



## CALL FOR TENDERS

### FOR THE PROVISION OF COMMUNICATIONS SERVICES FOR HISTORY EDUCATION – EVENT COMMUNICATION, VIDEOS PRODUCTION, VISIBILITY MATERIALS AND DATA VISUALISATION

2024/AO/32

<b>Object of the procurement procedure ▶</b>	Communication services for events, videos production, visibility materials and Data visualisation
<b>Project ▶</b>	History Education Division
<b>Organisation and buying entity ▶</b>	Council of Europe History Education Division
<b>Type of contract ▶</b>	<b>Mixed Contract (Framework Contract and Framework Agreement)</b>
<b>Duration ▶</b>	Until 31 December 2029
<b>Expected starting date ▶</b>	15 June 2024
<b>Tender Notice Issuance date ▶</b>	07 May 2024
<b>Deadline for tendering ▶</b>	28 May 2024 23h59 CET

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The TERMS OF REFERENCE describe what will be expected from the selected Providers.
- **The TENDER RULES** ..... 9  
The TENDER RULES explain the procedure through which the tenders will be submitted by the tenderers and assessed by the Council of Europe.
- **The ACT OF ENGAGEMENT (See Document attached)** is the document formalising the consent of the Parties to be bound by the LEGAL CONDITIONS, which are the legal provisions which will be applicable between the Council of Europe and the selected Providers. It also contains the TABLE OF FEES for Lot 1, which indicates the applicable fees, throughout the duration of the contract.

## LOT 1

### HOW DOES A FRAMEWORK CONTRACT WORK?

**STAGE 1:**

**SELECTION** of qualified Providers through a call for tenders and signature of a framework contract with all the pre-selected Providers.

**STAGE 2:**

**ORDER(S)** are addressed, on an as needed basis, throughout the duration of the contract, to the designated Provider(s).

**EXECUTION** as from the date of signature of each Order, unless the Order concerned provides otherwise.

## LOT 2

### HOW DOES A FRAMEWORK AGREEMENT WORK?

**STAGE 1:**

**PRE-SELECTION** of qualified Providers through a call for tenders and signature of a framework agreement with all the pre-selected Providers.

**STAGE 2:**

**COMPETITIVE PROCEDURES (CALL-OFFS)** are organised among the pre-selected Providers each time a need arises.

**EXECUTION** as from the date of signature of each Call-off, unless the Call-off concerned provides

### HOW TO SUBMIT A TENDER?

**STEP 1:** Read the **TENDER FILE**

**STEP 2:** Complete the **ACT OF ENGAGEMENT** and collect the required **SUPPORTING DOCUMENTS**, as listed in section G of the terms of reference (below).

**STEP 3:** Send your **TENDER**, in accordance with the Tender Rules

## PART I –TERMS OF REFERENCE

### CALL FOR TENDERS

#### FOR THE PROVISION OF COMMUNICATIONS SERVICES FOR HISTORY EDUCATION – EVENT COMMUNICATION, VIDEOS PRODUCTION, VISIBILITY MATERIALS AND DATA VISULISATION

2024/AO/32

#### A. BACKGROUND

The History Education Division is part of the Education Department of the Council of Europe. Its work covers a wide range of activities including the Observatory on History Teaching in Europe (OHTE) as an Enlarged Partial Agreement of the Council of Europe, the intergovernmental programme on history education, the Remembrance of the Holocaust and Prevention of Crimes against Humanity Programme, as well as joint projects of the Council of Europe and the European Union on the topic.

The Council of Europe is looking for maximum 30 Providers (provided enough tenders meet the criteria indicated below) in order to support the implementation of activities related to history education with a particular expertise in communications, event promotion, production of videos and other communication materials and data visualisation. All communication services are required to meet Council of Europe's visual identity<sup>1</sup>.

This Contract is currently estimated to cover up to 10 major events in history education, to be held by 31 December 2029. This estimate is for information only and shall not constitute any sort of contractual commitment on the part of the Council of Europe. The Contract may potentially represent a higher or lower number of activities, depending on the evolving needs of the Organisation.

