

REQUEST FOR PROPOSAL
For Communication and Media Services 2026-2027
GRC/RFP/P26-061

<https://globalrightscompliance.org/>

Stichting "Global Rights Compliance Foundation", Prinses Margrietplantsoen 33, 2595 AM Gravenhage Nederland
Kvk number 70 048436, RSIN number 85811884.

Procuring Entity	Global Rights Compliance Foundation (https://globalrightscompliance.org/)
Type of the Contract	RFP Communication and Media Services 2026-2027
Language (s) required	English (mandatory)
Duration	01 October 2026 – 30 September 2027
RFP Issue Date	19 August 2026
RFP/RFQ Closing Date & Time	11 September 2026, 17:00 CET

The successful bidder will be formally notified by GRC via e-mail.

Enclosed is a Request for Proposal (RFP) for Communication and Media Services 2026-2027. Global Rights Compliance Foundation acting as the Procuring Entity, invites qualified firms to submit their best-value proposal for a one-year Communication and Media Service agreement.

The award of any subcontract is contingent upon the availability of donor funds, successful negotiation of the budget and contractual terms, and donor/client approval where required.
The resulting agreement will be issued as a single firm fixed-price purchase order, with an estimated start date of 01 October 2026.

Offerors are advised that, following the submission of proposals, payment schedules and implementation timelines may be subject to revision prior to the signing of the final contractual agreement with the selected Service Provider(s).

Maximum Contract Value: The maximum available budget for this engagement is **USD 96,000 for the full 12-month contract period**, equivalent to a maximum of **USD 8,000 per month**. The total firm fixed price proposed by an Offeror must not exceed this ceiling. Proposals exceeding the maximum contract value may be considered non-responsive and may be rejected.

General Background

Global Rights Compliance is an international human rights legal practice based in the UK and the Netherlands, specialising in international human rights, criminal, and humanitarian law. We have a dedicated

Business and Human Rights Unit focused on providing advice to businesses, public sector institutions, civil society organisations, and investors on both the legal and practical aspects of human rights due diligence, responsible business conduct, as well as heightened human rights due diligence in conflict-affected and high-risk areas.

Purpose and Objective of the Service

GRC seeks to engage a qualified communication and media firm to provide comprehensive support in the design, delivery, and amplification of GRC's communications strategy. The purpose of this engagement is to ensure a consistent, creative, and impactful media presence that strengthens GRC's programmatic visibility and stakeholder engagement across global platforms.

The successful Service Provider will work in close coordination with GRC's designated Communications Lead and other authorised GRC personnel. At a minimum, the Service Provider will be expected to:

- develop and submit an initial one-year media and communications plan, including proposed priorities, target audiences, media opportunities and an indicative implementation calendar, for GRC's review and approval;
- maintain and update the agreed media calendar throughout the contract period in response to GRC's programmatic priorities and emerging communications opportunities;
- develop individual communications campaigns and media activities as requested and prioritised by GRC;
- draft and/or support the preparation of press releases, media announcements, talking points, briefing materials, interview preparation and other agreed communications products;
- undertake targeted media outreach and support opportunities for interviews, expert commentary and authored content;
- provide periodic monthly updates to GRC on media outreach, engagement, coverage secured and relevant emerging opportunities;
- provide monthly evidence of media placements and other agreed outputs; and
- provide a final summary of activities, outputs, media engagement and results achieved during the contract period.

All deliverables shall be subject to review and approval by GRC. The detailed implementation schedule, priorities and delivery timelines will be agreed with the successful Service Provider at the commencement of the contract and may be adjusted by mutual written agreement during implementation.

GRC Approval and External Communications

The Service Provider shall work under the strategic direction of GRC's designated Communications Lead or other authorised GRC representative.

No press release, public statement, media pitch made in GRC's name, authored article attributed to GRC personnel, public-facing campaign material or other external communication representing GRC's institutional position may be issued, published or otherwise disseminated without GRC's prior approval.

The Service Provider shall not make commitments, representations or statements on behalf of GRC except where expressly authorised to do so.

