

## **PUBLIC CALL**

**For the**

**Development of an Interactive Digital Platform**

**“Business with Integrity” / Clean Business Hub**

**Project:** “Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption”

**Date of publication:** 07 April 2026

### **1. Background**

The project **“Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption”**, implemented by the Konrad Adenauer Foundation and co-financed by the European Union and the Konrad Adenauer Foundation, aims to strengthen the role of small and medium-sized enterprises (SMEs) in promoting integrity, transparency, and responsible business practices in North Macedonia.

The project contributes to raising awareness within the business community about the importance of ethical conduct, prevention of corruption, and alignment with European standards of corporate integrity. Through capacity building, dialogue, and digital tools, the project seeks to encourage SMEs to become active actors in the fight against corruption.

Within Activity A3.4 – **Launch and maintenance of the digital platform “Clean Business Hub”**, an interactive online platform **“Business with Integrity”** will be developed, serving as a central digital hub for information, resources, and stakeholder engagement in the field of business integrity.

The platform will enable knowledge sharing, increase the visibility of project activities, and provide access to practical tools for SMEs aiming to establish and improve integrity standards in their operations.

### **2. Objective of the Assignment**

The objective of this assignment is to **design, develop, and launch an interactive digital platform “Business with Integrity / Clean Business Hub”**, which will function as an online space for information, resources, and collaboration among SMEs, institutions, civil society organizations, and other stakeholders interested in promoting business integrity and anti-corruption practices.



### 3. Scope of Work

The selected contractor will be responsible for the **design, technical development, and implementation** of the platform, including the following tasks:

#### 3.1 Platform Design and Structure

- Development of a **modern, intuitive, and user-friendly website**, accessible via desktop and mobile devices
- Definition of the **platform structure and navigation**
- Visual design aligned with the **project's visual identity and EU and Konrad Adenauer Foundation visibility guidelines**

#### 3.2 Platform Functionalities

The platform should include the following main sections:

##### a) General Information

- Information about the project
- News and updates
- Articles related to business integrity and anti-corruption practices

##### b) Resource Library

- Guidelines and tools for ethical business practices
- Publications and reports
- Training and educational materials
- Downloadable resources for SMEs

##### c) Business Integrity Tools

- Practical tools and checklists for companies
- Self-assessment tools for evaluating integrity practices

##### d) Events and Activities

- Announcements of conferences, trainings, and workshops
- Event calendar

##### e) SME Engagement Section



- Opportunities for companies to engage in the initiative
- Expression of interest forms

#### f) Multimedia

- Photo galleries
- Video materials
- Presentations from project events

### 3.3 Technical Requirements

The platform should:

- Be developed using a **secure and scalable Content Management System (CMS)** (e.g., WordPress or equivalent)
- Be **fully responsive (mobile-friendly)**
- Include **basic SEO optimization**
- Enable **easy content management by the project team**
- Include **integrated analytics tools** (e.g., Google Analytics or equivalent)
- Comply with **latest data protection and security standards**

### 3.4 Additional Functionalities

- Newsletter subscription option
- Contact forms
- Social media integration
- Basic search functionality
- Multilingual functionality (**Macedonian, Albanian, and English**)

### 3.5 Advanced Interactive Functionalities

To ensure active engagement of the business community and promote the practical application of integrity principles, the platform should include the following interactive tools:

#### a) Integrity Pledge

The platform should enable companies to voluntarily sign an **"Integrity Pledge"**, through which they publicly commit to specific principles.

The pledge should be implemented via an **online form**, allowing companies to enter basic information (company name, sector, contact person).



## b) Registry of Companies Committed to Integrity

The platform should include a **publicly accessible registry of companies** that have signed the Integrity Pledge.

The registry should include:

- Company name
- Sector
- Year of joining the initiative
- Optional: short description or link to company website

This registry will serve as a **mechanism for promoting positive business practices** and increasing the visibility of companies committed to integrity.

