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| To whom it may concern    Date:  Request for Tender  Procurement of Media Strategists, Gender Advisor, Capacity Building Manager and Media Trainers in Moldova  Dear Sir/Madam,  IMS is inviting interested bidders to offer its services to complete the assignment described in this Request for Tender (RFT). Please note the information on Tender Format and Selection Criteria below.  Please submit your tender clearly marked with:  **“RFT IMS-04545”** by registered e-mail to: mmiind@mediasupport.org  The deadline for receipt of your tender is: 11st of January 2025  Tenders received after the deadline **will** be rejected.  *If you do not receive a confirmation from IMS, please contact IMS for verification of receipt.*  Your tender shall be composed of a technical and a financial proposal as per the following instructions and in accordance with the requirements specified in this Request for Tender:   * Technical proposal, indicating what lots() the bid refers to, containing: * CV * References (details below) * Financial proposal, containing: * Daily rate in EUR (if bidding for several lots and applying different rates, please indicate what rate applies to what lot)   Your tender should be valid for no less than 30 days from the deadline for receipt of the tenders. IMS will strive to notify all bidders of the outcome of their tenders by the 30th of January 2025.  IMS reserves the right to ask questions to bidders for clarification on bids received, and bidders may also submit questions until January 06, 2025.  The Contract will be awarded to the Bidder(s) offering the best value for money with reference to the selection criteria.  By participating in this tender, the Bidder accepts IMS general conditions for Contracts (Annex 1).  IMS reserves the right to reject a bid, if it without reasonable doubt, determines that the Bidder has engaged in corrupt, fraudulent, collusive, or coercive practices.  All enquires and questions should be addressed to [mmiind@mediasupport.org](mailto:mmiind@mediasupport.org).  Yours sincerely  Angela Nicoara | ADDRESS  IMS  (International  Media Support)  Nørregade 18  1165 Copenhagen K  Denmark  EMAIL  [info@mediasupport.org](mailto:info@mediasupport.org)  WWW  mediasupport.org |

Request for Tender

1. Introduction

IMS is seeking to recruit several service providers to perform the positions of Media Strategists, Gender Advisor, Capacity Building Manager, Media Trainers to support media partners in Moldova in developing impactful content and building sustainable, resilient strategies. The successful candidates will work closely with IMS personnel and partners to assess capacity, facilitate workshops, and guide the implementation of strategic initiatives.

This Request for tender is divided into four lots. Bidders may submit bids for one, several, or all of the lots.

1. Objectives

The M-MIIND programme builds on a collaborative approach between independent media to safeguard inclusive democratic dialogue in Moldova. The Programme seeks to support independent media across the country through capacity building and financial support to ensure that the Moldovan population from all segments of society have access to independent information and make informed decisions on issues of public interest regardless of their gender, ethnicity or language. The M-MIIND programme entails supporting projects from independent media – through capacity building and financial support – to enhance coordinated efforts to build resilience against disinformation, including gendered disinformation.

The scope of work and time-period of the Contract(s) are described in Sections 3-4 below.

1. Scope of Work

The assignment is divided into four different lots, as follows:

Lot 1: Media Strategist

* Evaluate potential media partners during the selection process.
* Provide mentorship and feedback to partners, helping them generate impactful content ideas.
* Conduct strategizing workshops to develop and refine content strategies.
* Assess partners’ capacities, including their strategic vision, content quality, and distribution capabilities.
* Develop capacity-building action plans addressing resilience strategies and content production needs.
* Deliver ongoing mentoring, training, and advisory support as needed.
* Collaborate with IMS and consultants to ensure partners’ content aligns with strategies during production and distribution.
* Support IMS in assessing the impact of implemented projects on partner capacities.

**Lot 2: Gender Advisor**

* Provide expert guidance to media partners on producing gender-sensitive content, ensuring balanced representation of women and men in news, features, and other formats.
* Review existing content to identify gender biases or gaps, and recommend strategies to address them.
* Develop toolkits, templates, and guidelines for integrating gender considerations into editorial and production processes.
* Design and deliver tailored workshops and training sessions for journalists, editors, and content creators on gender equality, inclusion, and the human rights-based approach.
* Build the capacity of media organizations to identify and challenge gender stereotypes in their narratives.
* Provide ongoing mentorship to editorial teams to institutionalize gender sensitivity in their workflows.
* Collaborate with leadership teams to develop and implement gender strategies and policies for media organizations.
* Conduct gender audits to assess organizational practices and recommend actionable improvements.
* Assist in integrating gender considerations into media partners' long-term strategic planning and editorial guidelines.
* Work closely with program staff, consultants, and media partners to ensure training activities align with overall program goals and address specific partner needs.

