



## TENDER FILE / TERMS OF REFERENCE (Competitive bidding procedure / Framework Contract)

### Purchase of social data scraping services for the media monitoring of 2020 local electoral process in Ukraine

#### **Contract N° 4756/2020/38FC**

The Council of Europe is currently implementing a Project "EU and Council of Europe working together to support freedom of media in Ukraine" (hereinafter – the Project) which aims to enhance the role of media and the public broadcaster in particular as an instrument for consensus building in the Ukrainian society. One of the Project's expected results is to provide support to the effective regulation of the media coverage of elections and introducing the mechanisms for fighting information disorder and propaganda resulting with increased transparency of electoral process.

In that context, it is looking for Provider(s) for the provision of social media data scraping services in order to provide the specialists in charge of media monitoring (hereinafter – media monitoring specialists) with requested materials / statistical data to be processed with regard to monitoring media coverage of 2020 local electoral process in Ukraine and to be requested by the Council on an as needed basis.

#### A. TENDER RULES

This tender procedure is a competitive bidding procedure. **In accordance with Rule 1395 of the Secretary General of the Council of Europe on the procurement procedures of the Council of Europe<sup>1</sup>, the Organisation shall invite to tender at least three potential providers for any purchase between €2,000 (or €5,000 for intellectual services) and €55,000 tax exclusive.**

This specific tender procedure aims at concluding a **framework contract** for the provision of deliverables described in the Act of Engagement (See attached). A tender is considered valid for 120 calendar days as from the closing date for submission. The selection of tenderers will be made in the light of the criteria indicated below. All tenderers will be informed in writing of the outcome of the procedure.

The tenderer must be either a private entrepreneur or a legal person except consortia.

Tenders shall be submitted **by email only** (with attachments) **to the email address indicated in the table below, with the following reference in subject: 4756/2020/38FC.** Tenders addressed to another email address **will be rejected.**

The general information and contact details for this procedure are indicated on this page. You are invited to use the CoE Contact details indicated below for any question you may have. **All questions shall be submitted at least 5 (five) working days before the deadline for submission of the tenders and shall be exclusively addressed to the email address indicated below with the following reference in subject: QUESTIONS\_4756/2020/38FC**

|  |                                |
|--|--------------------------------|
| <b>Type of contract</b> ▶                          | Framework contract             |
| <b>Duration</b> ▶                                  | Until 1 July 2021              |
| <b>Deadline for submission of tenders/offers</b> ▶ | <b>25 August 2021</b>          |
| <b>Email for submission of tenders/offers</b> ▶    | <b>Nina.marushchak@coe.int</b> |
| <b>Email for questions</b> ▶                       | Iryna.ostapa@coe.int           |
| <b>Expected starting date of execution</b> ▶       | 5 September 2020               |

<sup>1</sup> The activities of the Council of Europe are governed by its [Statute](#) and its internal Regulations. Procurement is 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](#).

## B. EXPECTED DELIVERABLES

### Background of the Project

The Council of Europe is currently implementing a Project "EU and Council of Europe working together to support freedom of media in Ukraine" (hereinafter – the Project) which aims to enhance the role of media and the public broadcaster in particular as an instrument for consensus building in the Ukrainian society. One of the Project's expected results is to provide support to the effective regulation of the media coverage of elections and introducing the mechanisms for fighting information disorder and propaganda resulting with increased transparency of electoral process.

In that context, it is looking for Provider(s) for the provision of social media data scraping services in order to provide the media monitoring specialists with requested materials / statistical data to be processed with regard to monitoring of media coverage of 2020 local electoral process in Ukraine and to be requested by the Council on an as needed basis.

The mentioned monitoring of media coverage of 2020 local elections in Ukraine is planned to be held in partnership with the coalition of civil society organisations. The main aim of the monitoring activity is to provide the media, the political contestants, the international community and the citizens with benchmarks to assess the fairness of the election process. Moreover, the monitoring activity is also intended to support the civil society in conducting professional public monitoring of the media coverage of elections and to assess this coverage against the Council of Europe and other international standards for the media coverage of elections and to reduce the negative effect of disinformation and propaganda on the election process. Overall, the goal is to contribute to a more fair and impartial media coverage of elections with the monitoring results to be used for advocating important changes and improvements of regulation of the media coverage of the next elections and of self-regulation in media community.

The monitoring will be conducted based on the methodology developed by the Council of Europe consultants adapted for local elections. The intention of the methodology is to help the Ukrainian civil society enhance their existing media monitoring capacity to observe how Ukrainian media cover the upcoming local elections in 2020. The methodology will provide CSOs / professional media organisations with more effective tools for evaluating issues related to media coverage. It is planned that a team of eight to twenty Ukrainian media monitors will conduct quantitative and qualitative analysis of the media coverage of electoral campaign working closely with media monitoring coordinator, data analyst, legal specialist and group of other experts in order to issue interim and final media monitoring reports to inform the public about the level of political diversity in Ukrainian media coverage of the elections. The monitoring period may be revised due to any change of 2020 Local Elections Day in Ukraine (therefore, the expected starting date of the services provision might also be subject to changes).

The Council of Europe is looking for **3 Provider(s)** (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on social media data scraping services.

