

## REQUEST FOR PROPOSALS (RFP)

# Engagement of a service provider for communication and promotion of three regional hackathons

Within the SheSafe Online project

<b>Contracting party</b>	ICT Hub
<b>Subject of engagement</b>	Communication and promotion of three regional hackathons within the SheSafe Online project, including all necessary organizational, communication, and administrative activities.
<b>Location</b>	Belgrade and Skopje (in person); the third hackathon in online format
<b>Duration of engagement</b>	Until completion of all activities for all three hackathons, within the deadlines set by ICT Hub

# 1. Background and context

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ICT Hub is engaging an external implementer who will, on behalf of and for the needs of ICT Hub, lead the communication and promotion of a cycle of three regional hackathons within the SheSafe Online project — two in person (Belgrade, Skopje) and one online — from the initial work plan to the final report. This RFP is formulated so that it can be used both as a description of the procurement subject and as a basis for evaluating proposals.

The draft is aligned with the SheSafe Online project logic and UN Women documentation, according to which the hackathons address technology-facilitated violence against women and girls (TF VAWG — cyber harassment, non-consensual sharing of intimate content, deepfakes, online stalking, and similar phenomena), with a consistent survivor-centred approach, without sensationalist, victimizing, or stigmatizing elements; key messages and tone are approved by ASTRA as the expert partner. The focus of the engagement is the digital communication of the cycle — copy, publishing schedule, digital visuals (post, story, banner, mailing, visuals for open calls), media coordination, and analytics — while printed materials and photo/video documentation are not the subject of this RFP (they are contracted separately).

## 2. Subject of engagement

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The subject of the engagement is the provision of services for planning, preparing, and implementing digital communication for three regional hackathons, including the design of digital visuals for social media and media outlets, copy, publishing schedule, media coordination, and analytics monitoring. The selected bidder will be responsible for ensuring, for all three events, all necessary organizational, communication, and administrative steps within the scope of digital communication, from the initial work plan to final documentation.

One service provider will be selected to lead this activity for the entire cycle. The proposal must cover the full requested scope of services, not just part of the activities or only one event.

### **3. Objective of the engagement**

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The objective of this engagement is for all three hackathons to be prepared on time, clearly promoted, and to bring together relevant participants. The bidder is expected to contribute, through their work, to a high-quality turnout of participants and good regional representation, in line with the project's objectives.

### **4. Scope of work and responsibilities of the selected bidder**

#### **4.1. Planning and coordination**

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- holding a kick-off meeting with ICT Hub and aligning the work plan for all three hackathons;
- preparing a calendar of activities and deadlines, with regular status monitoring;
- regular coordination with ICT Hub and ASTRA throughout the engagement.

#### **4.2. Promotion, outreach, and applications**

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- preparing and implementing the promotion plan for all three hackathons;
- drafting texts (copy) for calls, posts on social media and in the media, application forms, mailing sequences, and FAQs;
- creating digital visuals — a set for social media (post, story, banner, profile/cover), mailing and media posts, animated formats as needed;
- publishing and coordinating communication through the channels of ICT Hub, partners, and regional networks, with comment moderation and media coordination;
- managing applications and supporting participant selection and team formation in cooperation with ICT Hub and ASTRA.

#### **4.3. Event preparation and support during implementation**

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- coordinating communication with participants, mentors, and the jury before each event;
- preparing operational plans, agendas, and checklists, with support for registration and the technical readiness of the events;
- keeping records of participation and the basic results of each event.

## 4.4. Documentation and reporting

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- reporting after each hackathon and a consolidated final report for the entire cycle, with accompanying documentation (participant lists, promotional analytics);
- orderly handover of all materials to ICT Hub.

## 5. Expected results and deliverables

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- an initial work plan for all three hackathons;
- a digital communication and publishing plan for the entire cycle;
- a package of digital visuals per event;
- published campaigns and media coordination per event (with a record of posts and media placements);
- orderly records of applications;
- a short report after each hackathon with digital communication analytics;
- a final consolidated report with an overview of results, cumulative analytics, and recommendations;

The language of communication and materials is agreed with ICT Hub.

## 6. Eligibility requirements for bidders

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All interested bidders with experience in event organization, promotion, managing applications, and coordinating with partners and participants are eligible to apply. Preference will be given to bidders with experience working on hackathons, regional cooperation projects, and assignments that require orderly reporting and documentation.