For information purposes only, the total amount of the object of present tender should in principle not exceed 200 000 Euros for Lot 1 and 200 000 Euros for Lot 2 for the whole duration of the Framework Contract. This information does not constitute any sort of contractual commitment or obligation on the part of the Council of Europe.

The tenderers' attention is drawn to the fact that although this contract will be concluded - and managed - by History Education Division of the Council of Europe, it may be used by other entities and departments of the Council of Europe for the provision of goods and/or services falling within the scope of this contract.

#### B. LOTS

The Council of Europe aims to promote its activities on history education through all means relevant (i.e. web presence, social media, infographics and data visualisation, video productions, printed visibility material). It involves regular conferences with keynote speakers, social media campaigns, publication of reports' data through visually attractive means, at European level and beyond.

The present tendering procedure aims to select Providers to support the implementation of the project and is divided into the following lots:

Lots	Number of Providers to be selected
Lot 1: FRAMEWORK CONTRACT – standard communication services (videos, event communications, consultancy services and visibility material)	Maximum 15 (breakdown by subplot below)
Sublot 1.1 – Videos	3
Sublot 1.2 – Events	3
Sublot 1.3 – Data Viz Consultancy	3
Sublot 1.4 – Visibility material	2
Sublot 1.5 – Design	2

<sup>1</sup> In compliance with [Council of Europe's visual identity manual](#).

Sublot 1.6 – Miscellaneous	2
Lot 2: FRAMEWORK AGREEMENT – complex communication services (data visualisation, social media campaigns, visibility materials and videos)	Minimum 3 and maximum 15

Lot 1 covers the provision of standardised communication services, easily orderable on the basis of units. These services will be related to event communications or regular activities within the History Education Division. Services of this type are expected to be ordered on a frequent basis.

Lot 1 will give rise to the conclusion of a **Framework Contract**.

Lot 2 covers the provision of complex communication services that may require the use of innovative communications solutions or a combination of different types of communication services. These needs are less likely to occur in communication activities led by the History Education division.

Lot 2 will give rise to the conclusion of a **Framework Agreement**.

The Council will select the abovementioned number of Providers per lot, provided enough tenders meet the criteria indicated below. Tenderers are invited to indicate which lot(s) they are tendering for (see Section A of the Act of Engagement).

**The Council shall have full discretion in determining whether a specific need is considered 'standard' and, therefore, falls within the scope of Lot no. 1 or 'complex and, therefore, falls within the scope of Lot no. 2.**

### **C. SCOPE OF THE CONTRACT**

#### **LOT 1: SCOPE OF THE FRAMEWORK CONTRACT**

Lot 1 will give rise to the conclusion of a Framework Contract for the provision of standardised communication services. Throughout the duration of the Framework Contract, pre-selected Providers may be asked to provide the deliverables listed in the Act of Engagement (See Section A – Terms of reference).

This list is considered exhaustive.

#### **LOT 2: SCOPE OF THE FRAMEWORK AGREEMENT**

Lot 2 will give rise to the conclusion of a Framework Agreement the provision of complex communication services. Lot 2 will cover the provision of services or goods not included in Lot 1 or of such a complexity that, in the Council's view, do not lend themselves to being ordered under lot 1.

Throughout the duration of the Framework Agreement, pre-selected Providers may be asked to provide the following types of deliverables:

- Production of videos (film projects on given locations, including language versions and social media capsules for on location films)
- Production of exceptional promotional materials (backdrops, exhibition panels, out of gauge printed posters / frames, complex layout and printing services)
- Production of personalised stationary
- Development of a dynamic data visualisation concept based on datasets provided by the Secretariat of the History Education Division (mainly based on reports produced by the Observatory on History Teaching in Europe);
- Social Media campaigns on Twitter (@CoE\_History) and Facebook (@OHTECOE);

The above list is **not considered exhaustive**. The Council reserves the right to request deliverables not explicitly mentioned in the above list of expected services, but related to them.

### **D. FEES**

#### **LOT 1: FRAMEWORK CONTRACT**

Tenderers are invited to indicate their unit fees, by completing the table of fees, as attached in Section A of the Act of Engagement. These fees are final and not subject to review.

The Council will indicate on each Order Form (see Section D below) the number and the total price of units ordered or – where applicable – the global fee corresponding to each deliverable, calculated on the basis of the daily fees, as agreed by this Contract.