GRC retains final editorial and approval authority over communications issued in its name or relating to its institutional positions, programmes or activities.

Confidentiality, Information Security and Use of Artificial Intelligence

The successful Service Provider may receive access to confidential, sensitive, privileged, donor-related or non-public information in connection with this assignment. Such information shall be used solely for the purposes of delivering the contracted services and shall not be disclosed to any third party except with GRC's prior written authorisation or where required by law.

The Service Provider shall maintain appropriate technical and organisational measures to protect GRC information against unauthorised access, disclosure, loss, alteration or misuse and shall promptly notify GRC of any actual or suspected information-security incident affecting GRC information.

The Service Provider shall not upload, disclose, input or otherwise provide GRC confidential, sensitive, privileged, personal, donor-related, investigative or otherwise non-public information to publicly accessible generative artificial intelligence tools or other external AI systems without GRC's prior written approval.

Where GRC authorises the use of artificial intelligence in connection with the services, the Service Provider remains fully responsible for verifying the accuracy, quality, confidentiality, intellectual property compliance and suitability of all resulting work. AI-generated or AI-assisted content shall not reduce or replace the Service Provider's professional responsibility for the deliverables.

These obligations shall also apply to personnel, consultants and approved subcontractors engaged by the Service Provider.

Duration of the Work

The envisaged time frame of the partnership is from 01 October 2026 to 30 September 2027.

Proposal Submission

To be considered, Offerors must submit a complete proposal, as per the attachments below, by the closing date and time indicated in this solicitation. Proposals must be prepared in English (unless otherwise required), clearly written, easy to review, and strictly follow the instructions provided, containing only the requested information.

All requests for clarification must be submitted in writing and addressed via e-mail to the designated Procurement Contact: procurement@grcompliance.org , with a copy (cc) to zinebreffass@globalrightscpliance.co.uk no later than **8 days** from the issue date of this RFP. The solicitation number should be stated in the subject line.

Proposals (Technical Proposal and Financial Proposal) must be submitted in two separate parts. All submissions must be sent electronically, with the e-mail subject line clearly stating “**GRC/RFP/P26-061 Communication and Media Services 2026-2027**”. Proposals should be addressed to the designated Procurement Contact at : procurement@grcompliance.org , with a copy (cc) to zinebreffass@globalrightscpliance.co.uk

Offerors are reminded to treat all information contained in this solicitation with strict professional confidentiality. The successful firm will be required to sign a Non-Disclosure Agreement (NDA) or Confidentiality Agreement prior to commencing the assignment.

Sincerely,
GRC Procurement Department

Attachments:

- Attachment I :Instructions to Offerors
- Attachment II :Evaluation Criteria
- Attachment III :Cover Letter

Attachment I
INSTRUCTIONS TO OFFERORS

A. General Instructions

These Instructions to Offerors do not form part of the offer or the contract; they are intended solely to guide Offerors in preparing their proposals. Please read and follow these instructions carefully.

