

**REQUEST FOR APPLICATIONS
FOR COMPETITIVE SELECTION OF
AN IMPLEMENTING PARTNER
FOR
BROADCAST MEDIA ASSESSMENT PROJECT**

No. ITB008/2011

BAKU, AZERBAIJAN



**Office in Baku
Fund Administration Unit**

The Landmark III, 96 Nizami St., AZ1010 Baku, Azerbaijan

Date: 30 July 2012

**Request for Applications
No. ITB008/2011**

Implementing partner for Broadcast Media Assessment Project

The Office in Baku of the Organization for Security and Co-operation in Europe (hereinafter called “the OSCE”) invites sealed applications from non-governmental, not-for-profit organizations legally registered in Azerbaijan for the purpose of finding an implementing partner for the “Broadcast Media Assessment Project”, to be based in Baku, Azerbaijan.

The Request for Applications documentation includes:

- Section I: The Broadcast Media Assessment Project - Outline
- Section II: Terms of Reference
- Section III: How to apply and the procedures to follow
- Section IV: Evaluation and Selection of Applications
- Annex I: OSCE Project Proposal Template
- Annex II: Budget
- Annex III: Certificate of Compliance for Potential Implementing Partner
- Annex IV: Standard form of the Implementing Partner Agreement (for reference purposes only)

Any Agreement reached as a result of this Request for Applications shall be bound by the enclosed standard form of the Implementing Partner Agreement.

Applications shall be delivered at the following address:

**Organization for Security and Co-operation in Europe (OSCE)
Office in Baku
Attn: Ms. Irina Krapivina
Fund Administration Unit
The Landmark III, 96 Nizami St.
AZ1010 Baku, Azerbaijan**

Applications shall be delivered on or before **8 August 2012, 12:00 hrs (GMT+4)** in a sealed envelope marked with “**ITB008/2011– Implementing partner for the Broadcast Media Assessment Project - Do Not Open before 8 August 2012, 12:00 hrs (GMT+4)**”.

To ensure procurement integrity, OSCE will not accept applications sent by e-mail and fax.

The application shall be submitted in English language using the standard OSCE project proposal template. All costs shall be quoted in AZN. Please submit complete application packages.

The OSCE reserves the right to accept or reject any Application, and to annul, in whole or in part, or to suspend the selection process and reject all applications at any time and without reason prior to award, without thereby incurring any liability to the affected Applicant or Applicants.

A complete set of the Request for Applications documentation may be obtained at <http://www.osce.org/baku/84066>. Please address all your queries or questions in writing at the e-mail addresses given below and kindly refrain from any telephone calls or personal visits.

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SECTION I: BROADCAST MEDIA ASSESSMENT PROJECT IN AZERBAIJAN

1.1 BACKGROUND

Article 19 of the Universal Declaration of Human Rights (UDHR) states that “everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of all frontiers.” Likewise, commitments undertaken by participating States of the OSCE in the Concluding Documents of Vienna, Copenhagen, Moscow, Budapest and Istanbul in 1989, 1990, 1991, 1994 and 1999¹, confirm these rights and obligate the undersigned states to ensure their citizens’ accessibility to information as well as supporting and protecting freedom of expression and freedom of the media. Par. 26 of the Moscow 1991 Document states: “*The participating States reaffirm the right to freedom of expression, including the right to communication and the right of the media to collect, report and disseminate information, news and opinions.*”

Broadcast media is an important sector of the media and nowadays comprises radio, television, and the Internet. Over 80% percent of Azerbaijan’s population receives their news via television. Furthermore, given the insufficient level of Internet access throughout the country, especially outside of the capital, television dwarfs all other media combined in terms of its influence on public opinion.

Under the Law on Television and Radio Broadcast, radio and television stations may not broadcast any material, which encourages criminal activity or violence. Unless expressly permitted to do so by the justice authorities, the law prohibits the media from attributing criminal responsibility to anyone before a court of law finds that person to be guilty. Specific information about an individual alleged to have committed a crime, including his or her name or a picture, cannot be broadcast unless authorities responsible for the administration of justice have given authorization. This includes the police and the judiciary. The continuing disregard of a number of legislative norms concerning the presumption of innocence by Television channels in broadcasting criminal investigative cases prior to court judgments, points to the urgent need for introduction of reforms to broadcast regulation mechanisms, including an ethical code in the broadcast sector in general.

