

1.Introduction

The second phase of the Palestinian NGO Project (PNGO-II) is a World Bank initiative, managed by a consortium of three partners, the Welfare Association (WA) - the lead partner, the Charities Aid Foundation (CAF) and the British Council (BC). Together these organizations constitute the Welfare Association Consortium (WAC). Day-to-day management is entrusted to the Project Management Organization (PMO) which is responsible to the Chairperson of the WAC Steering Committee. The Supervisory Board is the owner of the Project, and represents Project stakeholders. It has an executive role, endorsing general criteria, and making decision on grant disbursement. The WA is responsible for ensuring that the Project meets its objectives and operates as designed.

PNGO-II is implemented as a comprehensive program of capacity building of NGOs to deliver sustainable services to poor and marginalized Palestinians, by improving the availability as well as the quality, impact and sustainability of service provision. The Project also seeks to support the longer-term transformation of the NGO sector into one that is dynamic and able to respond to the changing needs of the Palestinian society.

The Sector Support Program (SSP) is one component of the PNGO II project. The overall objective of the SSP is to help the NGO sector become more strategic in its thinking and more responsive to the basic needs of the poor and marginalized. In particular the SSP aims at providing support to the overall professional and strategic development of the Palestinian NGO sector by:

- Facilitating a more professional association within the NGO sector through improved mechanisms for information exchange, networking, and strategic/policy dialogue.
- Supporting activities that would enhance the NGO sector's role in policy articulation for its role in development.
- Supporting improved levels of coordination, cooperation and joint programming between NGOs and between the NGO sector, the PA and the private sector.

NGO portal Masader (www.masader.ps) Masader is the first Palestinian Portal that is dedicated to NGO's use .Its based on member ship of Ngo's in Palestine and aims of increasing information exchange among the civil society in Palestine

2. Objectives of the Training

To qualify a number of NGOs staff to be capable of posting high quality information about their organizations activities and to be able to deal efficiently with the NGO Portal and achieve the maximum profit from it both to get news about the NGO sector and to post information about their NGO. The participants also are expected to be capable of discovering the media items available at their NGO, and to set up media agenda for it.

3. Scope of Work

- **Introduction to journalism and media:** This introduction will cover different means of communication, communication purposes and audiences and types of media and journalism outlets. (6 Hours)

- **News, press releases, reports, and features writing and editing:** Introducing the media writing methodology for each of these media outputs, including how to produce press releases that get used, identifying the requirements of media writing, polishing and proof-reading media items, applying the proof-reading to different types of outputs, writing summaries, headlines, and giving attention to write grammatically correct sentences, use appropriate punctuation, consult and contribute to a style guide to ensure consistency. Using training materials and examples from those articles posted at the PNGO Portal, and from other media resource. (30 Hours)

- **Writing for online media:** Making the written elements of a web page work together. Adapt writing to the particular demands of the

- Availability of ICDL Training
- Previous experience of the organization in this field
- Topics of the training
- Training Schedule
- C.V of the trainers
- Services that are included in the offer

NOT: the trainer should be a qualified trainer and not a student.

6.2 The Financial Proposal

The financial proposal should be the cost for the entire training course. The above total cost must be quoted in US Dollars for the purpose of comparison. According to the IBRD regulation PMO does not pay for any VAT for any services under this contract.

The proposal should be held valid for a period of 60 days from the submission date.

7. Place and Date of Submission

Proposals shall be submitted not later than Monday, 27 Feb. 2006 to the following address:

PMO Central Office / Dahiat Al-Barid
Al Fetiani Building, 1st Floor
P. O. Box 2173, Ramallah

Tel. 02 234 7771 Fax: 02 234 7776

PMO Office / Gaza
Mutaz Al Sourani Building, 1st
floor

Behind the Qatar Embassy
P.O. Box 5018 Gaza

Tel . 08 2828999 Fax. 08 28
37757

Proposals should be submitted in closed and stamped envelopes and properly titled.

7. Payment Modalities

The total fees for delivering the services will be paid

First Payment	10% Upon. Signing the contract
Final payment	90% Upon finishing the training course.

8. Proposal evaluation

A two stage procedures will be employed in the evaluation of submitted proposals, with the evaluation of the technical proposal being completed prior to any financial proposals being opened or compared.

8.1/Technical Proposal

The Technical proposal will be evaluated according to the following criteria:

Category/ Criteria	Points
Past experience of the organization	30
Qualifications of the Trainer	50
Training topics and methodology	20
Total Technical Points	100

Technical Proposals that score below (70) points will not qualify, and therefore the financial proposals will be disregarded.

8.2/Financial Proposal

The score for the financial proposal will be calculated as follow:

The lowest value proposal (X) scores 100 points
 Any other proposal **Y scores $X/Y * 100$**

Final Mark

The total combined score for each proposal will be calculated as follows:

The score of the final technical proposal multiplied by 70% will be added to the financial proposal score multiplied by 30%. The consultant who receives the highest combined score will be the successful bidder.