

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)



Purchase of services on methodological support, development of scenarios and production of video explainers and graphic elements for the online training course on balanced representation and participation of women and men in post-war political and electoral processes in Ukraine

Contract N° 9147/2024/19

Within the framework of the Action Plan for Ukraine 2023 – 2026, the Council of Europe is currently implementing until 31 December 2024 a Project on “Supporting democratic post-war elections in Ukraine” (hereinafter – ‘the Project’) aimed at ensuring that post-war national and local elections in Ukraine are democratic and held in line with international and European electoral standards and good practices. In that context, it is looking for Provider(s) for the provision of services on methodological support and revision, creative adaptation of theoretical content into textual scripts/scenarios and production of video explainers and graphic elements for the online training course on balanced representation and participation of women and men in post-war political and electoral processes in Ukraine for political parties and candidates 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 Europe¹, the Organisation shall invite to tender at least three potential providers for any purchase between €2,000 (or €6,000 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 180 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 a legal person (private entrepreneur or company) or consortia of legal and/or natural persons.

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 – Online Training Course.** 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 – Online Training Course.**

| | |
|---|--------------------------------|
| Type of contract ► | Framework contract |
| Duration ► | Until 31 December 2024 |
| Deadline for submission of tenders/offers ► | 30 April 2024 23h59 CET |
| Email for submission of tenders/offers ► | REPU@coe.int |
| Email for questions ► | REPU@coe.int |
| Expected starting date of execution ► | 13 May 2024 |

¹ 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

Within the framework of the Council of Europe Action Plan for Ukraine 2023 - 2026, the Council of Europe is implementing the project "Supporting democratic post-war elections in Ukraine" aimed at ensuring that post-war national and local elections in Ukraine are democratic and held in line with international and European electoral standards and good practices.

Project activities are aimed at achieving the following outcomes:

- (1) The Electoral Administration at national and local levels organizes and conducts post-war elections in secure and level-playing environment in line with European electoral standards and good practices.
- (2) Ukrainian voters on and from de-occupied territories are re-integrated into political life of Ukraine by exercising their electoral rights within and beyond Ukraine.
- (3) Ukrainian voters participate in elections within and beyond Ukraine in accordance with established electoral and voting procedures.
- (4) Balanced participation of women and men in post-war political and electoral processes is streamlined in public debate.

In 2020, upon the request of the Central Election Commission of Ukraine (hereinafter – the CEC) – one of the Project's national partner, the Council of Europe supported the development and launch of the awareness-raising online platform "CEC: prosvita" available upon the link <https://www.cvkpro.com/uk>.

The "CEC: prosvita" online platform (<https://www.cvkpro.com/uk>) is a joint project of the CEC of Ukraine and the Council of Europe aimed at providing Ukrainian voters with constantly updated election related information and materials (infographics, leaflets, documents, videos), as well as encouraging them to learn more about elections in Ukraine, electoral process and procedures as foreseen in and by the Ukrainian electoral legislation. As of now, the "CEC: prosvita" online platform contains 3 online training courses on elections for voters placed thereon: "Basic level course "Elections in simple terms" and 2 Advanced level courses "Local elections for voters" and "All-Ukrainian referendum", as well as awareness-raising and educational materials about various aspects of the electoral process.

Herewith, upon the request of the CEC, in order to promote balanced participation of women and men in post-war political and electoral processes in Ukraine, the Project plans to develop and produce one more online training course on gender-related issues for political parties and candidates "Balanced representation and participation of women and men in post-war political and electoral processes in Ukraine" (hereinafter – the online training course) to be further placed on the "CEC: prosvita" awareness-raising platform. The objective of the online training course is to enhance the target audience's comprehension of fundamental concepts in gender policy in Ukraine and globally. This includes promoting balanced representation of women and men throughout the electoral process, fostering women's empowerment within political parties, combating sexism, gender discrimination, and hate speech, as well as promoting gender-balanced representation within political party structures. The online course is designed for political parties' representatives, including their governing bodies, as well as candidates running for positions of MPs and local councils' deputies, along with those aspiring to become village, town and city mayors.

Thus, with the expert and methodological support of the Council of Europe, the thematic content for the online training course is being currently developed and shall be available for further processing in the form of comprehensive information and analytical materials in text format in Ukrainian. The online training course's tentative program comprises 4 modules, with up to 3 sub-sections in each. Each module contains up to 15 test questions, whereas questions have different difficulty levels.

In this regard, the Council of Europe is looking for a maximum of 5 Provider(s) per each Lot (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on provision of methodological support, development of scenarios and production of video explainers and graphic elements for the online training course.

This Contract is currently estimated to cover up to 20 activities, to be held by 31 December 2024. 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 950,000 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.

