

Consultancy mission for the international ISSN centre: call for proposals

November 17, 2014

The international ISSN centre

ISSN IC is an intergovernmental organization supported by UNESCO, France and 87 countries around the world. Its activities are conducted for the benefit of Member States and Associate Members of UNESCO. The mission of ISSN IC is to create and manage the International standard serials number or ISSN (ISO 3297 standard), maintain the ISSN Register and foster its use by the information community. ISSN is a key identifier for print and online serials and other continuing resources to be shared by a large community of stakeholders. ISSN benefits from a strong international network of national centres based in national libraries, institutes for scientific information and book chambers across the globe.

ISSN IC revenues come from three distinct sources:

- the French government through the Ministry of Higher Education,
- Member countries,
- Sales activities that recoup operational costs not covered by France and other Member countries' contributions.

Profits if any are reinvested in activities or assigned to reserves for future investments.

Outlines of the consultancy mission

It shall propose a new economic model that will take into account the shift toward open data and still maintain a balanced budget. The consultancy mission will consist of two parts:

Part one:

- **Scenario building:** it is envisaged that the consultancy mission develops several scenarios for a business strategy for the ISSN International Centre that will be tested by the market research. The scenarios have to take into account various options to open up the ISSN Registry and the preservation of the present level of revenues from the market (but potentially coming from other types of services).
- **Market research:** It is envisaged that the market research will result in market data about the present position of the ISSN Register in such a way that a clear choice between the various scenarios is possible. Elements of the market research could be a qualitative and quantitative study among the present users of the ISSN register, an analysis of the competitors of the ISSN register and an analysis of the trends and developments in the market that are relevant for the ISSN register.

Based on the results from part 1, the Governing Board of the ISSN will choose a preferred scenario. The consultancy organisation will then proceed with part two of the consultancy mission:

Part two:

- **Business plan:** A business plan for ISSN IC based on the preferred scenario that will describe the sales and marketing strategy for a three-year period, including possible new services, pricing strategy including subscription and licensing models.
- **ICT development plan:** based on the preferred scenario, the consulting mission will develop an ICT development plan.

Tender procedure

Consultancy organisations that are interested in submitting a tender are requested to send an email with an expression of interest to submit a tender to tenders@issn.org. The tenderers will subsequently receive two confidential documents with details about the Process and Procedures of the call for tender and the Terms of reference for the consultancy mission.

The deadline for expressing interest is December 5, 2014. The deadline for the submission is December 19, 2014. The consultancy mission will have to be carried out from mid-January 2015 to mid-July 2015.