**Lot 3: Capacity Building Manager**

* Assess media partners' strategic vision, content quality, operational capacities, and alignment with program goals during selection.
* Identify gaps and opportunities in partners’ workflows, resilience strategies, and audience engagement through detailed evaluations.
* Develop customized capacity-building plans to address partners’ needs in content production, strategy, and innovation.
* Design and deliver workshops to enhance content strategies, aligning with program objectives and audience needs.
* Provide ongoing mentorship and feedback to partners, supporting impactful content creation and operational planning.
* Organize tailored training sessions on topics such as audience segmentation, storytelling, and strategic planning.
* Work closely with program staff, consultants, and media partners to ensure training activities align with overall program goals and address specific partner needs.
* Document lessons learned, success stories, and measurable outcomes for inclusion in program reports.

**Lot 4 Media Trainer**

* Develop tailored workshops and training sessions focusing on areas such as storytelling, investigative journalism, digital tools, and combating disinformation.
* Facilitate engaging and hands-on sessions, ensuring practical application of skills in areas like multimedia production, social media management, and audience engagement.
* Create comprehensive guides, toolkits, and resources to support ongoing learning and development for participants.
* Provide individualized feedback and coaching to journalists and editors, helping them improve their content quality, ethical reporting, and editorial workflows.
* Equip trainees with modern strategies, such as prebunking, inoculation, and data-driven journalism, to tackle disinformation effectively.
* Integrate gender-inclusive practices and ethical considerations into training content and methodologies.
* Conduct post-training evaluations to measure participant progress and the effectiveness of the training, ensuring alignment with program objectives.
* Work closely with program staff, consultants, and media partners to ensure training activities align with overall program goals and address specific partner needs.
* The trainer must be skilled in one or more focused training areas that include Data Journalism, User-Centered Content Creation, Conflict Zone Journalism, Thematic Training, Video Storytelling, Business Viability, Digital Marketing, Audience Analysis, Strategic Media Management, Strengthening Resilience to Information Threats, Video Content Repackaging, Investigative Journalism, Podcast Production, Grant Proposal Writing, Fundraising, Financial Management, Video Editing, Social Media Management, AI in the Newsroom, Advanced OSINT, TV Studio Lighting.

1. Timing and Duration of the Contract

IMS aims at concluding the tender process by [insert dates] and enter into a contract with the Supplier on [insert dates]. The assignment is expected to start on 01 January 2025 and will remain in force by 31 August 2025 with a possibility of extension.

The contract(s) may be subject to prolongation, if deemed necessary to fulfil the objectives of the assignment. IMS and the Supplier(s) will negotiate the conditions of any such prolongation.

1. Qualifications and Experience (maximum 55 points)

All competitive bidders will have the following profile reflected in their CV:

* Effective facilitation, communication, and interpersonal skills to engage diverse stakeholders.
* Fluency in English; proficiency in Romanian and/or Russian is preferred.
* Effective communication and collaboration skills, with a proactive approach to problem-solving.
* Experience working with diverse media outlets, NGOs in Moldova.
* Familiarity with the local or regional media landscape, including challenges related to disinformation, audience trust, and inclusion.

**Additional Qualifications and Experience for Lot 1, Media Strategist**

* Proven experience in media development, content strategy, or capacity-building roles.
* Strong understanding of media resilience and content production processes.
* Demonstrated ability to facilitate workshops and mentor organizations.
* Excellent analytical skills, with experience conducting organizational capacity assessments.
* Proven experience and knowledge of Moldova’s media environment.

**Additional Qualifications and Experience for Lot 2, Gender Advisor**

* Demonstrated experience in integrating gender equality and inclusion into media strategies, content production, and organizational practices.
* Ability to assess media content and operations for gender sensitivity, identify gaps, and recommend actionable improvements.
* Proven capacity to design and deliver gender-focused training sessions, workshops, and mentoring for media professionals.
* Familiarity with gender dynamics, media landscapes, and disinformation trends in Moldova and Eastern Europe or similar regions.

