

REQUEST FOR QUOTATION (RFQ)

FOR SERVICES

Project Title:	Pacific Dataviz Challenge 2025 Communication Campaign
Nature of the services	Conception and execution of the 2025 edition of the Pacific Dataviz Challenge communication campaign, including design elements, website animation, advertising campaign and community management
Location:	Home based
Date of issue:	10/12/2024
Closing Date:	19/01/2025
SPC Reference:	RFQ24-7250

Contents

PART 1: INTRODUCTION	3
1.1 ABOUT THE PACIFIC COMMUNITY (SPC)	3
1.2 SPC'S PROCUREMENT ACTIVITIES	3
1.3 SPC'S REQUEST FOR QUOTATION (RFQ) PROCESS	3
PART 2: INSTRUCTIONS TO BIDDERS	3
2.1 BACKGROUND	3
2.2 SUBMISSION INSTRUCTIONS	3
2.3 EVALUATION & CONTRACT AWARD	4
2.4 KEY CONTACTS	4
2.5 KEY DATES	4
2.6 LEGAL AND COMPLIANCE	5
2.7 COMPLAINTS PROCESS	5
PART 3: TERMS OF REFERENCE	6
A. BACKGROUND/CONTEXT	6
B. PURPOSE, OBJECTIVES, SCOPE OF SERVICES	6
C. TIMELINES	8
D. REPORTING AND CONTRACTING ARRANGEMENTS	10
E. SKILLS AND QUALIFICATIONS	10
F. SCOPE OF BID PRICE AND SCHEDULE OF PAYMENTS	10
G. ANNEXES TO THE TERMS OF REFERENCE	11
PART 4: PROPOSAL EVALUATION MATRIX.....	12
4.1 COMPETENCY REQUIREMENTS & SCORE WEIGHT	12

Part 1: INTRODUCTION

1.1 About the Pacific Community (SPC)

The Pacific Community (SPC) is the principal scientific and technical organisation of the Pacific region, established by treaty in 1947 with the signing of the *Agreement Establishing the South Pacific Commission* (the Canberra Agreement).

Our unique organisation covers more than 20 sectors and is renowned for knowledge and innovation in such areas as fisheries science, public health surveillance, geoscience and conservation of plant genetic resources for food security.

For more information about SPC and the work that we do, please visit our website: <https://www.spc.int/>.

1.2 SPC's procurement activities

SPC's procurement activities are guided by the principles of high ethical standards, value for money, open competition and social and environmental responsibility and are carried out under our Procurement Policy.

For further information or enquiries about SPC's procurement activities, please visit the procurement pages on our website: <https://www.spc.int/procurement> or email: procurement@spc.int

1.3 SPC's Request for Quotation (RFQ) Process

At SPC, procurement valued at more than EUR 2,000 and less than or equal to EUR 45,000 requires an evaluation of at least three quotations to determine the offer that provides the best value for money through a Request for Quotation (RFQ) process.

This RFQ sets out SPC's requirements for a project and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information.

Your participation confirms your acceptance of SPC's conditions of participation in the RFQ process.

Part 2: INSTRUCTIONS TO BIDDERS

2.1 Background

SPC invites you to submit a quotation to deliver the services as specified in [Part 3](#).

SPC has compiled these instructions to guide prospective bidders and to ensure that all bidders are given equal and fair consideration. Please read the instructions carefully before submitting your bid. For your quotation to be considered, it is important that you provide all the prescribed information by the closing date and in the format specified.

2.2 Submission Instructions

You must **submit your quotation and all supporting documents** in English or in French and as an attachment to an email sent to leoc@spc.int and sandrag@spc.int and with the subject line of your email as follows: **Submission RFQ24-7250 – Pacific Dataviz Challenge 2025 Communication Campaign**. The email should also be copied to rfq@spc.int.

The supporting documents expected in this RFQ are:

- [The Conflict-of-Interest Declaration form](#) completed
- The technical proposal submission form including:
 - o A presentation of your company and your experience in the requested field
 - o The CV of all members of the team

- Examples of similar assignments carried out in the last 5 years (including your clients' contacts for reference checks)
- At least one graphical track for the visual master
- Your execution plan
- The financial offer submission form, detailed by deliverable/phase of the service, for the entire mission in Euro or XPF

Your submission must be clear, concise and complete and should only include a quotation and information that is necessary to respond effectively to this RFQ. Please note that you may be marked down or excluded from the procurement exercise if your submission contains any ambiguities or lacks clarity.

