

Market consultation

202204117 - Valuing Water Initiative (VWI) Web & Social Media

Organization: The Netherlands Enterprise Agency (RVO)

The Netherlands Enterprise Agency (in Dutch: **Rijksdienst voor Ondernemend Nederland, RVO**) supports private and public organizations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

Purpose of the market consultation

The purpose of the market consultation is to identify and assess interest of organizations available and able to carry out this assignment. So this market consultation is not a request for proposal, it is not allowed to send a proposal or motivational letter.

Extent and duration

The project will run from July 2022 until June 2023.

Budget indication

The maximum budget is EUR 50.000 *excluding 21% Dutch VAT*.

Purpose of the project

The Valuing Water Initiative (VWI) is seeking a specialist media agency with re-publishing agreements to manage its online presence, including website and social media channels. The re-publication of existing content is a key component of VWI's online strategy to become a central hub for information and insights on valuing water. For this reason, this market consultation is specifically aiming to find agencies that have such agreements and can develop a communication strategy based on the re-purposing and re-publishing of already existing content.

The service provider will be expected to:

- Exercise editorial judgement in curating insightful content from relevant platforms and republishing through VWI channels in accordance with agreed republishing frameworks
- Manage VWI's social media channels including LinkedIn, Twitter, Facebook and Instagram through re-publishing and re-purposing content
- Manage the content of VWI's website including its Waterblogged feature, in close collaboration with VWI's Communications Advisor and website service provider
- Update all VWI digital channels at key moments to ensure VWI remains part of the global water sector conversation during high profile events such as World Water Week
- Work closely with the VWI team to ensure the initiative is positioned effectively at the UN 2023 Water Conference

Result

We expect to find communication agencies that offer the services of re-publication and re-purposing of existing content and offer services in the fields of water and SDGs (Sustainable Development Goals).

Required skills/experience

We expect a contracting partner who:

- Has re-publishing agreements to develop a communication strategy for the VWI based on re-purposed information and has the expertise to edit such content for the interests of the VWI audience
- Has experience in creating communication strategies that place organizations as key stakeholders in their topic/area

- Has experience in producing and managing social media content, including LinkedIn, Twitter, Facebook, and Instagram and equally has experience in managing websites and blog content
- Has experience with managing communications for institutions during relevant events and placing the institution as a key part of the conversation.

Application procedure

Interested companies are invited to respond if they are interested to Mr. Q. Stoutjesdijk by e-mail quintin.stoutjesdijk@rvo.nl, with a copy to Ms. S. de la Rosa Solano, sofia.delarosasolano@rvo.nl. Please include your company information and address.

Based on the market consultation, RVO can decide to start a procurement procedure. Interested companies/consultants can be invited to this procedure. Your response to this market consultation does not mean you have the right to be invited to this procurement procedure. In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market consultation.

The deadline for responding to this notification is set at **4th of July 2022**.

Yours sincerely,

Quintin Stoutjesdijk
Procurement Consultant

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Procurement Office
Ministry of Economic Affairs and Climate Policy
Netherlands Enterprise Agency