**Additional Qualifications and Experience for Lot 3, Capacity Building Manager**

* Proven expertise in media development, capacity building, or organizational strengthening within the media sector.
* Strong experience in assessing, mentoring, and guiding media organizations to develop strategic content and operational plans.
* Familiarity with innovative approaches to counter disinformation and enhance audience engagement.
* Demonstrated ability to manage staff and projects, prioritize tasks, and meet deadlines in a dynamic environment.
* Proven experience and knowledge of Moldova’s media environment.

**Additional Qualifications and Experience for Lot 4, Media Trainer**

* Proven experience in journalism, media production, or communication with a strong understanding of editorial standards, fact-based reporting, and ethical practices.
* Demonstrated ability to design and deliver interactive workshops and training sessions tailored to diverse audiences, including journalists, editors, and media professionals.
* Experience in developing training materials, guides, and toolkits to improve media content quality, audience engagement, and storytelling techniques.
* Knowledge of modern techniques such as digital storytelling, prebunking, and countering disinformation in the media landscape.
* Familiarity with the media landscape, and disinformation trends in Moldova and Eastern Europe or similar regions.
* Additional qualifications for Media Trainers include Data Journalism, User-Centered Content Creation, Conflict Zone Journalism, Thematic Training, Video Storytelling, Business Viability, Digital Marketing, Audience Analysis, Strategic Media Management, Strengthening Resilience to Information Threats, Video Content Repackaging, Investigative Journalism, Podcast Production, Grant Proposal Writing, Fundraising, Financial Management, Video Editing, Social Media Management, AI in the Newsroom, Advanced OSINT, TV Studio Lighting. At least one skill is required to apply.

A total maximum score of 55 points will be allocated to qualifications and previous experiences. The scoring scale is provided below in section 11 – Selection Criteria.

1. References (maximum 15 points)

The bidder should submit at least 3 references. For each reference, the following information **must** be submitted:

* Client & contact information
* Time period
* Type of engagement
* Fees

A total maximum score of 15 points will be allocated to References. The scoring scale is provided below in section 11 – Selection Criteria.

1. Availability (maximum 5 points)

A maximum of 5 points will be allocated for availability to provide the consultancy during the program period, currently scheduled for January – August 2025.

1. Reporting

All reports under this Contract are to be written in English.

1. Financial proposal

The tender shall contain a financial proposal with daily rates for performing the assignment described in this RFT. If different fees apply to different lots, please indicate this clearly in the bid.

The fees shall be including all taxes and VAT. As per EU regulations, IMS, being VAT-registered in Denmark, shall apply the reverse charge mechanism for VAT for Service Providers that are registered in another EU member state.

IMS shall under **no circumstances** be responsible for any payments of social charges, personal income taxes, and other statutory contributions which may be imposed on the Supplier in relation to this Contract.

**Travel costs** must be included additionally to the daily fee and are to be reimbursed based on actual expenditures.

1. Conflict of Interest

IMS defines a conflict of interest as a situation where a person involved with IMS or acting on behalf of IMS has a direct or indirect personal, financial, or business interest in a decision or action by IMS. Any existing or potential conflicts of interest concerning this RFT must be brought to the attention of IMS. IMS reserves the right to exclude a bid that is subject to a conflict of interest.

1. Selection criteria and evaluation method

IMS will apply a combined weighted average scoring method for evaluating the tenders. The maximum score for the technical proposal is 75 points. The scoring method is provided below.

The maximum score of 25 points for the financial proposal will be awarded the lowest priced tender. The financial proposals will be scored in proportion to the lowest price, as follows:

Score for price proposal X = lowest price proposal \* maximum score / price of proposal X.

The selection criteria are as follows:

