural and creative industries.
- To enhance Ukraine's participation in Creative Europe projects.
- To promote mutual understanding and cultural diversity within Ukraine through internal cultural mobility and project initiatives.
- To achieve these results the following activities will be delivered through a variety of competitive grants, direct funding and contracting

The programme runs from November 2017 to October 2020, with total funding of €1.3 million. Culture Bridges will fund a range of activities including training, events and cooperation projects. More information about the programme is available at the [website](#).

The Programme now invites proposals from companies/individuals for Content Management services. The terms of engagement will be established using a Framework Contract.

It is anticipated that an initial Framework Contract will be awarded for a period of almost three years (May 2018 – October 2020) during which time content management services will be required according to the needs of the Programme.

### **Section 2. Terms of Reference**



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The Content Management services include:

- Writing and editing of publications for the programme website in Ukrainian: preparing case studies with/about the programme participants and stakeholders, taking interviews and preparing them for publishing, writing articles and announcements about the programme activities (workshops, study tours, grant calls etc.);
- Publishing texts on the programme website;
- Writing, editing and managing the programme newsletter.

Estimated total amount of publications is up to 100 in 3 years (3-4 materials per month). Amount of materials can be changed according to the programme needs.

Newsletters will be issued once per month.

### Section 3. Requirements

The successful candidate should meet such criteria:

1. Experience in content management and website editing with examples of work;
2. Experience in newsletter management is desirable;
3. Experience in writing about culture and creative industries is desirable;
4. Excellent knowledge of Ukrainian. Ability to speak and write in English is desirable.

### Section 4. Preparation of Proposals

The official language for the proposal, contract, reports and any other documents in relation to the assignment is English and/or Ukrainian.

The frequency of service requests may vary depending on the needs of the Programme over the initial three year period.

The proposal should provide the following information (**see Annexes 1 and 2**):

1. Legal information of the company/individual.
2. Description of the experience in Content Management, newsletter management and website editing.
3. Examples of works (texts, articles, interviews etc.) in Ukrainian.
4. Costs of services in UAH (including VAT and other taxes).



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### **Section 5. Submission of Proposals.**

Proposals should be submitted in electronic format **by e-mail**.

The e-mail for submission of the proposals is [irina.prokofieva@britishcouncil.org.ua](mailto:irina.prokofieva@britishcouncil.org.ua).

Proposals must be submitted before **23 April 2018 14:00 Kyiv time**.

Late proposals may not be considered for evaluation.

To submit the proposal you should fill in the forms provided in **Annexe 1 and Annexe 2**.

E-mailed proposals should have the following text in the subject field: **Content Management\_[Name of organisation/individual]**.

### **Section 6. Evaluation of Proposals**

The evaluation of proposals will be carried out by the Programme team who will evaluate all proposals on the basis of:

- a) the quality and relevance of the company's/individual's experience;
- b) cost of services.

The final decision will be based on the best 'Value for Money' taking into account these two criteria.

### **Section 7. Final Consideration**

The Culture Bridges Programme will not be bound to select any of the proposals.

We would appreciate your informing us by e-mail (contact details above) upon your receipt of this Request for Proposals, whether or not you intend to submit a proposal;

Clarifications may be requested via e-mail up to 1 day prior to the submission deadline at [irina.prokofieva@britishcouncil.org.ua](mailto:irina.prokofieva@britishcouncil.org.ua).

### **Annexe 1. General and legal information**

1. Name of the legal entity: [enter title]
2. Country of official registration: [Enter country]



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3. Legal address: [enter the address]
4. Organization's website: [enter website address if applicable]
5. Contact information: <ol style="list-style-type: none"> <li>1. Name of contact person: [enter name]</li> <li>2. Contact name: [enter the full title of the position]</li> <li>3. Phone number: [enter numbers]</li> <li>4. E-mail address: [enter the address]</li> </ol>
6. Organizational and legal form: [LLC, public organization, private enterprise...]
7. Types of services that the company has the right to provide: [enter the list of services]
8. Registration number and VAT number: [enter data]
9. Bank details <ol style="list-style-type: none"> <li>1. Bank name: [enter the name]</li> <li>2. Current account number: [enter the number]</li> <li>3. MFI: [enter the MFI]</li> <li>4. SWIFT: [Enter the SWIFT code of the bank]</li> </ol>

## **Annexe 2. Offer Description**

Description of the experience in Content Management, website editing and newsletter management (up to 1 page).
Examples of works (texts, articles, interviews) in Ukrainian (up to 5 examples).
Costs of services (including VAT and other taxes): <ul style="list-style-type: none"> <li>- Costs for one publication (up to 2000 symbols) in UAH;</li> <li>- Costs for newsletter management per month;</li> <li>- Costs for content management on the website (posting publications, editing etc.) per month.</li> </ul>