Bids will be evaluated on the basis of information received by **23:58 GMT+11 on 19/01/2025**.

2.3 Evaluation & Contract Award

Each quotation validly received will be assessed against the evaluation criteria matrix set out in [Part 4](#). Any changes in the evaluation criteria will result in the RFQ process being re-issued.

SPC may award the contract once it has determined that a bidder has met the prescribed requirements and the bidder's proposal has been determined to be substantially responsive to the RFQ documents, provide the best value for money (highest cumulative score) and best serve the interests of SPC.

In the event of a bid being accepted, procurement will take place under SPC's [General Terms and Conditions of Contract](#) and depending on the value or nature of the procurement, the award will be made by issuing a purchase order or a signed and dated contract, or both.

2.4 Key Contacts

Please contact SPC should you have any doubt as to what is required or if we can help answer any questions that you may have.

Communications and Engagement Adviser will be your primary point of contact for this RFQ and can be contacted at benc@spc.int (copy sandrag@spc.int & leoc@spc.int). You should copy any communications into rfq@spc.int.

Details will be kept of any communications between SPC and bidders. This assists SPC to ensure transparency of the procurement process. While SPC prefers written communication in the RFQ process, at any point where there is phone call or other conversation, SPC expects to keep a file note of the exchange, with all forms of communication with prospective bidders to be retained as source documents for the procurement of the services.

2.5 Key Dates

Please see the proposed procurement timetable in the table below. This timetable is intended as a guide only and while SPC does not intend to depart from the timetable, it reserves the right to do so at any stage.

STAGE	EXPECTED DATES
RFQ sent to potential vendors	10/12/2024
RFQ Closing Date	19/01/2025
Award of Contract	31/01/2025
Commencement of Contract	03/02/2025
Conclusion of Contract	31/08/2025

2.6 Legal and compliance

Confidentiality: Unless otherwise agreed by SPC in advance or where the contents of the RFQ are already in the public domain when shared with the bidder, bidders shall at all times treat the contents of the RFQ and any related documents as confidential. SPC will also treat the information it receives from the bidders as confidential.

Conflict of interest: Bidders must take all necessary measures to prevent any situation of conflict of interest. You must notify SPC in writing as soon as possible of any situation that could constitute a conflict of interest during the RFQ process. If you have any familial connection with SPC staff, this must be declared, and approval will then be sought for you to engage in the RFQ process. **In support of your response to this RFQ, you must submit to SPC [the Conflict-of-Interest Declaration form](#) available on our procurement page website: <https://spc.int/procurement>.**

Breach of this requirement can result in SPC terminating any contract with a successful bidder.

Currency, validity, duties, taxes: Unless specifically otherwise requested, all proposals should be in **EUR or XPF** and must be net of any direct or indirect taxes and duties, and shall remain valid for 120 days from the closing date. The successful bidder is bound by their proposal for a further 60 days following notification they are the preferred bidder so that the contract may be awarded. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during this period.

No offer of contract or invitation to contract: This RFQ is not an offer to contract or an invitation by SPC to enter into a contract with you.

Privacy: The bidder is to comply with the requirements of applicable legislation and regulatory requirements in force for the use of personal data that is disclosed for the purposes of this RFQ. SPC will handle any personal information it receives under the RFQ in line with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

Warranty, representation, assurance, undertaking: The bidder acknowledges and agrees that no person has any authority to give any warranty, representation, assurance or undertaking on behalf of SPC in connection with any contract which may (or may not) follow on from this RFQ process.

2.7 Complaints process

Bidders that consider they were not treated fairly during any SPC procurement process may lodge a protest. The protest should be addressed to complaints@spc.int. The bidder must provide the following information: (1) full contact details; (2) details of the relevant procurement; (3) reasons for the protest, including how the alleged behaviour negatively impacted the bidder; (4) copies of any documents supporting grounds for protest; (5) the relief that is sought.

