



REQUEST FOR PROPOSALS: KR21

COMMUNICATIONS

Explanation KR21 Programme

The Knowledge Rights 21 Programme (KR21) is focused on bringing about changes in legislation and practice across Europe that will strengthen the right of all to knowledge. It is built on a conviction that knowledge is essential for education, innovation and cultural participation, and that everyone should have the possibility - in particular through libraries, archives and digitally - to access and use it.

KR21 is looking for a contractor who can not only directly broaden and deepen the impact of the Programme in support of its goal but also provide tools and materials that others involved can draw on in their own contexts.

Description of the assignment

The contractor will be expected to carry out the following tasks:

Development of a strategic campaigning approach to work around the Programme's goals, including in coordination with the KR21 Policy and Management Committees and contractors responsible for relevant work packages. Such an approach should be built on effective and innovative content and formats that address key audiences in each case that need to be influenced or mobilised. For each area, practical plans should be developed and shared in order to facilitate engagement of others. Around 30% of total time. **Expected deliverables:** initially, an approach and practical plans. Subsequently, delivery of actions identified in agreed reports.

Propose, plan and deliver focused events with a communications focus, and manage relevant communications in advance of and subsequent to these. Around 10% of total time. **Expected deliverables:** events leading to a significant measurable increase in engagement in KR21, in particular among advocacy targets in key decision-making roles.

Communications monitoring work which makes it possible to identify key strategic trends and opportunities related to Programme communications. Around 5% of total time. **Expected deliverables:** monthly insights to be shared with the Programme Secretariat.

Identify key targets for communications and strategies for reaching these, in particular among the media and influencers. Around 5% of total time. **Expected deliverable:** update lists of key targets for communications, and integration of targeting into strategic campaigning plans.

Carry out ongoing evaluation of communications activities and make improvements on this basis. Around 5% of total time. **Expected deliverable:** quarterly reports incorporating evaluation.



The below aspects may be shared between Stichting IFLA Foundation and the contractor:

Social media: while SIF will continue to lead on corporate communication and more day-to-day communications work, the contractor will lead on campaign-related outputs. Around 5% of total time.

Coordination with national networks: the contractor will work with the Programme Secretariat, and in particular the Network Expert, to establish a flow of information in both directions and identify opportunities. They will also provide input and advice to national coordinators on the development of national strategies, and work with the Programme Secretariat in developing a set of key materials that can be used by national coordinators and others. Around 25% of total time.

Webinars: while some elements of the webinar programme will need to be owned by the Programme's partner organisations/work package contractors, others (including campaign-based series) will be run by the contractor. Around 5% of total time.

Maximising the impact of work package outputs: acting in a consulting role, work with the Programme Secretariat and Work Package contractors in order to ensure that these are effectively communicated, varying level of engagement according to need. This will include the creation of additional materials, such as toolkits, where these are not foreseen in the work packages themselves. Around 10% of total time.

The following aspects could be contracted out, depending on capacity. If a contractor is able to take these on, we can also consider additional funding,

Development of templates for advocacy materials which can subsequently be used by others involved in the programme

Development of attractive visual materials and other graphics

Copy-editing of other programme materials

As such, the successful bidder will need to be able to demonstrate that they have – directly or through others – the following abilities:

- To devise and apply a strategic approach to communications
- Responsiveness and innovation in communications approaches taken
- Adaptability to European and national-level audiences
- Innovative and attractive design
- To operate in English fluently, and ideally other European languages also
- To work with a range of advocates (at different skill levels) to support them in their communications, with flexibility, creativity and the possibility to multitask
- It would be preferable if they can bring knowledge of the policy questions covered by the Programme and of relevant actors

This work will contribute to the goal of maximising the reach of advocacy in favour of the Programme's Goals, both at the European and national levels, as well as supporting the mobilisation of networks at national level. It will have a key role in amplifying the impact of other elements of the Programme, in particular our work packages.



The provisional budget for this work is 6000EUR per month, exclusive of VAT, with value for money considered as part of the review process.

Duration of assignment

The assignment will be given until 31 July 2023, with a potential extension until 21 July 2024 if funding permits.

Start date: 15th February 2023

Requirements

You are required to provide the following information. As a guide, your response does not need to be more than three pages long:

- How the bidder is particularly well suited to deliver the work package
- A plan for how the bidder will deliver on the goals and results of the work package
- Project Management Team Structure (including broad breakdown between people hours, management time, other costs, such as travel, purchasing, event attendance, marketing)
- An assessment of risks, and how these will be managed

Communication

For questions and explanation please contact Athanasia Kanellopoulou, on the following e-mail address: info@knowledgerights21.org. **Please address your offer to this contact person.**

Applicable conditions

The agreement will be concluded with Stichting IFLA Foundation.

General conditions of sale, sector conditions or other conditions of the Tenderer are expressly excluded and do not apply to this Engagement.

Any remarks about the conditions that apply to this Engagement must be made known with your offer.

Other conditions attached to this request for quotation

- You cannot derive any rights to reimbursement of quotation costs or to obtaining the order from this request for quotation.
- Stichting IFLA Foundation may (temporarily) suspend and/or revoke this request for quotation. In such a situation, you are not entitled to reimbursement of the costs incurred for this request for quotation.
- By submitting a request for quotation, you declare that you meet all the requirements set out in this request for quotation and that you agree to the terms and conditions set.

Activity	Date:
Publishing the Request for Proposal	23 th January
Deadline for asking questions	2 nd February
Deadline for submission Proposals	6 th February (12:00 pm)
Internal review (including potential further questions)	20 th February



Communication of the decision (or request for further information)	22 nd February
Commencement date of agreement (subject to no further information being needed)	1 th March

Stichting IFLA Foundation reserves the right to change the intended time schedule. In the event that Stichting IFLA Foundation proceeds to change the intended schedule, this will be communicated to all parties concerned. Tenderers cannot derive any rights from this intended schedule. The dates mentioned in this (or the amended) time schedule for the submission of questions and the submission of Tenders are regarded as deadlines.

Stichting IFLA Foundation expects your written offer by 6th February at the latest by 12pm CET (Amsterdam Time). Please send your offer to: info@knowledge21.org.

Evaluation of the offer

- Review of the bids by a sub committee made up of representatives of the Programme's committees.
- In the context of this review, questions may be asked, and recommendations made for changes in order to accept a bid.
- Candidates will be selected based on the quality of their bid (including value for money), their ability to deliver, as set out in their bid

We wish you every success in drawing up your offer.

ANNEX: Optional Template for Responses

Name and Legal Status of Bidder
Address and Contact Details
Statement of Suitability of Bidder to Undertake this Work Package
Proposed Plans for Delivering on the Goals and Results of the Work Package
Project Management Team Structure (including broad breakdown between people hours, management time, other costs, such as travel, purchasing, event attendance, marketing)
Assessment of Risks, and How These will be Managed