1. **Language and Format:** Proposals and all related documents must be written in English unless otherwise explicitly requested by GRC. Proposals should be single-spaced, with clear section headings, and presented in the order specified in Attachment II – Evaluation Criteria.
2. **Original Work Requirement:** Proposals must reflect the Offeror's own work. Any external sources must be properly cited. Plagiarized content will result in automatic disqualification.
3. **Currency and Pricing:** All cost and price figures must be presented in USD (gross of tax, net of customs duties). The resulting agreement will be issued on a firm fixed-price basis. The maximum total contract value shall not exceed USD 96,000 for the 12-month period (equivalent to USD 8,000 per month). Offerors must submit their proposed total fixed price within this ceiling, together with the detailed budget and cost notes required by this RFP. GRC will not be obligated to pay any amount above the agreed contract value, and in no circumstances shall the total amount payable under the agreement exceed USD 96,000 without a formal written amendment approved by GRC and, where applicable, the donor/client.
4. **Validity Period:** The Offeror must state in their proposal the validity period of their offer. The minimum acceptance period is **90 days** after the closing date of the RFP. If an Offeror provides a shorter validity period, they will be asked to revise it. Failure to extend validity will result in rejection.
5. **Separation of Technical and Financial Proposals:** The **Technical and Financial Proposals** must be submitted separately. Technical Proposals must not contain any cost or pricing information, ensuring that technical evaluation is based strictly on merit.
6. **Legal Registration:** Offerors must be licensed entities, evidenced by submission of a valid **Business License** or official registration. The license must clearly show a license number, authentication stamp, and dates of issue and expiry.
7. **Costs of Proposal Preparation:** No costs incurred in preparing and submitting proposals are reimbursable by GRC. All such costs remain the responsibility of the Offeror.
8. **Responsibility Determination:** Awards shall only be made to "responsive" companies. To enable GRC to make this determination, Offerors must provide a **cover letter** as outlined in *Attachment III*.
9. **Late Offers:** Offerors are wholly responsible for ensuring their proposals are received by the deadline. Late offers will be recommended for rejection, even if delays were beyond the Offeror's control. Acceptance of late offers is at the sole discretion of the Procurement Department.
10. **Modification or Withdrawal of Offers:** Offerors may withdraw, modify, or correct their proposals after submission, provided the request is made before the RFP closing date.
11. **Disposition of Proposals:** Proposals submitted in response to this RFP will not be returned. Reasonable effort will be made to ensure confidentiality. If proprietary information is included, Offerors must clearly mark it as **"Confidential and Proprietary"** so it can be treated appropriately.
12. **Clarifications and Amendments:** Any questions regarding this solicitation must be submitted in **writing via e-mail** to, procurement@grcompliance.org, with a copy (cc) to zinebreffass@globalrightscompliance.co.uk. No questions/clarifications will be entertained if they are received by another means. The solicitation number should be stated in the subject. Responses will be shared with all participating Offerors to ensure fairness and transparency.
13. **Discussions and Award:** GRC anticipates that discussions with Offerors may be conducted; however, it reserves the right to make an award without discussions. Offerors are strongly advised to submit their best and final offer at the outset.
14. **Conflict of Interest and Integrity:** Offerors must disclose any actual, potential or perceived conflict of interest that could affect, or reasonably be perceived to affect, their impartial performance of the services. Offerors must promptly notify GRC if any such conflict arises during the procurement process or subsequent contract period. GRC reserves the right to determine whether a disclosed conflict can be appropriately managed.
15. **Compliance and Due Diligence:** The successful Offeror will be subject to GRC's applicable supplier due-diligence requirements and must comply with applicable laws, donor requirements and GRC policies communicated as applicable to the engagement, including requirements relating to anti-bribery and corruption, fraud, sanctions, safeguarding, prevention of sexual exploitation, abuse and harassment, confidentiality, data protection and professional conduct. GRC reserves the right to request supporting documentation necessary to establish the Offeror's eligibility and responsibility.

16. **Subcontracting:** The Offeror must identify in its proposal any material part of the services that it intends to subcontract. The successful Service Provider may not materially subcontract or transfer performance of the services without GRC's prior written approval. Approval of a subcontractor does not relieve the Service Provider of responsibility for the performance, conduct or compliance of that subcontractor.
17. **Intellectual Property:** Unless otherwise agreed in writing, all final bespoke deliverables specifically commissioned and paid for by GRC under the resulting agreement, including communications plans, campaign materials, press materials, messaging and other written products, shall be available to GRC for its unrestricted institutional and programmatic use. The Service Provider shall identify any pre-existing or third-party intellectual property incorporated into a deliverable and ensure that GRC receives all licences reasonably necessary to use the final deliverable for its intended purposes.

Failure to comply with these instructions will render the Offeror “unresponsive,” and the proposal may be rejected.

B. Submission of Proposal:

The Technical and Financial proposal must be submitted in **two separate sections**.

Proposals must be delivered electronically no later than the specified closing date and time to the designated e-mail address (s).

