**国际计划**

**Plan International**

**女童平等发展宣传项目合作传播公司招标书**

**Bid invitation for**

**a communications agency cooperating on girls’ equal development publicity Project**

1. **背景介绍**

**Background**

国际计划是一家独立的、非营利的发展和人道主义机构，致力于推动儿童权利和女童平等。

Plan International is an independent, non-profit development and humanitarian organisation that advances children’s rights and equality for girls.

　　我们与儿童、年轻人、我们的支持者和合作伙伴一起，为了一个公正的世界而奋斗，解决女童和所有弱势儿童所面临挑战的根源。

Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

我们支持儿童从出生到成年的权利。我们让儿童有能力做好准备并应对危机和灾难。凭借自身的影响、经验和知识，我们在当地、国家和全球层面推动实践和政策变革。

We support children’s rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

　　75年多以来，我们一直为儿童建立强有力的合作伙伴关系，如今活跃在70多个国家。

We have been building powerful partnerships for children for over 75 years, and are now active in more than 70 countries.

1995年，国际计划进入中国。目前，国际计划的项目覆盖了包括陕西、宁夏、云南、安徽、四川、青海、湖南、江西在内的多个省、市、自治区，项目涉及儿童保护、儿童早期养育与发展、灾害风险管理、青年就业、促进女童平等发展等领域。

In 1995, Plan International started its operation in China. Currently, Plan International implements its programmes in many provinces, cities and autonomous regions, including Shaanxi, Ningxia, Yunnan, Anhui, Sichuan, Qinghai, Hunan, Beijing and Jiangxi. In its programme areas Plan International works in a variety of fields, including child protection, early childhood care and development, disaster risk management, youth employment and promoting girls rights.

1. **招标内容**

**Bid item**

**招标名称：**女童平等发展宣传项目合作传播公司招标书

**Bid Subject:** Bid invitation for a communications agency cooperating on girls’ equal development publicity

**项目简介：**该项目拟通过传播公司、组织或机构的优势传播资源与网络、结合国际计划在加强女童平等与发展的需求，开展线上、线下活动宣传，以提升公众对女童问题的认识，关爱女童平等，并提升国际计划的机构影响力。项目活动形式包括但不限于：

**Project Introduction:** This project is designed to operate on-line and off-line publicity to increase public’s awareness of girls-related issues, improve girls’ equality and improve Plan International’s influence, by working with a communications company/organization/agency, based on Plan International’s demand in strengthening girls’ equality and development, and the resources and network of the communications company/organization/agency. Project activities include but are not limited to:

1. 通过微博、微信等网络平台，开展与项目目标相关的线上活动、开发并分享传播资料；

Through online tools like Weibo and Wechat, conduct online activities related to the project objectives, and develop and communicate project materials.Conduct information-sharing and user-interactive activities aiming to increase attention on girls through Weibo, WeChat and other online platform and developing various communication materials;

1. 配合开展对应的线下活动并开发相应产品；

Provide support in corresponding off-line activities and develop related products;

1. 资源允许的条件下，邀请有影响力的公众人物以恰当的方式参与其中，以提升活动影响力。

Where resource allowable, invite influential public figure to participate in an appropriate way to increase influence.

关于国际计划在女童发展相关领域的活动，可参考：<https://www.girlsrightsplatform.org/> 或[www.plan-international.org](http://www.plan-international.org)

As for Plan International’s activities in girls’ development area, please go to <https://www.girlsrightsplatform.org/> or [www.plan-international.org](http://www.plan-international.org) for more information.

**项目起止日期：**2018年4月至6月

**Project Duration:** April-June, 2018

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| **时间范围**  **Timeframe** | **活动**  **Activity** |
| 2018.03.29-2018.04.13 | 完成项目招标、拟定项目活动框架、签署合同  Finish bidding process, sets the project framework, and sign the contract |
| 2018.04.16-2018.04.27 | 确定项目活动实施计划  Set the project operation plan |
| 2018.05.04-2018.06.15 | 执行项目活动  Operate project activities |
| 2018.06.16-2018.06.30 | 总结与回顾项目活动  Review the project activities |

**项目资金：**不高于人民币160,000元

**Project Funding:** no more than RMB 160,000 Yuan

1. **所需资格证书和专业知识/竞争力：**

**Qualifications and Specialised Knowledge/Competence Required:**

* 拥有相关资质

Relevant qualifications in related field

* 具备活动开发和主题设计的能力，并最终落地产品

Proven ability to develop concepts and design themes through to finished product

* 具有与儿童和地方社区工作的经验，尊重儿童

Experience in working children and local communities and representing children in dignity

* 拥有与公益机构合作、为其提供传播类服务或者咨询的经验，尤其是国际非政府组织

Previous work experience with NGOs, especially INGOs, is an asset

1. **标书（加盖公章）：**

**Bidding documents (seal affixed):**

介绍投标组织、公司或机构，包括其注册办公室、注册地、主要团队成员和职责等相关信息，以及相关资质复印件。

Introduction on bidding organisation/company/institution, containing information about the relevant registered office/nationality of the organisation/company/institution, team members and the responsibilities, and relevant copies of qualifications.

所提供的文件包括但不仅限于以下内容：

Provide the documents of the following but not limited to:

* 说明在该领域的能力和技能；

Proof of capacities and competitive skills in the field,

* 分享至少两次成功案例；

At least two previous successful cases;

* 用不超过一页的描述，讲述你对性别平等与女童权利的理解与看法；

A short essay (no more than one page) about your understanding and position about

* 根据招标内容和相关要求，起草一份活动计划草案，也包含项目活动可触及的目标群体范围及预估数量；

A proposed plan based on the bidding content, including target groups and estimated scope of reach;

* 一份与活动计划草案相匹配的预算表。

A budget sheet aligned with the drafted activity plan.

1. **投标截止日期：**2018年3月28日

**Deadline for bidding:** 23th March 2018

1. **联系方式：**

**Contact information:**

Please send your application materials to the following email address. While sending application materials, please kindly call the following numbers as well. When bidding attachment is larger than 2MB, please upload those documents through cloud storage and share the download link in the bidding email.

请将你的竞标材料发送到下列邮箱；并在发送材料的同时致电我们，确保我们已收到您的材料。超过2MB附件的邮件，请用云存储链接的方式附加在投标邮件里。

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| 姓名 Name | 电话 Tel. | 邮箱Email |
| 崔女士  Ms. Cui | **（029）8810 2399转7002** | [**sandy.cui@plan-international.org**](mailto:sandy.cui@plan-international.org) |
| 田女士  Ms. Tian | **（029）8810 2399转7017** | [**bo.tian@plan-international.org**](mailto:bo.tian@plan-international.org) |