**LOT 2: FRAMEWORK AGREEMENT**

Tenderers will be requested to tender, including with regard to fees, **through subsequent competitive procedures (call-offs)**, which will be held after the signature of this agreement (see below Section E for more details about call-offs procedure).

**E. HOW WILL THE CONTRACT WORK?****LOT 1: FRAMEWORK CONTRACT - ORDERING PROCEDURE**

Once this consultation and the subsequent selection are completed, you will be informed accordingly. Deliverables will then be carried out on the basis of Order Forms submitted by the Council to the selected Service Provider(s), by post or electronically, on **an as needed basis** (there is therefore no obligation to order on the part of the Council).

Each time an Order Form is sent, the selected Provider undertakes to take all the necessary measures to send it **signed** to the Council within 2 (two) working days after its reception.

For more information on the ordering procedure under lot 1, see Article 4.1 of the Legal conditions.

**Pooling**

For each Order, the Council will choose from the pool of pre-selected tenderers the Provider for the relevant lot who demonstrably offers best value for money for its requirement when assessed – for the Order concerned – against the criteria of:

- quality (including as appropriate: capability, expertise, past performance, availability of resources and proposed methods of undertaking the work);
- availability (including, without limitation, capacity to meet required deadlines and, where relevant, geographical location); and
- price.

Each time an Order Form is sent, the selected Provider undertakes to take all the necessary measures to send it **signed** to the Council within 2 (two) working days after its reception. If a Provider is unable to take an Order or if no reply is given on his behalf within that deadline, the Council may call on another Provider using the same criteria, and so on until a suitable Provider is contracted.

**Providers subject to VAT**

The Provider, **if subject to VAT**, shall also send, together with each signed Form, a quote<sup>2</sup> (Pro Forma invoice) in line with the indications specified on each Order Form, and including:

- the Service Provider's name and address;
- its VAT number;
- the full list of services;
- the fee per type of deliverables (in the currency indicated on the Act of Engagement, tax exclusive);
- the total amount per type of deliverables (in the currency indicated on the Act of Engagement, tax exclusive);
- the total amount (in the currency indicated on the Act of Engagement), tax exclusive, the applicable VAT rate, the amount of VAT and the amount VAT inclusive.

**Signature of orders**

An Order Form is considered to be legally binding when the Order, signed by the Service Provider, is approved by the Council, by displaying a Council's Purchase Order number on the Order, as well as by signing and stamping the Order concerned. Copy of each approved Order Form shall be sent to the Provider, to the extent possible on the day of its signature.

**LOT 2: FRAMEWORK AGREEMENT - CALL-OFFS PROCEDURE**

Throughout the duration of this Framework Agreement, the pre-selected Providers will benefit from exclusivity, within the limits of the scope of this Agreement.

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<sup>2</sup> It must strictly respect the fees indicated in Section A of the Act of Engagement as recorded by the Council of Europe. In case of non-compliance with the fees as indicated in the Act of Engagement, the Council of Europe reserves the right to terminate the Contract with the Service Provider, in all or in part.

### **1<sup>st</sup> stage: Selection and signature of the Framework Agreement**

The Council of Europe will select a minimum of 3 (three) and maximum of 15 (fifteen) Providers, provided that there are sufficient tenderers satisfying the exclusion and eligibility criteria. In case the number of eligible tenderers exceeds the maximum number of Providers to be selected, the Council of Europe reserves the right to give preference to tenderers who score the highest on the basis of the award criteria (see Section F below).

A signed copy of the Act of Engagement will be returned to the pre-selected Providers. The Framework Agreement will subsequently be considered as concluded between the Council of Europe and these pre-selected Providers.

### **2<sup>nd</sup> Stage: Award of subsequent call-offs**

Once the Framework Agreement is signed, further competitive procedures will be launched to determine which of the pre-selected Providers will provide the services.

During the execution period of the Framework Agreement, tendering procedures, referred to as "call-offs", will be launched each time a new need for services arises. For these call-offs, only the pre-selected Providers will be invited to submit tenders.