Part 3: TERMS OF REFERENCE

A. Background/context

The Pacific Community (SPC) is the leading scientific and technical organization in the Pacific and is renowned for its knowledge and innovation in areas such as fisheries science, health surveillance, geoscience and the conservation of plant genetic resources for food security.

New Zealand's Ministry of Foreign Affairs and Trade (MFAT) funded the Pacific Statistics and Data Access (PSD) Initiative, a programme of work implemented by SPC and led by the Statistics for Development Division (SDD) and the Pacific Data Hub (PDH – www.pacificdata.org).

The Pacific Community (SPC) and the Government of New Caledonia are organising the 4th edition of the Pacific Dataviz Challenge.

This competition aims to encourage the use of public data ('open data') and to promote the valorization of Pacific data through innovative "dataviz" (data visualizations).

Here is the provisional information for this 4th edition:

- The Pacific Dataviz Challenge is a free contest, open to everyone, worldwide
- The competition will be open from June 1 to July 31, 2025 (*final dates to be confirmed*)
- Participants will have to create and submit a "dataviz" highlighting the data from the Pacific available from open data
- Dataviz can be carried out individually or in teams
- Participants are required to use at least one dataset from a list provided, from 2 open data platforms: data.gouv.nc and the [Pacific Data Hub](http://www.pacificdata.org)
- A theme with high stakes for the region is chosen for each edition (*theme to be confirmed*). The reveal of the theme is an integral part of the competition launch campaign
- There are 2 award categories: Interactive (Interactive Dashboard, Applications, Website...) and Static (Posters, PDF,...)
- In 2024, 8 prizes were awarded for a total amount of USD 15,000 (*number and nature of prizes to be confirmed*)
- The selection of the winners is held within two weeks from the end of the competition
- Assuming the competition dates indicated above, the award ceremony would take place in mid-August 2025, starting on August 11
- The official languages of the competition are English and French. All events and communication materials are therefore systematically translated into both languages.

B. Purpose, objectives, scope of services

The main objectives of the 2025 edition are to:

- Increase the visibility of the event to a wider audience (international and Pacific region), and promote Pacific data
- Increasing the overall number of participants
- Significantly increase the Participants from the Pacific Countries and Territories

Key figures of the 2024 edition:

- Number of submissions: 95 (compared to 43 in 2023), 54 interactive dataviz and 41 static dataviz
- Total number of participants: 126 (compared to 56 in 2023)

- Number of countries represented: 27 (2023: 14)
- Female participation: 50% (compared to 34% in 2023)

During the last edition of the Pacific Dataviz Challenge, we counted 31 participants from our member countries and territories (with only 13 people from countries outside New Caledonia), hence the need for support from a service provider specializing in communication for our 2025 edition.

The service provider will detail the approach envisaged (for each action, detailed budget and people allocated + CV) to carry out each of the services listed below.

The service provider is expected to have good project management skills, agility, responsiveness, availability and commitment throughout the duration of the service. Importance will be given to meeting the deadlines.

For all the work packages, advice and proposals on each area of expertise are highly expected.

Note: The theme of 2025 will be specified to all candidates by sending the express request by email to benc@spc.int and leoc@spc.int.

Here are the details of the expected services:

WORK PACKAGE 1: CREATIVE CONCEPT & COMMUNICATION PLAN

- The service provider will have to bring their expertise and creativity to the development of the creative concept of the 2025 campaign;
- The service provider will have to coordinate the development of the communication plan of the competition, providing advice and demonstrating their expertise in strategy to maximize the impact of the communication actions (examples: choice of communication channels to be used according to current trends, useful taglines, optimal calendar, frequency of publication, days and times of publication, format of posts according to the messages to be conveyed, types of visuals to be used, etc.);
- At the end of this phase, the service provider will formalize the execution schedule: Planning of the different phases of the campaign (pre-launch, launch, post-launch).

