



CALL FOR TENDER/QUOTATIONS

*Artistic and Cultural
Public Engagement Service*



**Funded by
the European Union**



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ABOUT HALAQAT

Halaqat – an Arabic term meaning ‘multiple links and circles’ – provides a space for cultural actors from Arab and European countries to artistically reflect on themes of care, exploring them through the lens of gender. Launched in 2021, the project fosters exchange and supports artistic productions and cultural scenes in both regions.

In its second phase, running from 2024 to 2027, the main activities of Halaqat are taking place in Egypt, Jordan, Lebanon, Morocco, and Belgium. Halaqat explores the notion of ‘care’, a concept which is deeply related to gender topics in both regions, and tackles the questions of gender equity and sensitivity, and power dynamics, in an inclusive and intersectional way. Care is a multifaceted notion. It can refer to a particular attention or concern for someone or something, but it can also convey the idea of worrying about or looking after something, implying a sense of responsibility or vigilance.

The project invites dialogue with artists, cultural practitioners and audiences, exploring the theme of care on both a structural and artistic level. How can different notions of care be addressed and expressed? How do dominant narratives influence which bodies are cared about (and which are not), and how can these narratives be challenged? How can we strengthen practices of care in the cultural scene and in society at large?

The networks, knowledge, lessons learned and exchanges from the first phase of Halaqat inspired the design of this next phase. The project has an expanded geographical scope and takes a cross-regional and intra-regional approach, fostering South-South exchange. It also focuses on the notion of locality and the importance of bringing forward the role of art in local communities. The key objective is to strengthen artistic voices by supporting co-creation through different grants, residencies, public events, and capacity-building initiatives like workshops and mentorship programmes.

Halaqat (2024-2027) is funded by the European Union and implemented by the Goethe Institut. It will run for 32 months until spring 2027 with activities in Belgium, Egypt, Jordan, Lebanon, and Morocco.

SUBJECT OF THE SERVICE

The Goethe-Institut Marokko intends to commission the following: **conception, organisation and implementation of a public-facing cultural engagement format addressing questions of gender and care equality in Morocco through artistic, cultural and communicative approaches.**

The service should combine cultural or artistic practice with public outreach and meaningful audience engagement.

Possible formats may include, among others:

- podcast or audio formats;
- video formats for digital platforms, screenings or other forms of dissemination;
- visual or artistic interventions in public space;
- workshops or participatory formats;
- collaborations with local communities, cultural actors, media partners or non-traditional cultural spaces;
- or other artistic and cultural formats suitable for public engagement.

The proposed format is not predetermined. Service providers are invited to propose the artistic and methodological approach that they consider most appropriate for achieving the objectives described below.

WHAT WE ARE LOOKING FOR

The Goethe-Institut Marokko is seeking to foster **meaningful engagement with different audiences around questions of gender and care equality, going beyond short-term visibility**.

Artistic and cultural methods should be used to create dialogue, involve relevant communities and audiences, and build connections between cultural practice and wider societal questions.

Particular importance is placed on:

- reaching audiences beyond established cultural circles where appropriate;
- active participation or engagement rather than one-way communication only;
- creating spaces for dialogue and exchange;
- establishing connections with relevant local cultural actors and communities;
- and developing a format whose value can extend beyond a single communication moment.

The service is to be fully conceived, organised, implemented and documented by the selected provider in coordination with the Halaqat team.

The implementation must be completed by **31 January 2026**.

CONTRACT VALUE

Applicants are invited to submit a quotation for the services mentioned above within a **maximum budget of EUR 9,800**.

The financial proposal must include and list all foreseeable costs required for implementation, such as professional fees, artistic or technical services, venue or production costs, communication, documentation, travel or other relevant expenditure.

The selected provider will issue an invoice for the contractual services rendered.

The present procedure concerns a contractual commission. It does not constitute a grant or financial contribution to an independently implemented project.

ELIGIBILITY CRITERIA

Only quotations fulfilling the following requirements will proceed to qualitative evaluation.

The applicant must:

- be a legally registered organisation, company, association, independent professional or other legally recognised professional structure registered in Morocco and be able to issue legally valid invoices for the services provided;
- be able to issue official invoices with all legally required information included like VAT-registration
- be based or professionally reside in Morocco;
- demonstrate good knowledge of the Moroccan cultural and creative sector and relevant cultural actors, communities and audiences;
- demonstrate relevant professional activity in Morocco during the last three years, particularly in cultural, artistic, creative, communication, community-engagement or related fields.

SELECTION CRITERIA

All eligible proposals will be evaluated according to the following criteria and respective weights:

1. Price (30%) – Competitiveness of the total quoted price, including all costs required for service delivery.
2. Public engagement and community building (20%) – Capacity to meaningfully engage relevant audiences and communities and create dialogue and connections beyond short-term visibility
3. Quality and relevance of the proposed concept (20%) – Clarity and coherence of the concept, relevance to gender and care equality, and quality of the proposed artistic, cultural and communicative approach.
4. Sustainability and expected impact (15%) – Potential to create lasting relationships, networks and connections between cultural practice, communities and wider societal debate.
5. Feasibility (15%) – Feasibility of the proposed approach and coherence of the resources and financial proposal in relation to the expected results.

The contract will be awarded to the eligible quotation achieving the highest overall weighted evaluation and offering the best combination of quality and economic value. Each criterion will be assessed based on the submitted proposal.

APPLICATION DOCUMENTS

Applicants should submit:

- a service proposal / concept note of maximum 3 pages, describing:
 - o proposed concept and artistic/cultural approach;
 - o target audiences and engagement methodology;
 - o proposed activities and implementation format;
 - o expected results and impact;
 - o implementation timeline;
- a quotation showing the total proposed price and a detailed breakdown of principal cost categories;
- proof of the applicant's legal or professional registration in Morocco;
- short evidence of relevant professional activities carried out in Morocco during the last three years, such as references, portfolio, links or descriptions of comparable assignments;

- contact details of the person responsible for the proposal.

Tenders may be submitted in **English, French or Arabic**.

Language proficiency itself will not be part of the evaluation; proposals must nevertheless be sufficiently clear to allow an objective assessment.

SELECTION PROCEDURE

The selection will take place in two stages.

First, the Halaqat at the Goethe-Institut team will verify compliance with the formal eligibility requirements and completeness of the submitted documents.

Only eligible and complete proposals will proceed to the second stage.

Eligible proposals will then be assessed against the five selection criteria.

The Goethe-Institut Marokko reserves the right to request clarification concerning submitted information where necessary.

Submission of a quotation does not create an entitlement to the award of a contract.

DEADLINE AND SUBMISSION

Complete proposals must be submitted by: **25 October 2026 (23:59 local time)**

by email to: halagat@goethe.de

Please indicate in the subject line: *Halaqat – Public Engagement Service Proposal*

Questions concerning the content or procedure of this request for proposals may also be addressed to: halagat@goethe.de

GENERAL CONDITIONS

Only complete proposals received within the deadline and meeting the eligibility requirements will be considered.

Applicants are responsible for ensuring that all submitted information is accurate and that they are legally entitled to provide and invoice the proposed services in Morocco.

The selected service provider will conclude a contractual agreement with the Goethe-Institut Marokko defining the agreed services, timetable, remuneration, invoicing requirements and deliverables.