

5 November 2013

Transparency International Lithuanian Chapter
Didzioji str. 5-402, Vilnius
Lithuania
+37052126951

OBJECT: REQUEST FOR OFFER

Dear Sir / Madam,

Background:

Transparency International's Advocacy and Legal Advice Centres (ALACs) provide free and confidential legal advice to witnesses and victims of corruption. Offering a simple, credible and viable mechanism for citizens to pursue their corruption-related complaints, ALACs empower citizens in the fight against corruption. ALACs also play a critical role identifying corruption hotspots that demand reform or official action. Harnessing the powerful, real life data gathered by ALACs on the consequences and mechanisms of corruption, Transparency International chapters engage in strategic advocacy to bring about systemic change in public policy and practice.

Transparency International Lithuanian Chapter presents its ALAC as "Skaidrumo linija" containing (1) a web platform www.skaidrumolinija.lt, (2) a phone line and (3) in-office consultation. "Skaidrumo linija" invites people who think they have dealt with corruption or bureaucracy cases to come for a free legal advice, support or other forms of help or to simply map the cases in the online map in order to increase awareness of systemic problems and contributing to increasing pressure for positive changes.

The object of the procurement:

In the framework of the implementation of the project "Speak Up – Engaging Citizens in fighting corruption in Europe", Project No. HOME/2011/ISEC/AG/FINEC/4000002227, Transparency International Lithuania is calling for offers from advertisement agencies to develop the strategy and create the design for the publicity campaign of "Skaidrumo linija". The concrete outcomes of the publicity campaign shall be determined by the proposed strategy and shall include TV and/or radio spots and/or outdoors publicity solutions. The design of proposed outcomes is a subject of this call for offers. Respectively, the production costs of this campaign shall be procured separately (depending on the drafted strategy, the costs for broadcasting, printing, rent of public spaces, etc.). Estimated maximum value of further production costs is 62150,4 LTL (18 000 EUR).

The purpose of this campaign is to broaden the outreach of and raise awareness about "Skaidrumo linija" (including the website, the phone line and in-office consultation) and thus positively affect the number of people that address "Skaidrumo linija" with queries related to perceived corruption or bureaucracy.

This procurement is not to be divided into separate contracts. Offers are expected to **provide a cost estimate** including the timetable, daily rates and total expected expenses.

The **maximum budget** for the development of the strategy and design of the publicity campaign is **34 528 LTL** (10 000 EUR, including VAT).

The start and end dates of the contract: November 27, 2013 – February 28, 2014 (flexible and subject to an agreement)



*With the financial support of the Prevention of and Fight against Crime Programme
European Commission - Directorate-General Home Affairs.*

The target audience for the publicity campaign: Lithuanian citizens 16+

The geographical scope for the publicity campaign: Lithuania

If you are interested in procuring the above mentioned service, please provide us with an offer including:

- Description of the proposed strategy (the draft solutions for design are not necessary)
- The proposed price (breakdown and description of costs)
- Timetable of the proposed publicity campaign
- Samples of previous and comparable work or links to such work.

Payment arrangements: The payment will be provided upon receipt of the completed works, signing the act of work transfer-acceptance.

In case you are interested in procuring the abovementioned service following these conditions, please submit an offer by **November 20, 2013**.

Agencies shall be excluded from this call if they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity. Furthermore, offers shall not be considered if they misrepresent the information required by Transparency International Lithuania or fail to supply such information

In order to ensure best value for money, all offers received will be assessed on the criteria outlined below:

Criteria description	Maximum Points
Demonstrated experience in similar fields	20
Demonstrated sustainability of the strategy	10
Value for money (ratio of the price estimate versus the quality of the offer)	10
Total points	40

Offers should be sent by registered mail to:

Transparency International Lithuanian Chapter
Didzioji str. 5-402, Vilnius
Lithuania

or by e-mail to Karolis Granickas karolis@transparency.lt and no later than **November 20, 2013**.

In case of sending the offers by registered mail, the date of the official post shall be deemed to be the date of the offer.

Additional questions and requests for clarifications should be addressed to ruta@transparency.lt and karolis@transparency.lt



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