## 7. Content of the proposal

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- a brief description of the bidder and relevant experience;
- team composition with short biographies of key members and their roles in the engagement;
- a proposed approach to the work and organization of activities for all three hackathons, together with a financial proposal;
- a statement of acceptance of the rules on copyright, confidentiality, and visibility;
- a completed and signed Legal Entity Form (LEF) — attached to this call;
- a completed and signed Financial Identification Form (FIF) — attached to this call.

## 8. Privacy protection, consents, and project visibility

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- the bidder must comply with all rules on consent for the use of participants' materials and data in digital communication;
- sharing or publishing materials, data of registered participants, or unofficial information outside the project is not allowed without the written consent of ICT Hub;
- all visuals, texts, and posts must comply with the visibility rules of the project and donors;
- due to the sensitivity of the topic (TF VAWG), care must be taken regarding the privacy, safety, and dignity of persons appearing or mentioned in the materials, with consistent adherence to a survivor-centred approach;
- if AI tools are used in the creation of visuals or texts, entering sensitive or personal data into publicly available tools is not allowed.

## 9. Obligations of ICT Hub

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- timely delivery of the brief, priorities, and basic information about activities and events;
- approving draft versions of visuals, texts, and the publishing plan, and providing consolidated feedback;
- coordination with ASTRA regarding the approval of key messages and tone;
- facilitating access to ICT Hub's channels, partner networks, and contact persons when needed for implementation.

## 10. Copyright and confidentiality

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- all final materials produced during the engagement (visuals, texts, plans, reports) are handed over to ICT Hub to the extent defined by the contract;
- the bidder is responsible for ensuring that all music, graphics, fonts, illustrations, or stock elements used in the digital visuals and accompanying materials have the appropriate licenses;
- editable (source) files of the visuals, as well as final export formats for social media and mailing, are handed over to ICT Hub together with the final delivery;
- all of the bidder's associates are required to maintain the confidentiality of unpublished information, participant data, and materials.

## 11. Evaluation criteria

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The selection of the bidder will be based on the quality of the proposed work plan and approach to the engagement, and on the financial proposal. Only timely and complete proposals that meet the requirements of this RFP will be considered. Selection is made on the principle of the most economically advantageous proposal, not solely on the lowest price.

Scoring criteria (100 points total):

- Quality of the proposed work plan and approach to the assignment (clarity of methodology, coverage of the overall scope — planning and coordination, promotion and digital communication) – 40 points;
- Relevant experience of the bidder and the team (previous work on similar campaigns, hackathons and regional cooperation projects) – 20 points;
- Quality of the portfolio and previous work (examples of digital visuals, social media campaigns and other relevant deliverables) – 10 points;
- Financial offer and value for money – 30 points.

Note: ICT Hub reserves the right to request additional clarifications of the proposal from the bidder, and to take into account the overall quality and feasibility of the proposed approach when making its selection.

## 12. Submission of applications

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- deadline for proposal submission: 12 June 2026 by 12:00 local time
- method of submission: by email to marko.ljubenovic@icthub.rs, with the subject line "Proposal — SheSafe Online: hackathon communication and promotion"; alternatively, by physical delivery to the address ICT Hub, Kralja Milana 10, 11000 Belgrade, in a sealed envelope with the same notation;
- contact for questions: marko.ljubenovic@icthub.rs
- expected start of engagement: upon signing the contract;
- proposal validity period: at least 60 calendar days from the expiry of the deadline for submitting proposals;
- mandatory attachments: completed and signed Legal Entity Form (LEF) and Financial Identification Form (FIF), available for download in the annex to this call.

## **13. Questions and clarifications**

Interested bidders may submit questions regarding this RFP exclusively in writing to: marko.ljubenovic@icthub.rs, no later than 5 working days before the expiry of the deadline for submitting proposals. ICT Hub will publish answers to all questions received, together with the content of the questions (without identifying the submitter), to all interested bidders no later than 3 working days before the deadline, in the same manner in which the RFP was published. Questions received after this deadline will not be considered.

## **14. Payment terms**

At least 50% of the agreed fee will be paid within 30 days of signing the contract. The remaining amount will be paid after the third hackathon has been delivered and the final consolidated report has been submitted, along with orderly documentation of the deliverables.

## **15. Closing note**

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Prior to signing the contract, ICT Hub reserves the right to further align the schedule of activities, the number and scope of deliverables, publishing priorities, visibility rules, and the management of rights over the results. The hackathon topic, key messages, and criteria remain within the remit of ICT Hub and ASTRA, and all materials and communication must be agreed with ICT Hub in advance. The bidder is expected to take a proactive, responsible, and well-structured approach that combines reliable organizational coordination, consistent digital communication, and high-quality visual design.