Offerors who fail to submit their Technical and Financial Proposals as separate documents will be automatically disqualified.

C. Content of Proposal:

The complete proposal shall consist of the following four sections:

1. The Cover Letter (Attachment III)
 2. Copy of the Offeror's Valid Business license
 3. The Technical Proposal
 4. The Financial Proposal
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- 1) Cover Letter: should be on the Offeror's letterhead and **MUST** contain the information requested in Attachment III.
 - 2) Business License :A valid copy of the Offeror's Business License or official registration must be submitted. The license must clearly show the license number, dates of issue and expiry.
 - 3) Technical Proposal:
 - a. Must clearly and precisely address both theoretical and practical aspects that the Offeror will employ to carry out the Work.
 - b. Should demonstrate that the Offeror is technically capable of implementing the activity, showing a clear understanding of the requirements and the ability to address the specific criteria and elements described in the Evaluation Criteria (Attachment II)
 - c. Must be divided into clearly separate sections, following the same order as the Evaluation Criteria in Attachment III. Proposals that are not organized in accordance with the Evaluation Criteria, and that make information difficult to locate, will be considered less responsive and will receive lower evaluation scores.
 - d. **Proposals that fail to respond to the majority of the information requested in this RFP, as outlined in the Statement and Evaluation Criteria, will be automatically disqualified.**
 - 4) Financial Proposal: must be in a separate section from the technical proposal and will primarily indicate the cost for performing the work specified in this **RFP**. The Financial proposal should include the following information:
 - a. A detailed budget providing a breakdown of all costs.
 - b. Detailed and comprehensive cost notes explaining each line item in the budget and justifying why these items are necessary for implementation of the activity.

Failure to comply with any of the above requirements will result in the Offeror being considered “unresponsive,” and the proposal may be rejected.

If an Offeror provides insufficient information in either the Technical or Financial Proposal, GRC reserves the right to request additional information or to request a revised proposal from the Offeror.

Attachment II

EVALUATION CRITERIA

Basis of Award: The award will be made to the offeror whose offer presents the Best Value: the optimal combination of technical merits and reasonable cost. Proposals will be scored on technical factors first.

EVALUATION CRITERIA

1. Technical Competence – presented in the Technical Proposal

A. Technical Approach

70 points

Provide a clear, specific, and succinct technical proposal that covers both the conceptual and practical approaches of how to achieve the objectives of this project. Specifically, please address the following, **in the order specified below**:

Item	Requirement	Points Available
1) Willingness to work	Please state that you are willing to implement the scope of work as detailed in the announcement. A positive statement is required. Offerors that do not provide a positive statement will be automatically disqualified.	Pass/Fail
2) Relevant Experience & Expertise *** (please refer to point B below)	Experience delivering bespoke communication and media services globally. Proven success in developing and executing media strategies for international legal and human rights organisations and amplifying niche areas of law or policy to raise awareness and public engagement on current issues.	10 points
3) Media Network & Outreach Capacity	Strength and relevance of relationships with major international media outlets and opinion editors (UK, EU, U.S.). Ability to secure coverage in targeted high-profile outlets.	15 points
4) Methodology	Considering the Scope of Services set out in this RFP, please describe in detail the following: - The steps, in chronological order, that you will take to implement the work. Make sure to describe any innovative approaches you plan to use. - Methodologies that indicate a greater practical understanding of implementing the work, and more innovative yet realistic ways of carrying out the work will be scored more favorably than those that do not consider these factors.	30 points
5) Capacity & Resource Management	Please describe the years of experience level of the staff member or member(s) who will work on the Communication Services.	10 points
6) Mobilisation and Responsiveness	Describe the Offeror's proposed mobilisation period following contract award and its capacity to respond to time-sensitive communications and media requests throughout the contract period. The response should explain how the Offeror will manage urgent media opportunities, short-notice requests and competing priorities while maintaining quality and appropriate coordination with GRC.	5 points
		70 points

If an Offeror submits a proposal that fails to respond to the majority of the information requested in this RFP, as outlined specifically in the Scope of Services set out in this RFP and the evaluation criteria, the Offeror's proposal will be automatically disqualified.

