

Lot 2 – Communication Consultancy Services

Maximum estimated value of the contract: 125.000 EUR (ALDE party is offering up to two five-year framework service agreements).

Description and purpose of the lot

The ALDE Party is seeking proposals from qualified consultants to support the development and enhancement of our women's empowerment program: the Alliance of Her. In view of our strategic outlook for the next five years, following the 2024 European elections, we are aiming to advance our communications' strategy, for which ALDE Party will offer up to two framework agreements in this lot.

Services required

- Facilitate in-person sessions tailored to female political participants on political communication, including: team building, political events coordination and profile building. The aim is to help participants reflect on how to navigate complex political organizational structures.
- Share best practice within the Alliance Of Her community, fostering knowledge exchange and collaboration.
- Develop tailored materials linked to the facilitated sessions.
- Lead a small group of female political participants during Alliance Of Her sessions.
- Provide continued advice to the Alliance Of Her network and individual members' goals.
- Collaborate with the ALDE Party Secretariat to identify and assess the organizational capacities the Alliance Of Her community and the needs of European Liberals.
- Provide strategic advice to the ALDE Party Secretariat on coordination with member parties to enhance collaboration and effectiveness.
- Provide technical expertise to assist and advise the ALDE Party in long-term strategic planning relating to the Alliance Of Her Project and how it can have more impact.
- Provide advice on improving Alliance Of Her communications, branding and visibility.
- Participate on a limited basis in (online) workshops and events related to the Alliance of Her and multilateral best practice exchanges between member party experts.
- Attend other ad hoc meetings with the ALDE Party Secretariat as deemed necessary by both the contractor and ALDE.

Technical requirements

- Display understanding of and ability to applying gender lens to facilitation and discussions.
- Showcase extensive experience in providing strategic counsel to individuals engaged in politics highlighting the ability to effectively engage and advise diverse stakeholder groups.
- Exhibit experience working with political organizations from at least 3 ALDE member countries, demonstrating familiarity with diverse political contexts and dynamics within the European liberal framework.

- Demonstrate experience in training other trainers, illustrating the capacity to impart knowledge and skills effectively to build a cadre of proficient trainers within political organizations.
- Showcase experience in building successful teams and reorganizing existing structures within political organizations, indicating proficiency in driving organizational change and fostering team effectiveness.
- Provide evidence of experience in the management of political campaigns.
- Demonstrate a track record in providing comprehensive assessments of organizational and strategic needs for political parties and implementing effective change management processes.
- Exhibit experience in voter identification and communication programs for political parties, along with the ability to develop messaging plans and storytelling strategies for persuasion.
- Be able to contribute towards creating safe and enabling environment for facilitated discussions both one-on-one and in group settings.

Selection criteria

- More than 5 years of combined experience in political party work, training, and consultancy services, showcasing a comprehensive understanding of the political landscape and effective strategies in these areas.
- Provide evidence of experience working with political organizations from at least 3 ALDE member countries, demonstrating a broad understanding of international political dynamics within the ALDE framework.
- Consultants located outside the European Union will be taken into consideration but preference will be given to contractors based within the European Union. The consultant must have flexibility to travel to the ALDE Party headquarters, if required.
- Consultants must be able to issue invoices and receive payments in (EUR) currency.
- Availability to provide workshop on digital communication and communication strategy from 4 to 7 July 2024.
- Excellent knowledge of English (written and spoken).

Award criteria

The contract will be awarded on the basis of the *best value for money* award criteria, taking into account both quantitative and qualitative criteria.

Qualitative award criteria (70%)	Minimum points	Maximum points
Demonstrated technical capabilities in providing the required services. In order to evaluate this criterion a portfolio with examples of previous work is requested (political campaigns, delivered trainings, etc.)	25	50

Experience working with political parties and in the European politics context.	25	50
Quantitative award criteria (30%)	Minimum points	Maximum points
Overall economic offer as indicated in Appendix I	50	100

To apply:

Please apply by sending a detailed proposal in English, addressing the below elements:

- Consultants' profile, relevant experience in providing similar services and reference to the selection criteria mentioned in the tender.
- Portfolio with examples of previous work.
- Pricing structure according to Annex I, including any additional fees or charges.
- Annex II – Selection and Exclusion criteria.
- Annex III – Countries checklist.

Tenders must be submitted together with Appendix I, II and III, filled in and signed, by 31 July 2024 to Adam Vink, Alliance of Her Project Manager at the ALDE party (avink@aldeparty.eu). The deadline for the selection of the tenderer is set by 25 August 2024.