For each call-off, the pre-selected Providers will be notified of the terms of reference, and, where relevant, additional tender rules and additional legal conditions applicable. Each notification will indicate the deadline for the submission of tenders, along with all supporting documents, taking into account the complexity of the call-off concerned. Call-off tenders received after the deadline shall not be considered.

For more information about the call-off procedure, see article 4.2 of the legal conditions (as reproduced in the Act of Engagement).

The Council reserves the right to contract with third parties if the offers presented by the pre-selected Providers do not satisfy the applicable professional standards, do not cover the entire scope of the Council of Europe's needs or if no suitable offer is presented.

The award criteria (See below) will be applied to each call-off in order to identify which offer provides the best value for money.

### **Award criteria and weighting for the subsequent call-offs**

- (70 points) **Capacity to provide the requested services, including:**
  - Demonstrated experience in delivering services of the type covered by the call-off;
  - Capacity to meet the required deadlines;
  - Capacity to communicate in English (minimum B2 level);
- (30 points) **Financial offer**

The above criteria will be assessed on the basis of the documents identified/requested by the Council in each individual call-off.

The Council reserves the right to modify the award criteria and/or the relevant weighting depending on the specificities of each call-off.

## **F. ASSESSMENT**

*Exclusion criteria for both Lots 1 and 2* (by signing the Act of Engagement, you declare on your honour not being in any of the below situations)<sup>3</sup>

Tenderers shall be excluded from participating in the tender procedure if they:

<sup>3</sup> The Council of Europe reserves the right to ask tenderers, at a later stage, to supply the following supporting documents:

- An extract from the record of convictions or failing that an equivalent document issued by the competent judicial or administrative authority of the country of incorporation, indicating that the first three and sixth above listed exclusion criteria are met;
- A certificate issued by the competent authority of the country of incorporation indicating that the fourth criterion is met;
- For legal persons, an extract from the companies register or other official document proving ownership and control of the Tenderer;
- For natural persons (including owners and executive officers of legal persons), a scanned copy of a valid photographic proof of identity (e.g. passport).

- have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering, terrorist financing, terrorist offences or offences linked to terrorist activities, child labour or trafficking in human beings;
- are in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or are subject to a procedure of the same kind;
- have received a judgment with res judicata force, finding an offence that affects their professional integrity or serious professional misconduct;
- do not comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of their country of incorporation, establishment or residence;
- are an entity created to circumvent tax, social or other legal obligations (empty shell company), have ever created or are in the process of creation of such an entity;
- have been involved in mismanagement of the Council of Europe funds or public funds;
- are or appear to be in a situation of conflict of interest;
- are retired Council of Europe staff members or are staff members having benefitted from an early departure scheme;
- are currently employed by the Council of Europe or were employed by the Council of Europe on the date of the launch of the procurement procedure;
- have not fulfilled, in the previous three years, their contractual obligations in the performance of a contract concluded with the Council of Europe leading to a total or partial refusal of payment and/or termination of the contract by the Council of Europe;
- are or if their owner(s) or executive officer(s), in the case of legal persons, are included in the lists of persons or entities subject to restrictive measures applied by the European Union (available at [www.sanctionsmap.eu](http://www.sanctionsmap.eu)).

## **LOT 1**

### *Eligibility criteria*

Tenderers shall demonstrate that they fulfil the following criteria (to be assessed on the basis of all supporting documents listed in Section G):

- at least 3 years of experience in delivering professional communications services of the type covered by the contract;
- at least one previous experience in work with international organisations, governments or other public institutions;

### *Award criteria*

- Criterion 1: Quality of the portfolio (quality of CV for subplot 1.3 – Data Viz Consultancy) (70 points), including:
  - Demonstrated experience or expertise in one or several of the following fields:
    - Sublot 1.1 – Videos: professional videos production for public authorities (national or international organisations) or large NGOs
    - Sublot 1.2 – Events: professional production of event communications including design of landing pages, hosting and maintenance;
    - Sublot 1.3 – Data Viz Consultancy: Data visualisation projects and capacity to provide advice based on the latest trends in the field (based on CV);
    - Sublot 1.4 – Goodies: professional production of promotional materials for public authorities (national or international organisations) or large NGOs;
    - Sublot 1.5 – Design: professional production of publications, infographics and other printed visibility materials for public authorities (national or international organisations) or large NGOs;
    - Sublot 1.6 – Miscellaneous: capacity to ensure maintenance of websites
  - Adequately presented portfolio covering past projects relevant for the subplot for which the provider applies, indicating total price for each project;
  - Capacity to meet the required deadlines;
  - Capacity to communicate in English (minimum B2 level);

