

TECHNICAL SPECIFICATIONS

Hiring a communication services in the Dominican Republic

I. General information

Expected mission	In collaboration with the Expertise France team in the Dominican Republic, the communication agency will support the implementation of the project's communication and visibility plan of "Strengthening the resilience of health and social protection systems".
Funding	European Union
Partners	French Development Agency Ministry of Health and Social Welfare Social Policy Cabinet Other Dominican administrative and sectoral authorities involved in the project
Beneficiaries	The Dominican population
Target audiences	Technical and financial partners Dominican institutions and institutional representatives The Dominican population - general public The national and international press
Areas of intervention	Santo Domingo and other regions of the country

I. Context and justification of needs

Presentation of Expertise France

Expertise France is the public agency in charge of designing and implementing international technical cooperation projects. The agency works in four priority areas:

- Democratic, economic and financial governance ;
- Stability of crisis and post-crisis countries and security ;
- Combating climate change and sustainable urban development;
- Strengthen health, social protection and employment systems.

In these areas, Expertise France designs and implements training projects, mobilises expertise and acts as project coordinator, bringing together public expertise and private know-how. For more information: www.expertisefrance.fr

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Expertise

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Context

In the framework of the *Latin America and Caribbean Investment Facility* (Iacif), the **European Union (EU)** has delegated funds to the **French Development Agency (AFD)** to implement the project "**Strengthening the resilience of health and social protection systems**" in the Dominican Republic.

The objective of the cooperation project, which complements public policy loans from the Agence Française de Développement and the Inter-American Development Bank (IDB), is to contribute to reducing in the short term the health, social and economic impact of the COVID-19 crisis on the most vulnerable populations in the Dominican Republic, while strengthening preparedness for future health, economic or climatic shocks. The project aims to strengthen the country's health surveillance system with a "One Health" approach and the development of adaptive social protection measures.

The project, launched in 2022, is being implemented by **Expertise France**, the French public agency for international technical cooperation, in coordination with the Dominican beneficiary institutions, **the Ministry of Health and Social Assistance and the Cabinet of Social Policy**, mentioned as involved institutions / partner institutions in this document.

The project "**Strengthening the resilience of health and social protection systems**" is structured around two sectoral components:

- A "health" component aimed at strengthening the Dominican health system and its crisis preparedness and response capacity in line with international health regulations and the "One Health" approach.
- A "social protection" component aimed at strengthening the resilience of social protection programmes in the face of crises.

Expertise France, in coordination with the Ministry of Health and the Social Policy Cabinet of the Dominican Republic, is implementing a cooperation programme that includes a wide range of consultancy, training and awareness-raising activities for public institutions, as well as infrastructure projects and the purchase of equipment and materials to improve the capacity of the public sector in the fields of health and social protection.

Communication strategy

In order to meet the communication and visibility objectives of the donors (the European Union and AFD) and the implementing partners (Expertise France and national actors), a communication plan was drawn up based on a diagnosis of the situation. The plan, approved by the project's strategic committee, defines, among other things, the objectives, goals and strategic communication actions needed to promote the visibility of the project's results and impact. The communication plan and the actions that have been formulated are closely linked to the project's operational plan, which foresees both technical cooperation actions (consultancy, training, evaluations, awareness-raising campaigns, etc.) and infrastructure and equipment acquisition projects.

In order to optimise the quality of implementation and the achievement of the project objectives, collaboration with a communication agency is essential. The contractor will be asked to develop and implement the communication actions and tools of the project in accordance with the communication plan and the calendar of actions, which will be reviewed periodically.

The selected contractor will work closely with the project team and the communication departments of the institutions involved in the project.

III. Objectives and results

1) General objective

The selected contractor will have the mission to support the implementation of the communication and visibility plan of the project "Strengthening the resilience of health and social protection systems" implemented by Expertise France and its partners in the Dominican Republic. The overall objective is to make visible the actions and the positive impact of the project to promote the strengthening of the resilience of health and social protection systems in the country.

2) Specific objectives

- Informing the public and policy makers about project activities through media coverage and dissemination of content on communication networks;
- Ensure that donors are properly visible in the media and communication media in accordance with the required standards and requirements;
- Mobilise beneficiary partner institutions to implement strategic communication;
- Evaluate the impact of communication actions and campaigns.

3) Results

- Project activities and results receive appropriate media coverage, in accordance with the project's visibility and communication plan.
- The partnership actions between Expertise France/AFD/European Union/National Institutions in the field of health and social protection are well known and perceived by the population.
- National partner institutions strategically communicate project results.
- Evaluations of media coverage are available after the event.

IV. Description of the mission

1) Planned activities

Throughout the duration of the contract, the successful tenderer must design and implement the actions defined in the project's communication plan. The execution of the communication actions will involve tasks that may be carried out remotely or in person, depending on the needs of the project.