1.2 OVERALL OBJECTIVES OF PROJECT

The objective of this Project is to contribute to improving freedom of the media, freedom of information, and freedom of expression in Azerbaijan.

1.3 PROJECT OUTPUTS

1. Monitor and provide a review of existing regulatory mechanisms in broadcast and electronic media, including the Internet media in Azerbaijan.

2. Conduct two roundtable discussions to review the results of the Project.

The implementing partner, specialized in broadcast media, will review existing regulatory mechanisms for broadcast media and the Internet, and analyse the effectiveness of legal tools in upholding ethical principles that the Law on Television and Radio Broadcast and other ethical norms envisage.

During the four months of implementation, the implementing partner will monitor all broadcast and major electronic media, including the Internet media in Azerbaijan.

The outcomes of the monitoring will be reflected in a published report. The findings of this report will serve to provide the most comprehensive and up-to-date picture of the Azerbaijani broadcast and Internet media environment, in order to advocate institutional change from a well-informed position.

The implementing partner will organize two roundtable gatherings, at which the OSCE Office in Baku and the National TV and Radio Council will be co-hosts and participants. The topics of the two

¹ See the OSCE Human Dimension Commitments; Vienna Document 1989 par. 13.3, 13.4 and 26, Copenhagen Document 1990 par. 7-10.12, Moscow Document par. 26-26.2, 28.9, 34, Budapest Document 1994 par. 35-38 and Istanbul Document 1999 par. 26,27.

roundtable discussions will include requirements for fairness, accuracy, and impartiality in all reporting. A special topic will also cover legal requirements for ensuring the presumption of innocence in broadcasting materials of criminal investigative contents. The first roundtable should be held at the beginning of the project in order to discuss the general situation regarding the regulation of broadcast media and the Internet and in order to introduce the monitoring project. The second round table will be held at the conclusion of the project and will provide a forum to discuss the results of the monitoring.

As a result, the Implementing partner will produce the following results:

1. All broadcast and major electronic media, including the Internet media in Azerbaijan, are monitored;
2. Two roundtable discussions on the general situations and the results of the monitoring and possible recommendations to relevant stakeholders conducted;
3. One published comprehensive report, which includes both an analysis of the regulatory framework of ethical principles in the broadcast and electronic media, and a monitoring report of its implementation.

1.4 FINANCIAL ALLOCATION AND TIMEFRAME

1.4.1. Financial Allocation

This Project allocates limited funds of up to 10,000 AZN to support the project activities which will cover the project staff and operational costs of the implementing partner.

The OSCE Office in Baku will not fund the equipment necessary for the operation of the implementing partner. The Implementing Partner is therefore required to provide an in-kind contribution in this regard.

1.4.2. Time Frame

The Project is designed for a four-month (4) implementation period.

Activities in 2012	Aug	Sep	Oct	Nov	Dec
Bidding for identification of project implementing partners					
Project Implementation ongoing					
Final Narrative and Financial Reporting					

SECTION II: TERMS OF REFERENCE

The OSCE Office in Baku seeks Implementing Partners to carry out this Project, in line with the above-mentioned project's objectives and outputs. While applicants may formulate additional specific objectives, these shall be in accordance with and support the overall objective and project outputs.

2.1 TASKS AND RESPONSIBILITIES OF IMPLEMENTING PARTNER

- The Implementing Partner will be responsible for the overall coordination of the project's implementation and fund administration, including all logistical issues. The project implementation is to be carried out under close supervision by the OSCE Office in Baku;
- The Implementing Partner will monitor all broadcast and electronic media, including the Internet media in Azerbaijan, as per the Project Outputs, and will publish a report summarizing results of the monitoring;
- The Implementing Partner will organize two roundtable discussions with relevant stakeholders. The Implementing Partner will have the capacity to facilitate roundtable discussions for the target groups

of Members of Parliament, Government authorities, legal professionals, as well as civil society organisations, and the media;

- The Implementing Partner will report to the OSCE Office in Baku in a timely manner with the final narrative report on the project's implementation and interim and final financial reports on the fund administration. The narrative report shall contain information, including, but not limited to: process and results of the monitoring, description of the training events, evaluation by the participants, copies of the evaluation forms, etc.