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| **SELECTION CRITERIA Lot 1 Media Strategist** | |
| **TECHNICAL CRITERIA** | **MAX POINTS** |
| 1. **CRITERIA 1 Qualifications and Experience** |  |
| |  | | --- | | Effective facilitation, communication, and interpersonal skills to engage diverse stakeholders. | | 5 |
| |  | | --- | | Fluency in English; proficiency in Romanian and/or Russian is preferred. | | 5 |
| |  | | --- | | Effective communication and collaboration skills, with a proactive approach to problem-solving. | | 5 |
| |  | | --- | | Experience working with diverse media outlets, NGOs in Moldova. | | 5 |
| |  | | --- | | Familiarity with the local or regional media landscape, including challenges related to disinformation, audience trust, and inclusion. | | 5 |
| |  | | --- | | Proven experience in media development, content strategy, or capacity-building roles. | | 5 |
| |  | | --- | | Strong understanding of media resilience and content production processes. | | 5 |
| |  | | --- | | Demonstrated ability to facilitate workshops and mentor organizations. | | 5 |
| Proven experience and knowledge of Moldova’s media environment. | 10 |
| |  | | --- | | Excellent analytical skills, with experience conducting organizational capacity assessments. | | 5 |
| 1. **CRITERIA 2 References** |  |
| Proven track record through references from similar assignments. | 15 |
| 1. **CRITERIA 3 Availability:**   Ability to deliver support and workshops in Moldova during the project duration (January – August 2025). | 5 |
| **SUB TOTAL 1: TECHNICAL CRITERIA** | **75** |
| **PRICE** | **MAX POINTS** |
| *Points for Price must be a minimum of 25 points and a maximum of 75 points.* |  |
| **SUB TOTAL 2: PRICE** | 25 |
| **TOTAL MAX POINTS** *(check that all points add up to 100)* | 100 |
| **SELECTION CRITERIA Lot 2 Gender Advisor** | |
| **TECHNICAL CRITERIA** | **MAX POINTS** |
| 1. **CRITERIA 1 Qualifications and Experience** |  |
| |  | | --- | | Demonstrated experience in integrating gender equality and inclusion into media strategies, content production, and organizational practices. | | 10 |
| |  | | --- | | Ability to assess media content and operations for gender sensitivity, identify gaps, and recommend actionable improvements. | | 5 |
| |  | | --- | | Proven capacity to design and deliver gender-focused training sessions, workshops, and mentoring for media professionals. | | 10 |
| |  | | --- | | Familiarity with gender dynamics, media landscapes, and disinformation trends in Moldova and Eastern Europe or similar regions. | | 10 |
| |  | | --- | | Strong understanding of gender-sensitive approaches to media content and operations. | | 5 |
| |  | | --- | | Effective facilitation and communication skills to engage diverse stakeholders on gender-related topics. | | 5 |
| |  | | --- | | Proven ability to work collaboratively with media outlets, NGOs, and other partners to promote gender inclusion. | | 5 |
| |  | | --- | | Fluency in English; proficiency in Romanian and/or Russian is preferred. | | 5 |
| 1. **CRITERIA 3 References** |  |
| Proven track record through references from similar assignments. | 15 |
| 1. **CRITERIA 4 Availability:**   Ability to deliver support and workshops in Moldova during the project duration (January – August 2025). | 5 |
| **SUB TOTAL 1: TECHNICAL CRITERIA** | **75** |
| **PRICE** | **MAX POINTS** |
| *Points for Price must be a minimum of 25 points and a maximum of 75 points.* |  |
| **SUB TOTAL 2: PRICE** | 25 |
| **TOTAL MAX POINTS** *(check that all points add up to 100)* | 100 |

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| **SELECTION CRITERIA Lot 3 Capacity Building Manager** | |
| **TECHNICAL CRITERIA** | **MAX POINTS** |
| 1. **CRITERIA 1 Qualifications and Experience** |  |
| |  | | --- | | Proven expertise in media development, capacity building, or organizational strengthening within the media sector. | | 5 |
| |  | | --- | | Strong experience in assessing, mentoring, and guiding media organizations to develop strategic content and operational plans. | | 5 |
| |  | | --- | | Familiarity with innovative approaches to counter disinformation and enhance audience engagement. | | 5 |
| |  | | --- | | Demonstrated ability to manage staff and projects, prioritize tasks, and meet deadlines in a dynamic environment. | | 15 |
| |  | | --- | | Proven experience and knowledge of Moldova’s media environment. | | 10 |
| |  | | --- | | Effective facilitation, communication, and interpersonal skills to engage diverse stakeholders. | | 5 |
| |  | | --- | | Fluency in English; proficiency in Romanian and/or Russian is preferred. | | 5 |
| |  | | --- | | Ability to design and implement tailored action plans for capacity building. | | 5 |
| 1. **CRITERIA 3 References** |  |
| Proven track record through references from similar assignments. | 15 |
| 1. **CRITERIA 4 Availability**   Ability to deliver support and workshops in Moldova during the project duration (January – August 2025). | 5 |
| **SUB TOTAL 1: TECHNICAL CRITERIA** | **75** |
| **PRICE** | **MAX POINTS** |
| *Points for Price must be a minimum of 25 points and a maximum of 75 points.* |  |
| **SUB TOTAL 2: PRICE** | 25 |
| **TOTAL MAX POINTS** *(check that all points add up to 100)* | 100 |