The service provider will support Expertise France in the implementation of the following communication actions:

- a) Support to the communication strategy
 - Support for the implementation of the communication plan and the development of communication actions. In accordance with the communication plan, the successful bidder will draw up, in coordination with the project management, the planning of the communication actions.
 - To ensure the smooth running of the actions to be implemented, the communication agency must propose a development plan/description sheet for each communication action, identifying the main elements to be taken into account in the implementation of the action, such as the objectives (always aligned with what is established in the communication strategy and plan), the target audience, the action plan, the existing channels and platforms, the proposal of creative ideas (design, messages and key ideas) needed, key performance indicators (KPIs) in coordination with the Expertise France project team and the national stakeholders involved.
- b) Layout of reports or other pieces, and coordination with supplier for printing (the cost of printing will be covered separately).
- c) Creation of editorial content and writing of communication materials:
 - Drafting of press releases and press kits in coordination with the project team and the communication focal points of the partner institutions, for print and digital media coverage.
 - Writing posts for the social media (X, Instagram, LinkedIn) of the project's counterpart/partner institutions
 - Video script writing
- d) Iconographic research: the service provider may be asked to research visual elements (photos or illustrations, pictograms or symbols, etc.).
- e) Production of audiovisual and iconographic objects
 - Production of short videos (1.30 min), using the video and photo database and adding elements to it (e.g. interviews, success stories, etc.), including editing, animation, subtitles, sound and voice-over.
 - Production of a final video (3 min) on the contributions of the project, including filming, editing, animation, subtitles, sound and voice-over.

These graphic and audiovisual contents can be published on portals, YouTube channels and on the different social media accounts (LinkedIn, X, Instagram) and communication channels of the project partners.
- f) Direct relations with the communication departments of the institutions and agencies involved in the implementation of the project to ensure the visibility and implementation of the communication actions, in coordination with the Expertise France team. This coordination is essential for the implementation of each communication action.
- g) Direct relations with the press and media and event organisation
 - Drawing up a media plan
 - Dissemination of press releases, in collaboration with the communication focal points of the partner institutions/partners.
 - Design, promotion and implementation of press conferences and meetings with the media. Preparatory work should include requests for confirmation of attendance, media outreach, preparation of press kits and the script of the event. Support is also required in the formulation of key messages.

- 1 media tour (TV, radio and press). Including media relations management, support and follow-up of publications.
- Advertising management (choice of media, support in negotiations, etc.) and media planning.

h) National campaigns

- Design of two national digital and offline awareness-raising campaigns for various media, including video ads, photos, press kits, etc. Design includes graphic design and creative concept.
- Manage activities for its production in national media. This does not include the purchase of media and advertising space, but the necessary coordination and monitoring of its implementation.
- Creation and monitoring of two digital communication campaigns on social media and institutional communication channels, including videos and photos. The digital media campaigns will be designed to raise awareness or promote specific support to the project on specific issues and with specific institutions. Design, implementation and evaluation are the responsibility of the contractor. The cost of publication is not included.

i) Activity report

- Each month or at the closure of each activity, the contractor shall submit a summary activity report including media coverage (press report/dossier), as well as the results of the communication of the project in the different institutional channels and other media.
- Specific activity and results reports (per tool and per event, operation, theme or milestone) may be requested.

2) Times

Three phases can be identified, for an implementation period of 20 months:

- Initial phase:

During this phase, the contractor will start providing the service according to the tender and familiarising himself with the actions to be implemented.

During this period, the contractor shall respond, as far as possible, to requests for services made by Expertise France.

The start-up phase lasts one (1) month, at the end of which the communication team designated for the project must be fully operational and present the action plan. At the end of

During this period, the necessary coordination, organisation and management mechanisms should be put in place.

- Implementation phase

During the implementation phase, the successful tenderer shall respond as efficiently as possible to all service requests made by the project management to implement the communication actions.

- Closing phase

At the end of the service, a final report will be submitted identifying the main results and impact analysis.

3) Expected deliverables

The contract shall take the form of a framework contract. The orders shall be the subject of a purchase order. Details of deliverables and deadlines shall be indicated in each purchase order, which shall be specifically drawn up before each activity.

Product	Category	Description
Initial phase (1 month)		
N°1	Advice	<p>A general action plan, which will be updated every 3 months with deadlines for the development of the corresponding activities, resources required, progress indicators.</p> <p>This plan must be coordinated and approved by the Expertise France team.</p>
Implementation (18 months)		
N°2	Preparation and coordination <i>*The following generic deliverables are expected.</i>	<p>After Expertise France has sent the requirements, based on the Implementation Plan, the successful bidder will propose an initial quotation, based on the unit price schedule together with an execution deadline. Expertise France will then send a purchase order based on the validated offer. Once Expertise France has sent the order, the service begins.</p> <p>A fact sheet on the communication actions to be carried out (objectives, targets, key messages, channels) will be drawn up in consultation with the partners.</p> <p>Minutes of meetings with Expertise France or its partners.</p> <p>A summary activity report may be required at the end of each service.</p>
N°3	Implementation and realisation of communication actions	<p>There are other periodic deliverables that will be required on demand, as agreed in the implementation plan: Communication pieces set out in the project's communications plan, including images, reporting, videos, texts, among others, press report, campaign design.</p> <p>For graphic creations, there will be two separate proposals including partial creative tests (sketches or drawings in the case of animated content), which will be adapted according to the structure of the document to be produced. The chosen proposal will then be refined until final approval.</p> <p>Production/Post-production: Once Expertise France has approved the proposed script and graphics, regular discussions will be held throughout the production phase of a product, up to the export of the high and low definition digital media to Expertise France.</p> <p>Iconographic research: Proposal of visuals and associated art purchase costs.</p>
Closure (1 month)		
4	Evaluation	<p>Six-monthly results report presenting the achievements of the implementation of the communication plan, the progress indicators and an update of the communication strategy for the following period based on the results obtained from the implementation.</p> <p>Final report on the results of the implementation of the communication strategy with the measurement of progress indicators.</p>