B. Past Performance and Experience – Please include

3 Examples

1. Activity title
2. Location of work
3. Short description and why it is relevant to this RFP.
4. Performance Information (date, duration and if completed on schedule)

The three examples submitted under this section will be considered as part of the assessment of Relevant Experience & Expertise under Criterion 2 above.

C. Attachments (Not Scored)

You may include recommendation/appreciation letters and certificates as attachments, or any other documentation you wish to further support your proposal, stapled/bound separately from the rest of the technical proposal. Content presented here will not be scored.

2. Financial Proposal – 30 Points

- a) Please submit a detailed budget to carry out this work. GRC's review of the financial Proposal shall determine if the overall costs proposed are realistic for the work to be performed, reflect a correct understanding of the project requirements, and are consistent with the Offeror's Technical Proposal. GRC will also review individual line items and determine if they are allowable, allocable, and reasonable.
- b. Submit reasonably comprehensive budget narrative/ budget notes that provide information on each of the line items in the budget and explain why these items are needed for implementation of the activity.

Budget Ceiling: The Financial Proposal must not exceed USD 96,000 in total for the 12-month period, based on a maximum budget of USD 8,000 per month. The proposed price must include all fees and other costs necessary to perform the required services, except where the RFP expressly identifies a cost as separately reimbursable by GRC. Any proposal exceeding the stated ceiling may be deemed non-responsive and excluded from further evaluation.

Failure to provide a detailed budget and narrative, or submission of unrealistic, unallowable, or unreasonable costs, will render the proposal non-responsive and subject to disqualification.

Best value determination:

GRC will evaluate proposals on a **best value for money basis**, consistent with its procurement principles. Both technical capacity and cost will be considered. The Technical Proposal will represent **70% of the final score**, and the Financial Proposal will represent **30% of the final score**.

In exceptional cases, GRC may award to an Offeror other than the highest technically rated or lowest-priced, if this represents the best overall value. GRC reserves the right to request additional supporting documentation or a revised proposal if insufficient information has been provided. Failure to provide requested information will result in disqualification

Any award decision that does not follow the highest combined evaluated score shall be supported by a documented best-value determination setting out the relevant technical, financial, operational and/or risk considerations supporting the selection. The determination will be retained as part of GRC's procurement record.

ATTACHMENT III
FORMAT FOR PROPOSAL COVER LETTER – TO BE PRINTED ON ORGANIZATIONAL LETTERHEAD

City, Country
<Date>

To: GRC Procurement Team

Dear Sir / Madam:

We, the undersigned, hereby submit our proposal to undertake **[Insert RFP No.] – [Insert Project Title]**, in accordance with your Request for Proposal/Quotation dated **[Insert MM/DD/YYYY]** and our Technical and Financial Proposal submitted herein.

Our organization's details are as follows:

- i. Company's Name
- ii. Company's Address
- iii. Name of Company's authorized representative:
- iv. Telephone #/Cellular Phone #, Email address:
- v. Validity Period of Proposal
- vi. Copy of a valid Business License

Our proposal shall remain binding upon us, subject to any modifications resulting from negotiation, until the expiration of the validity period stated herein. We understand that Global Rights Compliance is not bound to accept this or any other proposal received.

We further certify that our organization:

- (a) possesses adequate financial resources, including appropriate insurance coverage, to perform the work stated herein, or has the ability to obtain them without delay.
- (b) Is able to comply with the required delivery and performance schedule, taking into account all existing commitments and constraints;
- (c) has a satisfactory record of past performance;
- (d) maintains a satisfactory record of integrity and business ethics;
- (e) has the necessary technical capacity, equipment, and facilities, or the ability to obtain them; and
- (f) is otherwise qualified and eligible to receive an award under applicable laws, regulations, and donor requirements

Sincerely,

Authorized Signature:
Name and Title of Signatory:
Date: