

**Request for Proposal (RfP)**  
**For: Website maintenance and content support**  
**Date: 8 November 2022**  
**Contractor: Thomson Media**

[Thomson Media](#) is issuing this Request for Proposals (RfP) for the maintenance and content support of a multilingual website Journalift.org (from now on referred to as: platform), that serves as an e-learning and knowledge hub for media professionals in the Western Balkans (WB) and Visegrád regions

The goal of the platform is to share knowledge, tools, and information to the media outlets from WB and broader with regards to quality reporting, innovation and business development.

We are seeking to hire a vendor to provide us with the following services:

- Full back-end and front-end support of the platform;
- Ensuring overall platform safety;
- Embedding already produced e-learning courses and publishing them on the platform;
- Multilingual content publication in Albanian, Bosnian/Croatian/Montenegrin/Serbian (BCSM), Macedonian, and English based on monthly editorial plans;
- Coordination between translators and contractor;
- Creating new landing pages and subpages if needed;
- Regular checks of the platform's analytics and metrics through Google Analytics and other relevant statistical tools;
- Performing basic on-site and off-site SEO settings for the platform;
- Purchasing hosting package and domain name registration for the account of Thomson Media;
- Ensuring basic accessibility of published content and general website structure for persons with disabilities (as explained in the WW3 [Web Content Accessibility Guidelines 2.1](#));
- Ensuring that the platform is fully GDPR compliant (cookies management system and other GDPR elements are in place);
- Creating and distributing monthly newsletters via the MailChimp platform.

The vendor is expected to fulfill their tasks respecting and following the [Principles of Digital Development](#).

**Expected deadline for delivery:** 16 months from the date of signing the contract.

### **Elements of the proposal**

Interested vendors are kindly invited to send us the quotation with the following information:



- Portfolio of applicant indicating relevant experience and activities in providing above listed services;
- Indicative price for each of the services and a monthly projection given in EUR;
- Short portfolio of the agency/company - with key achievements, partners or clients listed;
- Contact details of the vendor.

### **Quotation validity**

We kindly expect that the proposals remains open for acceptance by the TM, for a minimum of thirty days from the date when it is submitted.

### **Instructions for submitting**

You are kindly asked to submit your proposal to Ms. Sanja Lazić via email: [SanjaL@thomsonfoundation.org](mailto:SanjaL@thomsonfoundation.org) by 10 December 2022 (by midnight).

### **Clarification Requests**

Should you need any additional information or clarification, please write to Ms. Sanja Lazić via email: [SanjaL@thomsonfoundation.org](mailto:SanjaL@thomsonfoundation.org).

### **Award Criteria**

Proposals submitted within the indicated deadline will be evaluated in line with the following criteria:

- Quality of the proposal, clearly indicated timeline, costs and goals;
- Proof of relevant and similar experiences in services listed in the RfP and related to media sector in Visegrád and/or Balkan regions;
- Value for money – price will not be a determining criterion, but the entire proposal and its quality will be also assessed against the indicated financial offer.

Thomson Media reserves the right to organize online meetings and seek additional information from the agencies/companies that have sent their quotations prior to finally selecting the vendor.

By issuing this RfP, Thomson Media is not bound in any way to enter into any contractual or other arrangement with any potential vendor.

## **ABOUT THE PLATFORM**

[Journalift.org](http://Journalift.org) is an established online resource hub for **media outlets from the entire WB region** - offering free knowledge, latest news, tools, and technical support for media professionals, media owners, journalists, and media experts. The platform offers multimedia educational content such as articles, videos, interviews, courses and reports in multiple languages.

### **Target Audience**

The platform is free, open and available to the general public, but its primary target audience are the

media professionals' community and the grantees of the MIE – Media Innovation Europe project. The main beneficiaries of the project are local media outlets throughout Visegrád and WB regions.

## **ABOUT THE 'MEDIA INNOVATION EUROPE' PROJECT**

The aim of this project, supported by the European Commission, is to strengthen the capacities and independence of media outlets across the Visegrád and Balkan regions. The project will focus on diversifying skills of journalists to build more competitive and independent media and create opportunities to establish collaborative networks across borders. This will be achieved by using tools and techniques which will connect newsrooms with audiences, developing new business models and encouraging collaboration and innovation.

This project lasts until May 2024 and is implemented by the International Press Institute - IPI (lead partner), Balkan Investigative and Reporting Network (BIRN), Media Development Foundation and Thomson Media.

The role of Thomson Media (TM), as implementing partner of this program, is to level up media's business capacities through strategic guidance and technical assistance. In addition to strategic guidance, mentoring and training, Thomson Media will provide grant funding to support activities related to the implementation of new products, services and/or newly developed strategies. More on TF activities [HERE](#).