**TENDER FILE / TERMS OF REFERENCE**

**(Competitive bidding procedure / Framework Contract)**

**Purchase of Communication, Infographics and Social media services for the Observatory on History Teaching in Europe’s Annual Conference and Dissemination of Thematic Report**

The Observatory on History Teaching in Europe (OHTE) is an Enlarged Partial Agreement of the Council of Europe, established in November 2020. In 2022 two major activities require support from service providers in communications – particularly around the Annual Conference (1-2 December 2022) and the dissemination of the first thematic report of the Observatory, scheduled around the same dates. In that context, OHTE is looking for Provider(s) for the provision of communication services to be requested on an as needed basis.

1. 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[[1]](#footnote-1), the Organisation shall invite to tender at least three potential providers for any purchase between €2,000 (or €5,000 for intellectual services) and 150,000 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.

Tenders shall be submitted **by email only** (with attachments) **to the email address indicated in the table below, with the following reference in subject: Tender – OHTE Communication.** 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 OHTE Contact details indicated below for any question you may have. **All questions shall be submitted at least 2 (two) 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 – Tender OHTE Communication**

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| --- | --- |
| **Type of contract ►** | Framework contract |
| **Duration ►** | Until 31 December 2023 |
| **Deadline for submission of tenders/offers ►** | **29 August 2022** |
| **Email for submission of tenders/offers ►** | **ohte@coe.int** |
| **Email for questions ►** | ohte@coe.int |
| **Expected starting date of execution ►** | 08 September 2022 |

1. EXPECTED DELIVERABLES

The Observatory on History Teaching in Europe is an Enlarged Partial Agreement within the Council of Europe, with 16 member states and 2 observer states. The **vision** of the Observatory on History Teaching in Europe is to promote quality education in order to enhance the understanding of democratic culture. Its **mission** is to provide a clear picture of the state of history teaching in its member states, based on reliable data and facts on how history is taught, through **regular and thematic reports**.

The Observatory’s 2nd Annual Conference will take place on 1-2 December 2022 at the Council of Europe, Strasbourg, on the topic of “Teaching History in 2022”, with the following objectives: present the 1st OHTE Thematic Report and reflect on the legacy of the COVID-19 Pandemic; discuss why and how we should teach history today; boost cooperation and innovation in the field of history education (HISTOLAB).

At the same time, and during the months prior to the event, the Observatory’s first thematic report on “Pandemics and Natural Disasters as Reflected in History Teaching” will be rendered public. Its publication is preceded by several months of editing and graphic preparation – for which part of the services need to be externalised.

Finally, an Exhibition designed through the current contract will seek to provide insights on 70 years of Council of Europe work on History Education. Its main aims are to raise awareness on key concepts such as multiperspectivity, ‘the other’, historical thinking; to provide a timeline of key moments in History education in the Council of Europe; introduce and summarise CM and PACE adopted resolutions and recommendations on the topic; present the work of OHTE & intergovernmental programme, as well as of HISTOLAB EU&CoE JP. The exhibition will be inaugurated during the Annual Conference, as a side-event.

The Council of Europe is looking for one or two Providers (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on communication, infographics and social media services.

This Contract is estimated to cover preparation of report infographics, pre-event communication, and post-event communication (annual conference), as well as other miscellaneous communication tasks related to the activities of the Observatory. **The period of work is estimated to run between August 2022 and December 2022 (included). 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 and could be prolonged in 2024.

**Lots**

The present tendering procedure aims to select Provider(s) to support the implementation of the project and is divided into the following lots:

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| --- | --- |
| Lots | Maximum number of Providers to be selected |
| **Lot 1:**  **Production of Video materials**  Video presentation of 3-5 key insights and findings of the first Thematic Report – to be used during the 2nd Annual Conference (maximum 7 minutes, English and French, subtitling included in both languages, voice-off possible in both languages – translation provided by the Secretariat  Video clips for 3-5 key insights / findings of the first Thematic Report adapted for Social Media (Twitter & Facebook) (maximum 2 minutes 20 seconds, English and French, subtitling included in both languages, voice-off possible in both languages – translation provided by the Secretariat)  Filming crew present during the Annual Conference in Strasbourg and recording the event for professional quality videos;  Production of 15-20 professional quality video clips of Annual Conference selected quotes from speakers, adapted to Social Media (Twitter & Facebook) (maximum 1 minute, English and French, subtitling included in both languages, no voice-off, translation provided by the Secretariat)  Update of the official [OHTE presentation video](https://vimeo.com/654181632) (English and French versions, subtitling included in both languages) | 10 |
| **Lot 2:**  **Infographics**  Develop at least 5 full A4 infographics (English and French versions) to be included in the CoE publication - based on data sets provided by the OHTE Secretariat (alternatively develop at least 10 half-page infographics - A5 landscape format - based on data sets provided by the OHTE Secretariat).  Develop 15 to 20 infographics adapted for Social Media (Twitter & Facebook) based on data sets provided by the OHTE Secretariat (English and French versions)  **Miscellaneous**  Develop OHTE leaflet (English and French) and roll up (maximum 4) in line with Council of Europe visual guidelines [[2]](#footnote-2), based on content provided by the OHTE Secretariat. | 10 |
| **Lot 3**  **Annual Conference**  **Pre-Event:**   * Creation of a visual line of the Conference (in line with Council of Europe visual guidelines); * Apply visual line to Conference materials such as: posters, layout for programme & bios, SoMe templates for panel announcements, quote cards (English & French); * Production of goodies (300 pins, 500 notebooks, 100 conférenciers, 5 roll ups, 300 branded envelopes); * Production of Exhibition 70 years of History Teaching in the Council of Europe (layout and design included – 10 panels / roll-ups) * Production of 3D hashtag #LHistoireAuCoeur; * Include SoMe event campaign booster (€500); * Include Ad space budget (specialised magazines); * Set up event landing page for KUDO live retransmission (English and French);   **Post-Event:**   * Hosting and maintenance for 1 year of the landing page (English and French), including full conference replay and speakers’ timestamps (source: filming crew video) * Conference report layout in coherence with conference visual line; | 10 |

The Council will select the abovementioned number of Provider(s) 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).

**Scope of the Framework Contract**

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).

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 for the lot concerned.

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 and French** (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).

1. 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. Tenders proposing fees above the exclusion level indicated in the Table of fees will be **entirely and automatically** excluded from the tender procedure.

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.

1. 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 for the relevant lot 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 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.

**Ranking**

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. Orders will be addressed in priority to the first Provider on the ranking list of the tender for the relevant lot. If this Provider is unable to take the Order or if no reply is given on his behalf within that deadline, the Council may call on the second Provider on the ranking list of the tender for the relevant lot, and so on down the list.

**Providers subject to VAT**

The Provider, **if subject to VAT**, shall also send, together with each signed Form, a quote[[3]](#footnote-3) (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 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.

1. 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)**[[4]](#footnote-4)**

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, 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.

*Award criteria*

* Quality of the offer (60%), including:

- Experience in doing work related to the deliverables of this contract (please include link to company portfolio in your offer)

- Capacity to meet the deadlines.

- Capacity to communicate in English and in French

- Diplomacy

- Added-value of the organisation.

* Financial offer (40%).

Multiple tendering is not authorised.

1. NEGOTIATIONS

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

1. DOCUMENTS TO BE PROVIDED

* A completed and signed copy of the **Act of Engagement[[5]](#footnote-5)** (See attached);
* A detailed CV, preferably in Europass Format, or portfolio demonstrating clearly that the tenderer fulfils the eligibility criteria;
* Registration documents, for legal persons only;

**All documents shall be submitted in English or French, 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.**

**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.**

**\* \* \***

1. The activities of the Council of Europe are governed by its [Statute](https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680306052) 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](https://search.coe.int/intranet/Pages/result_details.aspx?ObjectId=090000168094853e). [↑](#footnote-ref-1)
2. In line with [Council of Europe visual guidelines](http://rm.coe.int/visual-identity-of-the-council-of-europe-graphic-charter/168071e7f3). [↑](#footnote-ref-2)
3. It must strictly respect the fees indicated in the Financial Offer attached to the original Provider’s tender as recorded by the Council of Europe. In case of non-compliance with the fees as indicated in the original Provider’s tender, the Council of Europe reserves the right to terminate the Contract with the Provider, in all or in part. [↑](#footnote-ref-3)
4. 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. [↑](#footnote-ref-4)
5. 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. [↑](#footnote-ref-5)