**This Contract is currently estimated to cover up to 1 activity (media monitoring during 2020 local election process in Ukraine) with regard to the provision of social media (Facebook) data scraping services to be rendered starting from 5 September 2020 till 25 October 2020.**

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 budget of the project amounts to 1 172 300,00 Euros and the total amount of the object of present tender **shall not exceed 55,000 Euros tax exclusive** 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.

### Scope of the Framework Contract

It is planned that the media monitoring will include social media monitoring of Facebook social network **(up to 130 Facebook pages/profiles per day)**, particularly, but not limited to:

- Facebook pages/profiles of local opinion-makers in each monitored region;
- Facebook pages/prfoles of local political party centers in each monitored region;
- Facebook pages/profiles of different Parties leaders etc.

Throughout the duration of the Framework Contract, pre-selected Providers may be asked to provide social media (Facebook) data scraping services which might include but not be limited to:

- data mining with R;
- conduct of an in-depth research in leveraging large and complex data sets using statistical methods and tools such as R;
- support project in questionnaire design and interpreting/quantifying qualitative data in order to provide, on a daily basis, the media monitoring specialists with requested materials to be processed while carrying out the monitoring of social media coverage of 2020 local electoral process in Ukraine;
- to keep track of data from Facebook public pages and personal profiles (public posts) on a daily basis;
- to gather the following data: Facebook posts – date – address – type (post/re-post) – text – quantity of shares – quantity of comments – quantity of reactions – author (name and URL page) – quantity of subscribers from all pages/profiles that are being monitored;
- to capture, via hashtags used, what people are talking about a specific topic on a daily basis;
- to get information of likes and shares from a specific page on a daily basis to track their popularity and the content that will get viral the most;
- to identify real and/or fake accounts.

The collected data (requested materials / statistical data) should be processed two days following the day of publication and transmitted on the day following the day of processing at the latest. The data should be sent every day, including the week-end.

The tenderers are requested to propose the most efficient way of transmitting the requested materials / statistical data to the monitoring specialists on a daily basis.

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 the field of expertise object of the present Framework Contract.

In addition to the orders requested on an as needed basis, the Provider shall keep regular communication with the Council to ensure continuing exchange of information relevant to the project implementation. This involves, among others, to inform the Council as soon as it becomes aware, during the execution of the Contract, of any initiatives and/or adopted laws and regulations, policies, strategies or action plans or any other development related to the object of the Contract (see more on general obligations of the Provider in Article 3.1.2 of the Legal Conditions in the Act of Engagement).

Unless otherwise agreed with the Council, written documents produced by the Provider shall be in English (see more on requirements for written documents in Articles 3.2.2 and 3.2.3 of the Legal Conditions in the Act of Engagement).

#### C. FEES

Tenderers are invited to indicate their fees, by completing and sending the table of fees, as attached in Section A to 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 of units ordered, calculated on the basis of the unit fees, as agreed by this Contract.

#### D. HOW WILL THIS FRAMEWORK CONTRACT WORK? (ORDERING PROCEDURE)

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

#### **Pooling**

For each Order, the Council will choose from the pool of pre-selected tenderers the Provider 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 1 (one) working day 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 Project is registered at the Ministry of Economy, Commerce and Agriculture of Ukraine as a project of international technical support (registration card No. 4260). The Project is exempted from VAT payment according to the Article 3 of the Framework Agreement between the Government of Ukraine and Commission of the European Union "Activities financed by the European Union partially or fully are exempted from taxes, custom fees or any other fees of similar nature".

Services should be invoiced VAT excluded, unless the Council requests otherwise.

### **Signature of orders**

An Order Form is considered to be legally binding when the Order, signed by the 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.

## **E. ASSESSMENT**

### *Exclusion criteria and absence of conflict of interests*

(by signing the Act of Engagement, you declare on your honour not being in any of the below situations)<sup>2</sup>

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

- have been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering;
- 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 or are likely to be in a situation of conflict of interests;
- 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)).

### *Eligibility criteria*

- private entrepreneur or a legal person duly registered in accordance with the Ukrainian legislation, except consortia, having legal grounds to provide the respective services;
- previous at least 1 year professional experience in the field of social media data scraping.

### *Award criteria*

- Quality of the offer (50%), including:

<sup>2</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 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).

- relevant technical capacity to perform social media data scraping on a daily basis, including the use of NetVizz, R (Facebook);
- technical proposal (methods of undertaking the work, provision of collected materials / statistical data to the monitoring specialists; technical and human resources to provide the requested services in full);

- Financial offer (50%).

Multiple tendering is not authorised.

#### F. NEGOTIATIONS

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

#### G. DOCUMENTS TO BE PROVIDED

- A completed and signed copy of the **Act of Engagement**<sup>3</sup> (See attached);
- A list of all owners and executive officers, for legal persons only;
- **Professional profile** in the form of official letter (stamped and signed) demonstrating clearly that the tenderer fulfils the eligibility criteria and having brief translation of registration documents in English;
- **Registration documents** (scanned copy of the originals in Ukrainian);
- **Technical proposal describing:**
  - a) the methods / procedure suggested for social media data scraping services and transmitting the collected materials / statistical data to the monitoring specialists;
  - b) technical and human resources capacity to provide the requested services;

**All documents shall be submitted in English (with only exception to registration document which can be submitted in Ukrainian with brief summary translation into English – name of the company, date of registration, types of economic activity which can be legally provided), 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.**

**All documents should be submitted either in PDF or in MS Word (DOC/DOCX) format. 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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<sup>3</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.