The successful tenderer guarantees the accessibility of the documentation produced during the course of the project (work in progress, completed work) and to communicate in advance any delays and/or limitations.

All services commissioned by Expertise France give rise to :

- transfer of creative rights (photos, infographics)
- file transfer
- transmission of source files, photos and fonts

All designs and productions must comply with the graphic charter of Expertise France and its partners, if applicable, as defined in the project's communication plan.

4) Coordination

The contractor shall designate a single contact person to coordinate the implementation of the activities.

An initial meeting will be organised 5 days after notification of the contract.

Expertise France is responsible for the supervision, coordination and monitoring of the work covered by this contract, and may therefore make any suggestions and modifications it deems necessary to successfully achieve the planned communication objectives, in compliance with the contractual clauses.

Given the diversity and volume of the work to be carried out, the team appointed by the contractor must be in permanent contact with the Expertise France team. The contractor's main point of contact will be the project manager. Close coordination must also be established with the members of the project team, in particular with the sectoral specialists, as well as with the communication focal points of the partner institutions, in order to monitor the work, ensure proper planning and ensure that the work is carried out within the agreed deadlines and to the highest possible quality.

A coordination model based on an agile working approach will be agreed, allowing for greater responsiveness and better monitoring of results. Regular meetings and working sessions will be held to monitor progress.

The resources, equipment and travel required by the contractor shall be at the contractor's expense, even if this is explicitly specified.

V. Place, duration and conditions of execution

- 1)** Period of application: June 2024 to December 2025
- 2)** Start date: June 2024
- 3)** Completion date: December 2025
- 4)** Location: Dominican Republic, mainly Santo Domingo, with regional interventions.
- 5)** Planning/timetable: to be developed jointly on the basis of the communication plan and the action plan/provisional timetable of the project.

VI. Experience and profile required

The services of a company, consulting firm, consortium, group or association of professionals legally constituted in the Dominican Republic with at least six (6) years of general experience in the creation of corporate communication strategies, implementation of advertising campaigns and/or digital marketing management are required. The contractor must demonstrate experience in the provision of services with quality, clarity and within the established deadlines. Experience working with Dominican government institutions (central or local) or in the Latin American region will be an asset. He/she should have a thorough knowledge of the local environment, be proficient in institutional communication and have a general knowledge of the public health sector and social policies.

Experience required :

General experience in communication activities :

- 3 contracts for communication activities of any kind, for a minimum value of 10,000 euros each, still in progress (at least 50% invoiced) or completed in the last 5 years preceding the date of submission of the application.

Specific and similar experience in communication activities related to social or development projects / international cooperation:

- 1 contract for communication activities, still in progress (at least 50% invoiced) or completed in the 5 years preceding the date of submission of the application.

▪ The determination of the similarity of experiments will be based on:

- Relevant professional experience in the development sector, working with governmental bodies such as ministries and international organisations (AFD, IADB, UN agencies, European Union, etc.);
- Relevant professional experience in the public health and/or social affairs sector;
- The nature of the services provided (e.g. production of communication documents, video production, awareness raising campaigns, etc.);
- Location (professional experience in Dominican Republic) ;
- If the applicant is a consortium (joint venture or intending joint venture), the experience requirements must be fulfilled by all members of the consortium together.

Equipment/human resources

The service provider must ensure that it has sufficient means and human resources - which may be subcontractors - to implement the communication plan and perform the tasks described in the previous section.

The assigned team should be led by a coordinator with decision-making capacity and outreach to all actors. The communications coordinator should have experience participating in projects in which he/she has been responsible for the coordination of an interdisciplinary team.

The team should include at least the following profiles:

- **Social communication specialist:** With at least 8 years of experience working on projects for the development and implementation of communication strategies. Experience in traditional media (television, radio or press), digital media and/or public entities will be an asset.

- **Creative specialist:** With a minimum experience of 8 years working on design projects and implementation of corporate image and/or advertising campaigns in traditional and digital media.
- **Graphic designer:** With skills in digital design software, production. Of images, videos and other materials, as well as at least 3 years' experience. Experience in the design of communication pieces will be an asset.

VI. Practical information

All costs of the actions proposed in the tender shall be deemed to be included in the budget submitted by the successful tenderer, unless explicitly stated otherwise. Actions whose cost is not included in the tender must be duly identified in the technical and financial proposal submitted. Additional costs necessary to carry out an action will not be accepted.