See Section 1.3, Project Outputs, for guidance.

2.2 CRITERIA FOR ELIGIBILITY

In order to be eligible as an Implementing Partner for this Project, the applicant must be a non-governmental and not-for-profit organization having at least three years project management experience and a demonstrated capacity to manage activity in the scale corresponding to the size of the Project.

Necessary qualifications include the following:

- The applicant shall have a relevant media background as well as proven knowledge of the Azerbaijani media environment;
- The applicant shall demonstrate experience in monitoring and assessing the broadcast media sector;
- The applicant shall have the capacity to manage the financial and human resources involved in the Project;
- Past experience in the field will be an asset.

SECTION III: HOW TO APPLY AND THE PROCEDURES TO FOLLOW

3.1 OSCE STANDARD PROJECT PROPOSAL TEMPLATE AND SUPPORTING DOCUMENTS

An applicant shall submit the following documents:

- Project Proposal

The project proposals shall be submitted using the standard **OSCE Project Proposal Template** (*See Annex I*). Applicants shall comply with the project proposal format and fill in the form as explained in the template. The project proposal should be formulated carefully and the respective forms should be filled as clearly as possible, so that the received project proposal can be assessed. The received application and the related material should be precise and provide enough detail to ensure the clarity of the project proposal. This concerns particularly the project background and justification, how will the set objectives be achieved, the description of the anticipated results, that of the benefits gained and their relevance to the programme's objectives, as well as to the key activities and timescale.

- Budget (*See Annex II*)

This Project allocates limited funds of up to 10,000 AZN to support the project activities which will cover the project staff and operational costs of the implementing partner. The OSCE Office in Baku will

not fund the equipment necessary for the operation of the implementing partner. The Implementing Partner is therefore required to provide an in-kind contribution in this regard. All costs shall be quoted in AZN.

- The applicant should fill in the **Certificate for Compliance** (*See Annex III*)

The Certificate of Compliance will affirm that the Project is not funded by other donors, or identify the donor(s) and amounts where there is co-funding. It will also contain a declaration of compliance with the laws of Azerbaijan, or an explanation of problems encountered in complying with specific laws.

- Copy of Certificate of the State Registration
- Copy of the official Statute/Charter in the original language and in English
- A list of all key management personnel of the organization
- CVs of all proposed project staff
- Evidence of a legally registered bank account
- List of previous projects (in English), carried out by the applicant, including information about the donor, implementation period and respective values;
- If applicable, support letters from organisations, i.e. institutions (letters of cooperation).

The applicant should also consider the **Form of Agreement** (*See Annex IV*), which will govern the agreement to be signed between the OSCE and the applicant. As part of the Agreement, the applicant will agree to submit original invoices to the OSCE and allow the OSCE to stamp them as paid and that all significant procurement activities will be conducted by the OSCE.

Please note!

Project proposal, including budget, but excluding other required attachments, should not exceed ten (10) pages.

The project proposal must be submitted in English language.

Hand-written applications will not be accepted.

Please submit complete application packages.

3.2 WHERE AND HOW TO SEND THE APPLICATIONS

Organizations wishing to apply for the Project should submit before the relevant deadline a complete application package, i.e. OSCE Standard Project Proposal Template, Budget and the above-listed supporting documents. The applications must be received in a sealed envelope by mail or by hand-delivery to the following address:

Fund Administration Unit
 OSCE Office in Baku
 Att: Ms. Irina Krapivina
 Fund Administration Unit
 Landmark 3, 2nd Floor
 96 Nizami Street
 Baku AZ1010, Azerbaijan

Please note! Applications sent by any other means (e.g. by fax or by e-mail) or delivered at other addresses other than the one above will be automatically rejected.

The outer envelope must bear the:

- full name of the applicant;
- address of the applicant; and
- marked with “**ITB008/2011– Implementing partner for the Broadcast Media Assessment Project - Do Not Open before 8 August 2012, 12:00 hrs (GMT+4)**”.

3.3 DEADLINE FOR RECEIPT OF APPLICATIONS

The deadline for receiving applications is **8 August 2012, at 12:00 hrs (GMT+4)**.

Please note! Any application received after the deadline will automatically be rejected.