WORK PACKAGE 2: MASTER DESIGN AND VISUAL ELEMENTS

The following deliverables are expected from the service provider:

- Creation of a visual master (reference visual) on which the entire communication campaign for the 2025 edition of the challenge will be based
- Adaptation of the challenge logo to the theme of the 2025 edition
- Variation of the graphic charter and the website design applicable to the 2025 edition:
 - o The website will keep all the existing parts and functionalities, but it is expected that the service provider will offer a better organization of the site and a variation of the design in line with the theme of the 2025 edition.
 - o A countdown visual must be proposed (with time zone considerations)
 - o The mock-up must be delivered in a way that facilitates integration by the SPC web development team (e.g. Figma, Adobe XD, Photoshop). Please indicate which tool will be used.
 - o The graphic elements (exported image files) should be delivered in standard web formats (SVG, PNG, JPEG)
- Visual variation for the website banner and the icons of the website timeline
- Variation of the visual master for a roll-up print

- Variation of the visual master for A3 posters (printing will not be required by the service provider)
- Variation of the visual for powerpoint presentation slide masters
- Creation of a video packshot (start+end) with an animation around the logo and the brand (Pacific Dataviz Challenge 2025), with music/jingle

The Design phase will have to be conducted in an iterative manner to ensure that the teams are well aligned on the quality of the final deliverable.

Note: All deliverables produced must systematically be put in a shared folder on the Cloud, as and when completed.

WORK PACKAGE 3: COMMUNITY MANAGEMENT

Execution of the communication schedule, including:

i. Writing and publishing posts:

The Service provider will write all the posts in advance, and submitted for validation to the project team according to the predefined schedule.

All the posts will be written in two languages (French and English).

The service provider will be responsible for publishing the posts.

For information, 2024, 45 to 50 publications have been created and put online, over the period of mid-April to the end of August.

ii. Visuals illustrating posts:

The posts will come with visuals (see Appendix 1): these will be produced by the service provider, who will have to make proposals according to each considered publication.

All visuals will be systematically produced in 2 language versions (French and English).

It is desired that the proposed visuals evoke the Pacific (examples: map focused on the Pacific, illustrations integrating natural elements specific to the Pacific, etc.).

iii. Videos supporting posts:

Some posts may include videos (see Appendix 1).

All video recordings (except for the teaser) will be made in-house. However, the service provider will have to carry out the following arrangements:

- by adding video packshots (start/end)
- by cutting key moments from certain videos
- by adding transitions with texts (titles, questions, ...)
- by adding subtitles when necessary: videos in French must be systematically subtitled in English and vice-versa (Subtitles will be provided).

(See for example the videos available on [the Youtube channel](#).)

C. Timelines

The service provider must deliver the completed project on the date agreed with the ordering team (see provisional schedule below).

Task	Activities	Deliverables	Expected time of delivery
0	Kick off meeting	Minutes of meeting	03/02/2025
1.	<p><u>1.1 Communication Plan</u> Creative design and development of the competition's communication plan maximizing the impact of the communication actions (examples: choice of communication channels to be used according to current trends, useful taglines, optimal calendar, frequency of publication, days and times of publication, format of posts according to the messages to be conveyed, types of visuals to be used, etc.).</p>	Concept Design with the communication plan for the 2025 edition of the Pacific Dataviz Challenge accepted by the SPC	21/02/2025
	<p><u>1.2 Execution Timeline</u> Calendar of all the communication's activities planned during the pre-launch, launch and post-competition phases.</p>	Timeline of all communication activities included in the plan accepted by the SPC	28/02/2025
2.	<p><u>2.1 Creation of a visual master for the 2025 edition of the challenge</u></p>	Pacific Dataviz Challenge 2025 visual master validated by the SPC	07/03/2025
	<p><u>2.2 Design elements</u></p> <ul style="list-style-type: none"> - Challenge logo's adaptation to the theme of the 2025 edition - Visual's variation for the website banner and the photo dots of the timeline for insertion on the website - Visual's variation for printing a roll-up - Visual's variation for A3 posters (the prints will not be made by the service provider) - Variation of the visual for powerpoint presentation slide masters - Pack shot Video's creation (start+end) with an animation around the logo (turtle) and the brand (Pacific Dataviz Challenge 2024), with music/jingle 	Design elements adapted and validated by the SPC	21/03/2025
3.	<p><u>Community Management</u></p> <ul style="list-style-type: none"> - Creation, production and publication of content: visuals, videos, motion-design, etc. as planned in the campaign calendar for dissemination on selected social networks and the website - Monitoring, analysis and communication strategy - All activities must be systematically carried out in two languages (French and English). 	Carrying out communication activities according to the schedule, monitoring and improvements guaranteeing optimal visibility.	31/08/2025

D. Reporting and contracting arrangements

A steering committee will be organized to monitor the organization of the event in its entirety. It will be composed of:

- the project owner
- the project manager
- key project resources

Weekly meetings will be organized by the project manager, with key team resources to monitor progress and manage project issues and risks.