Criterion 2: Financial offer (30 points)

## **LOT 2**

### *Eligibility criteria*

Tenderers shall demonstrate that they fulfil the following criteria (to be assessed on the basis of all supporting documents listed in Section G):

- at least one previous experience in work with international organisations, governments or other public institutions;
- demonstrated professional experience in at least one of the fields included in lot 2 as evidenced by the services included in the portfolio;
- 1 reference from a previous client (preferably international organisations, governments or other public institutions);

#### *Award criteria*

If after the application of the eligibility criteria to the tenders received, there remain more Providers than the maximum number announced in this call, the Council of Europe shall proceed with a scoring of the eligible tenderers, on the basis of the following criteria:

- Criterion 1: Quality of the portfolio (90 points), including:
  - Demonstrated experience or expertise in one or several of the following fields:
    - Production of professional videos, experience in coordinating local crews and filming on location;
    - Development of a concept for and implementation of a professional Data visualisation projects for public authorities (national or international organisations) or large NGOs;
    - Successful social media campaigns for public authorities (national or international organisations) or large NGOs indicating proof of impact (please indicate before & after KPIs);
    - Production of printed promotional materials for public authorities (national or international organisations) or large NGOs, including exhibition frames or large format printed materials;
- Criterion 2: adequately presented portfolio (10 points) in terms of design, layout and clarity of the information covering past projects relevant for the services under lot 2 for which the provider applies, indicating total price for each project;

**Multiple tendering is not authorised.**

### **G. DOCUMENTS TO BE PROVIDED IN PDF FORMAT**

#### **FOR LOT 1:**

- **One completed and signed copy of the Act of Engagement.**<sup>4</sup>
- Registration documents, for legal persons only;
- A list of all owners and executive officers, for legal persons only;
- **A complete and carefully presented portfolio**, indicating total price for each project included therein;
- **An up-to-date CV (for Sublot 1.3 – Data Viz Consultancy only);**

#### **FOR LOT 2:**

- **One completed and signed copy of the Act of Engagement.**<sup>5</sup>
- Registration documents, for legal persons only;
- A list of all owners and executive officers, for legal persons only;
- **A complete and carefully presented portfolio highlighting experience in at least one of the fields listed in the award criteria above;**

**All documents shall be submitted in English, failure to do so will result in the exclusion of the tender. If any of the documents listed above are missing, the Council of Europe reserves the right to reject the tender.**

<sup>4</sup> The Act of Engagement must be completed, signed and scanned in its entirety (i.e. including all the pages). The scanned Act of Engagement may be sent page by page (attached to a single email) or as a compiled document, although a compiled document would be preferred. For all scanned documents, .pdf files are preferred.

<sup>5</sup> The Act of Engagement must be completed, signed and scanned in its entirety (i.e. including all the pages). The scanned Act of Engagement may be sent page by page (attached to a single email) or as a compiled document, although a compiled document would be preferred. For all scanned documents, .pdf files are preferred.

**The Council reserves the right to reject a tender if the scanned documents are of such a quality that the documents cannot be read once printed.**

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## PART II – TENDER RULES

### CALL FOR TENDERS

#### FOR THE PROVISION OF FOR THE PROVISION OF COMMUNICATIONS SERVICES FOR HISTORY EDUCATION – EVENT COMMUNICATION, VIDEOS PRODUCTION, VISIBILITY MATERIALS AND DATA VISULISATION 2024/AO/32

#### ARTICLE 1 – IDENTIFICATION OF THE CONTRACTING AUTHORITY

##### 1.1 Name and address

##### COUNCIL OF EUROPE

History Education Division, Education Department

##### 1.2 Background

The activities of the Organisation are governed by its Statute. These activities concern the promotion of human rights, democracy and the rule of law. The Organisation has its seat in Strasbourg and has set up external offices in about 20 member and non-member states (in Ankara, Baku, Belgrade, Brussels, Bucharest, Chisinau, Erevan, Geneva, Kyiv, Lisbon, Paris, Podgorica, Pristina, Rabat, Sarajevo, Skopje, Tbilisi, Tirana, Tunis, Warsaw, Venice and Vienna).