## c) Integrity Self-Assessment Tool

The platform should include a **simple interactive self-assessment tool**, allowing companies to conduct an initial assessment of their integrity practices.

The tool should:

- Consist of a **short set of questions** (e.g., 10–15 questions, will be provided)
- Provide an **automatic result or brief recommendation** upon completion

## 4. Deliverables

The selected contractor is expected to deliver:

- Platform concept and structure proposal
- Visual design and platform layout
- Fully functional digital platform
- CMS access and basic training for the project team
- Technical documentation
- Technical support and maintenance for an agreed period (**until 31 January 2029**)

## 5. Timeline

The assignment is expected to start in **May 2026** and be completed within **3–5 months** from contract signature.



### Indicative timeline:

Activity	Timeline
Concept and design	Month 1
Platform development	Month 2
Testing and revisions	Month 3
Platform launch	Month 4-5

## 6. Required Qualifications

The selected contractor (company or expert team) should demonstrate:

- Proven experience in **web platform development**
- Experience in developing **interactive digital platforms or knowledge hubs**
- Experience working with **civil society organizations, international organizations, or EU-funded projects** (considered an asset)
- Expertise in **UI/UX design**
- Knowledge of **CMS platforms (e.g., WordPress or similar)**
- Ability to ensure **platform security and sustainability**

## 7. Reporting and Coordination

The contractor will work under the supervision of the **project team** and will coordinate closely with team members responsible for communication and technical implementation.

All deliverables must be approved by the project team prior to final acceptance.

## 8. Application Procedure

Interested companies/experts should submit:

- Technical proposal describing the approach and methodology using the provided application form
- Portfolio of previous similar projects
- Financial offer using the provided application form

Applications should be submitted no later than **23 April 2026 (23:59)** to:

[anita.nikolovska@kas.de](mailto:anita.nikolovska@kas.de)



Applications received after the deadline will not be considered. Only shortlisted candidates will be contacted.

## 9. Ownership and Copyright

All materials produced under this assignment will remain the **exclusive property of the project and the implementing organization.**

The selected contractor may not use or reproduce the materials for other purposes without prior written consent.

## 10. Selection Procedure

The Konrad Adenauer Foundation will evaluate proposals based on the **scope and quality of portfolios and CVs of the applicants.**

Applications will be evaluated based on a 100-point scoring system, combining technical quality, relevant experience, and financial offer.

To be considered for selection, candidates must demonstrate a strong understanding of the assignment, relevant professional experience, and a competitive financial proposal.

### Evaluation Criteria

Applications will be assessed against the following criteria:

#### Technical Proposal (max. 40 points)

Assessment of the quality, clarity, and relevance of the proposed methodology, including understanding of the assignment, feasibility of the approach, and added value. The most comprehensive technical proposal will receive the maximum score, with other offers scored proportionally.

#### Relevant Experience (max. 30 points)

Assessment of the applicant's professional background, experience in similar assignments, and quality of references, including experience with EU-funded or international projects (considered an asset). The highest number of similar assignments and quality of references will receive the maximum score, with other offers scored proportionally.

#### Financial Offer (max. 30 points)

Assessment based on cost-effectiveness and value for money. The lowest financial offer will receive the maximum score, with other offers scored proportionally.



## Minimum Requirements

To qualify for further consideration, applicants must:

- Achieve a minimum of 60 points overall, and
- Score at least 50% of the points in the Technical Proposal section (minimum 20 points)

## General terms

The contract will be awarded to the applicant with the highest overall score, subject to meeting the minimum technical requirements.

The contracting authority reserves the right to:

- Request clarifications from applicants during the evaluation process
- Award the contract to one or more applicants (where applicable)
- Cancel the procedure without awarding a contract

Only shortlisted candidates may be contacted.

If you require any additional information, please do not hesitate to contact us.

## 11. Contact information

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**Project:** “Clean Business North Macedonia – Mobilizing SMEs as Champions Against Corruption”, Konrad Adenauer Foundation