3.4 FURTHER INFORMATION

For any further information please address your queries by e-mail, not later than 5 August 2012 to the following address: Ilgar Hasanov, ilgar.hasanov@osce.org with a copy to Vusal Behbudov vusal.behbudov@osce.org, or Nicholas Detsch, nicholas.detsch@osce.org, indicating clearly the reference Request for Applications.

SECTION IV: EVALUATION AND SELECTION OF APPLICATIONS

Applications will be examined and evaluated by the OSCE. The submitted applications will be assessed according to the following steps and criteria.

4.1 APPLICATION OPENING SESSION AND ADMINISTRATIVE CHECK

Eligibility of applicants

At the application opening session an administrative check will be conducted. Namely, it will be verified whether that applicant is eligible according to the criteria as set out in this Request for Applications.

Please note! If the application does not meet the criteria as set out in section 2.2 and does not include all documentation required in section 3.1, it will be automatically rejected.

The application will also be automatically rejected if:

- the application is received after the closing date;
- the application does not comply with the requirements for minimum or maximum amounts or minimum or maximum duration;
- the project proposal is not submitted in English language using the OSCE Standard Project Proposal Template (*Annex I*);
- the project budget is not submitted in the requested format (*Annex II*).

4.2 QUALITY EVALUATION OF THE PROPOSALS

All applications will be subjected to quality evaluation by the OSCE, except those dismissed following the administrative check.

Quality evaluation of the proposal, including the proposed budget, will be carried out in accordance with the evaluation criteria set out in the Evaluation Matrix below.

Evaluation Matrix

1. Operational Capacity and Professional Resources	50
Does the applicant have sufficient experience in project management?	5
Does the applicant have sufficient management capacity in terms of staff, equipment and ability to handle the budgetary resources involved?	10
Does the applicant have prior experience in monitoring and assessing the broadcast media, etc?	20
Does the applicant have sufficient technical expertise? (notably knowledge of the issues to be addressed and good working relations with regional media outlets, civil society organizations)	10
Does the applicant have experience and capacity to draft good quality reports?	5
2. Project Implementation and Methodology	40
Does the project proposal adequately address project objectives?	7
Are the activities proposed appropriate, practical, and consistent with the objectives and expected results?	7
How coherent is the overall design of the action? (In particular, does it reflect the analysis of the problems involved, take into account external factors and anticipate an evaluation to track progress and results?)	7
Is the action plan clear and feasible?	7
Does the project proposal address the needs of the target groups and the final beneficiaries appropriately?	6
Does the proposal contain objectively verifiable indicators for the outcome of the action?	6
3. Sustainability	10
Are the expected results of the proposed action sustainable?	10
Maximum total score	100

Only those proposals that receive a score higher than 70 points will be considered for award. The final selection will be based on the evaluation of the budget and cost effectiveness, as follows:

Budget and cost effectiveness	
Are the proposed expenditures appropriate and in line with market prices?	
Are the proposed expenditures necessary for the implementation of the project activities?	
Are the proposed expenditures cost effective and adequate?	
Are the proposed expenditures detailed and transparent?	
Are the proposed in-kind contributions relevant and sufficient?	

Please note the following important information:

Scoring

The evaluation criteria are divided into sections and subsections. Each subsection must be given a score between 1 and 5 in accordance with the following guidelines: 1 = very poor; 2 = poor; 3 = adequate; 4 = good; 5 = very good. The applications with the highest scores will be given priority when grants are awarded.

Costs incurred for the preparation of the application will not be covered by the grant and will not be included in the budget.

2.2 APPLICATION CHECK LIST

Prior to sending the Application, check if you have all the needed documentation:

- Stamped project proposal² (*Annex I*)
- Stamped budget (*Annex II*) – budget should be submitted on a separate page from the proposal;
- Stamped and signed Certificate of Compliance (*Annex III*);
- Copy of Certificate of the State Registration;
- Copy of the Statute/Charter in the original language and in English;
- A list of all key management personnel of the organization;
- CVs for all proposed project staff;
- Evidence of a legally registered bank account;
- List of previous projects (in English), carried out by the applicant, including information about the donor, implementation period and respective values;
- If applicable, support letters from organisations, i.e. institutions (letters of cooperation).

NB: *it is in applicant's interest to provide the OSCE with accurate contact details, preferably an e-mail address.*

² Project proposal, including budget should not exceed ten (10) pages.