Council of Europe procurements are governed by the Financial Regulations of the Organisation and by Rule 1395 of 20 June 2019 on the procurement procedures of the Council of Europe.

The Organisation enjoys privileges and immunities provided for in the General Agreement on Privileges and Immunities of the Council of Europe, and its Protocols, and the Special Agreement relating to the Seat of the Council of Europe.<sup>6</sup>

Further details on the project are provided in the Terms of Reference.

#### ARTICLE 2 – VALIDITY OF THE TENDERS

Tenders are valid for 180 calendar days as from the closing date for their submission.

#### ARTICLE 3 – DURATION OF THE CONTRACT

The duration of the framework contract is set out in Article 2 of the Legal Conditions in the Act of Engagement.

#### ARTICLE 4 – CHANGE, ALTERATION AND MODIFICATION OF THE TENDER FILE

Any change in the format, or any alteration or modification of the original tender will cause the immediate rejection of the tender concerned.

#### ARTICLE 5 – CONTENT OF THE TENDER FILE

The tender file is composed of:

- Technical specifications/Terms of reference;

- Tender rules;
- An Act of Engagement, including the Legal Conditions of the contract.

#### ARTICLE 6 – LEGAL FORM OF TENDERERS

The tenderer must be either a natural person, a legal person or consortia of legal and/or natural persons.

#### ARTICLE 7 – SUPPLEMENTARY INFORMATION

General information can be found on the website of the Council of Europe: <http://www.coe.int>

Other questions regarding this specific tendering procedure shall be sent at the latest by **one week before the deadline for submissions of tenders**, in [English or French], and shall be exclusively sent to the following address: [ohte@coe.int](mailto:ohte@coe.int)

This address is to be used for questions only; for modalities of tendering, please refer to the below Article.

#### ARTICLE 8 – MODALITIES OF THE TENDERING

Tenders must be sent to the Council of Europe **electronically**.

**Electronic copies** shall be sent only to [cdm@coe.int](mailto:cdm@coe.int) with reference no. **2024AO32** in the subject field. Tenders submitted to another e-mail account will be excluded from the procedure.

#### ARTICLE 9 – DEADLINE FOR SUBMISSION OF TENDERS

The deadline for the submission of tenders is 28 May 2024 by 23:59 CET.

#### ARTICLE 10 – ASSESSMENT OF TENDERS

Tenders shall be assessed in accordance with Rule 1395 of 20 June 2019 on the procurement procedures of the Council of Europe. Assessment shall be based upon the criteria as detailed in the Terms of Reference.

#### ARTICLE 11 – NEGOTIATIONS

The Council reserves the right to hold negotiations with the bidders in accordance with Article 20 of Rule 1395.

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<sup>6</sup> Available on the website of the Council of Europe Treaty Office: [www.conventions.coe.int](http://www.conventions.coe.int)

# FINAL CHECK LIST

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## 1) BEFORE SENDING YOUR TENDER, CHECK THAT IT INCLUDES:

### FOR LOT 1:

- **One completed and signed copy of the Act of Engagement.**<sup>7</sup>
- Registration documents, for legal persons only;
- A list of all owners and executive officers, for legal persons only;
- **A complete and carefully presented portfolio;**
- **An up-to-date CV (for Sublot 1.3 – Data Viz Consultancy only);**

### FOR LOT 2:

- **One completed and signed copy of the Act of Engagement.**<sup>8</sup>
- Registration documents, for legal persons only;
- A list of all owners and executive officers, for legal persons only;
- **A complete and carefully presented portfolio highlighting at least one of the award criteria in the list above;**

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## 2) HOW TO SEND TENDERS?

Tenders must be sent to the Council of Europe **electronically**.

Electronic copies shall be sent only to [cdm@coe.int](mailto:cdm@coe.int) with reference no. **2024AO32** in the subject field. Tenders submitted to another e-mail account will be excluded from the procedure.

The deadline for the submission of tenders is 28 May 2024 by 23:59 CET.

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