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| **SELECTION CRITERIA Lot 4 Media Trainer** | |
| **TECHNICAL CRITERIA** | **MAX POINTS** |
| |  | | --- | | Proven experience in journalism, media production, or communication with a strong understanding of editorial standards, fact-based reporting, and ethical practices. | | 5 |
| |  | | --- | | Demonstrated ability to design and deliver interactive workshops and training sessions tailored to diverse audiences, including journalists, editors, and media professionals. | | 5 |
| |  | | --- | | Experience in developing training materials, guides, and toolkits to improve media content quality, audience engagement, and storytelling techniques. | | 5 |
| |  | | --- | | Knowledge of modern techniques such as digital storytelling, prebunking, and countering disinformation in the media landscape. | | 5 |
| |  | | --- | | Familiarity with the media landscape and disinformation trends in Moldova and Eastern Europe or similar regions. | | 10 |
| |  | | --- | | Effective facilitation, communication, and interpersonal skills to engage diverse stakeholders. | | 5 |
| |  | | --- | | Fluency in English; proficiency in Romanian and/or Russian is preferred. | | 5 |
| |  | | --- | | Strong organizational and time management skills, ensuring efficient delivery of training programs. | | 5 |
| Specific skills (one or more skills are needed to qualify): Data Journalism, User-Centered Content Creation, Conflict Zone Journalism, Thematic Training, Video Storytelling, Business Viability, Digital Marketing, Audience Analysis, Strengthening Resilience to Information Threats, Strategic Media Management, Video Content Repackaging, Investigative Journalism, Podcast Production, Grant Proposal Writing, Fundraising, Financial Management, Video Editing, Social Media Management, AI in the Newsroom, Advanced OSINT, TV Studio Lighting. | 10 |
| 1. **CRITERIA 3 References** |  |
| Proven track record through references from similar assignments. | 15 |
| 1. **CRITERIA 4 Availability:**   Ability to deliver support and workshops in Moldova during the project duration (January – August 2025). | 5 |
| **SUB TOTAL 1: TECHNICAL CRITERIA** | **75** |
| **PRICE** | **MAX POINTS** |
| *Points for Price must be a minimum of 25 points and a maximum of 75 points.* |  |
| **SUB TOTAL 2: PRICE** | 25 |
| **TOTAL MAX POINTS** *(check that all points add up to 100)* | 100 |

1. Submission and format of tender

The tender shall be submitted to IMS electronically to [mmiind@mediasupport.org](mailto:mmiind@mediasupport.org) in any of the following formats: .docx, .pdf, .ppx, marked with **“RFT IMS-04545”**.

The tender shall be composed of the following parts:

* Technical proposal, containing:
* CV
* References
* Financial proposal, containing:
* Daily rate in EUR, indicating what fees apply to what lot, if the fees vary between lots
* Travel costs must be included additionally to the daily fee and are to be reimbursed based on actual expenditures.

1. Ownership and Intellectual Property

Where the winning bidder’s proposal leads to a Contract between IMS and the Supplier, it is a requirement, that IMS acquire all rights and sole property to any material produced under such a Contract.

1. Confidentiality

IMS acquires and retains the ownership of all tenders received. IMS will maintain the confidentiality of prices, terms and conditions of all tenders received.

1. Exclusion grounds

IMS reserves the right to exclude bids that are:

* Subject to a conflict of interest as defined in the attached General Conditions, article 10;
* Based on a misrepresentation of information required by IMS as a condition to participate in the contract or failure to supply this information;
* Submitted by bidders that are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
* Submitted by bidders that are convicted of an offence concerning their professional conduct by a judgment, which has the force of res judicata;
* Submitted by bidders that are guilty of grave professional misconduct proven by any means, which IMS can justify.
* Submitted by bidders with affiliations, past or present, with organizations or individuals whose activities conflict with the principles of media independence, transparency, and democratic values.

1. Processing of personal data

IMS will process the personal data included in tender documents and communications received from bidders.