The steering committee may meet as much as deemed necessary, with at least a frequency of monthly progress reporting by the service provider to the committee.

E. Skills and qualifications

- Quality and completeness of the offer in relation to the enclosed requirements (proposal of an implementation plan for this project or similar)
- Availability of resources and tools, required for a high-quality content's production, ensuring the delivery of qualitative and adapted materials (CV + portfolio).
- Expertise in the field of communication, with the media and on social networks (Community Management)
- Experience in the field of creation, design and graphic charters' realization in the context of identical projects (Innovation, creativity and relevance of similar mission examples and 1 graphic track for the visual master).
- Fluency in both English and French (written), ensuring effective and bilingual communication with the target audiences (social media posts, website content management, videos, stories, etc.)
- Experience working in the Pacific, demonstrating a clear understanding of the region, its dynamics and nuances

F. Scope of Bid Price and Schedule of Payments

The bidder will submit a financial proposal with an overall fixed price, detailing:

- unit and total costs per work package;
- the number of working days/hours per work package

The Bidder must include all costs, including professional fees, management and operating fees, and all other administrative costs, in the contract price.

Professional fees will be paid in instalments according to the table below:

Milestone/deliverables	Deadline	% payment
Project kick-off meeting	03/02/2025	10 %
Work package 1: Concept Design, Plan and Communication's Calendar	21/02/2025	25 %
Work package 2: Master Design & Visual Elements	21/03/2025	25 %
Work package 3: Community Management (pre-launch, launch, post-competition)	31/08/2025	40 %
TOTAL		100%

G. Annexes to the Terms of Reference

Below are links to existing helpful resources:

- [Pacific Dataviz Challenge Website](#)
- [LinkedIn](#)
- [Facebook](#)
- [Twitter X](#)
- [Youtube Channel](#)

Part 4: PROPOSAL EVALUATION MATRIX

4.1 Competency Requirements & Score Weight

The evaluation matrix below reflects the obtainable score specified for each evaluation criterion (technical requirement) which indicates the relative significance or weight of the items in the overall evaluation process.

Evaluation criteria	Score Weight	Points obtainable
Mandatory requirements		
<ul style="list-style-type: none"> - The Conflict-of-Interest Declaration form completed - The technical proposal submission form including: <ul style="list-style-type: none"> o A presentation of your company and your experience in the requested field o The CV of the team o Examples of similar assignments carried out in the last 5 years (including your clients' contacts for reference checks) o At least one graphical track for the visual master o Your execution plan - The financial offer submission form, detailed by deliverable/phase of the service, for the entire mission in Euro or XPF 		Mandatory requirements. Bidders will be disqualified if any of the requirements are not met
Technical requirements (max. 800 points)		
Technical requirement 1: Quality and completeness of the offer in relation to the enclosed requirements (proposal of an implementation plan for this project or similar)	25 %	250
Technical requirement 2: Availability of resources and tools, required for a high-quality content's production, ensuring the delivery of qualitative and adapted materials (CV + portfolio).	15 %	150
Technical requirement 3: Expertise in the field of communication, with the media and on social networks (Community Management)	15%	150
Technical requirement 4: Experience in the field of creation, design and graphic charters' realization in the context of identical projects (Innovation, creativity and relevance of similar mission examples and 1 graphic track for the visual master).	10 %	100
Technical requirement 5: Fluency in both English and French (written), ensuring effective and bilingual communication with the target audiences (social media posts, website content management, videos, stories, etc.)	10 %	100
Technical requirement 6: Experience working in the Pacific, demonstrating a clear understanding of the region, its dynamics and nuances).	5%	50
Financial Requirement (max. 200 points)		
Financial Proposal score = (Lowest Price / Price of the submitted offer) x 200	20%	200
Total Score	100%	1000