

## Request for Offers/Call for proposals for CRM-0091/2023

Dear Sir/Madam,

The EU-funded project: Technical Assistance for improving the enabling environment for Civil Society Organisations in the Republic of North Macedonia Identification Number: EuropeAid/140131/DH/SER/MK implemented by the CPM Consulting International, kindly invite you to submit your offer for CRM-0091/2023-NGOs sustainability through local actions for healthier and cleaner environment in Municipality of Kavadarci and the region, according to the following specification:

### **LOT 1. Web page upgrade** – for the NGO Eko-Zhivot's web page [www.eko-zivot.org.mk](http://www.eko-zivot.org.mk)

Activities to be taken:

- Consultation with Eko-Zhivot's project team on the web page upgrade
- Analysis of the requirements for the web page upgrade
- Upgrade of the web page to the newest version of WordPress
- Upgrade of all components and plugins to be compatible to the newest version of WordPress
- Install and set functionality for online application for membership and volunteers
- Improvement of the design of the web page
- Conduct a site speed diagnosis
- SEO Optimisation of the web page
- Optimisation of the web page load by optimizing images and content load

**Note:** The service should be delivered in 10 business days from the contract signing, approximate deadline 01.11.2023.

### **LOT 2. Actions advertising** – this service requires planning, creation and implementation of a social media campaign for Eko-Zhivot's CRM project

Activities to be taken:

- Consultation with Eko-Zhivot's project team on the social media campaign
- Content creation (text and image) for at least 2 posts per week
- Boosting at least 2 posts per month, in common agreement with Eko-Zhivot's project team
- Communication with the online media and local media that Eko-Zhivot collaborates with for delivering the content that needs to be published on their web pages and/or social media
- Provide proof of the outcomes of the social media campaign (increased number of likes, followers, posts comments etc.).

**Note:** The action advertising activity has to be delivered in the period October 2023 – February 2024.

### **Instruction for the offer:**

Price is to be expressed in MKD and EUR.

Offer should be submitted via e-mail to: [ekoivot@yahoo.com](mailto:ekoivot@yahoo.com) and in CC [miteva\\_lavoro@yahoo.com](mailto:miteva_lavoro@yahoo.com) and for both LOTS.

**Deadline for Offer submission: Thursday, 12.10.2023 until 11:00 AM.**

Selected service provider will be notified till EBD on 14.10.2023.

Offer must contain:

1. Number and date of issuance
2. Should be addressed at ekozivot@yahoo.com, and in CC miteva\_lavoro@yahoo.com
3. Offer validity (120 days)
4. Prices should be stated MKD/ EUR
5. Offer should be on the letterhead of the company, signed and stamped
6. Confirmation that it accepts the indicated deadlines for both LOTs.

**Note:** Only offers delivered for both LOTs will be taken in consideration for this service.