Lots

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

| Lots | Maximum number of Providers to be selected |
|---|--|
| Lot 1: revision of the content of the modules of the online training course from methodological perspective | 5 |
| Lot 2: development of the detailed scenarios for the modules of the online training course | 5 |
| Lot 3: production of video explainers and graphic elements for the modules of the online training course | 5 |

Lot 1 – “revision of the content of the modules of the online training course from methodological perspective” – concerns revision of the developed theoretical content for the online training course’s modules (4 modules in total) from methodological perspective to ensure easy and entertaining users’ learning experience for its further creative adaptation into the format of textual scripts for dialogues/chats, educative and entertaining tests, scripts and storyboards for video explainers, description of graphic elements and images, as well as respective methodological revision of already developed scenarios of the modules (after creative adaptation, before production).

Language: Ukrainian. Tentative number of pages for creative adaptation: 30 standard pages (1800 symbols with spaces) per 1 module.

Lot 2 – “development of the detailed scenarios for the modules of the online training course” – concerns creative adaptation of theoretical content in Ukrainian of the online training course’s modules into the format of well-structured scenarios comprising scripts for dialogues/chats, educative and entertaining tests, scripts and storyboards for video explainers, description of graphic elements and images.

Detailed scenario for each module should be exhaustive in terms of all details’ description and should include suggestions on visual part and production modes.

Language: Ukrainian. Tentative number of pages for creative adaptation: 30 standard pages (1800 symbols with spaces) per 1 module.

Herewith, scripts and storyboards for video explainers shall meet the following criteria:

- be short in length: script and storyboard for each video explainer shall be developed in order the duration of video explainer is 1-4 minutes, depending on the content, with the video explainer being eligible for separation into smaller parts, if need be (up to 1 minute each);
- have strong call to action (CTA): script and storyboard for each video explainer shall be developed in a way that video explainers clearly state what they want their intended audience to do/understand after watching;
- be focused on solving a problem: script and storyboard for each video explainer shall be focused on addressing a specific issue and explaining it;
- match brand and audience: scripts and storyboard for each video explainer shall be developed in a way that style and tone of voice of video explainer match that of the brand “CEC: prosvita”, as well as the users they intend to reach.

Lot 3 – “production of video explainers and graphic elements for the modules of the online training course” – concerns production of video explainers and various graphic elements for the online training course.

Production of video explainers shall include but not be limited to: creating slides and static graphic elements for video; static graphic elements animation; sound recording (soundtrack); audio processing; adding sound

effects (sfx); video creation and montage; video and sound recording (footage and separate fragments) of lectures as needed; inserting subtitles to videos.

Video explainer format shall be:

1. MP4 (codec h.264; bitrate: 320 kbps, without computer graphics artefacts in the video).
2. Video resolution 1080 HD (1920*1080).
3. Developed video explainers shall be adaptable for tablets and smartphones.

The developed video explainers shall meet the following criteria:

- Short in length: Developed video explainers should be eligible for separation into smaller parts (up to 1 minute each).
- Strong call to action (CTA): Video explainers should clearly state what they want their intended audience to do/understand after watching.
- Focused on solving a problem: Developed video explainers shall be focused on addressing a specific issue and explaining it.
- Match brand and audience: Video explainers' style and tone of voice shall match that of the brand "CEC: prosvita", as well as the users they intend to reach.
- High quality: Video explainers shall be of high quality, both in quality of production and quality of content, to effectively communicate a brand's value proposition.
- Product Inclusiveness: The video explainers shall be fully adapted for blind individuals or with impaired vision and individuals with hearing impairment or deafness (subtitles).
- Language: Video explainers shall be developed in Ukrainian with Ukrainian and English subtitles.

The samples of the video explainers of the similar kind can be found upon the link: <https://www.youtube.com/playlist?list=PLdROUrIAIcqzacfcCK2pUBUQ9toTJIZUm>

Production of graphic elements shall include but not be limited to the production of the following elements, suitable for their further placement onto the educational online platform "CEC: prosvita": images, infographics, icons (bubbles) of the users and other characters of the online training course, illustrations and layout for educational dialogues/chats/tests.

All the materials (video explainers and graphic elements) shall be developed with respect to the "CEC: prosvita" brandbook to be provided by the Project.

Total tentative duration of educational video explainers to be produced for 1 module is 15 minutes, with 1 video explainer duration being 1-4 minutes, depending on the content. Tentative number of graphic elements to be designed for 1 module is 50 designed items.

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). This list is considered exhaustive.

In terms of **quality requirements**, the pre-selected Service Providers must ensure, *inter alia*, that:

- The services are provided to the highest professional/academic standard;
- Any specific instructions given by the Council – whenever this is the case – are followed.

If contracted by the Council of Europe, the deliverables shall be provided personally by the persons identified in the offer of the Provider whose CVs have been presented to the Council of Europe (See section E. below), in accordance with the terms as provided in the present Tender File and Act of Engagement.

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 global fee corresponding to each deliverable, 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 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.

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)²

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;

² 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.

- 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.

Eligibility criteria

- legal person (private entrepreneur or company) or consortia of legal and/or natural persons, duly registered in accordance with the Ukrainian legislation, having legal grounds to provide the respective services;
- FOR LOT 1: at least 2 years' experience in provision of methodological support with regard to educational content development;
- FOR LOT 2: at least 2 years' experience in creating modern educational content (developing scenarios/scripts/gamified plans for educational materials, creative adaptation of theoretical content); previous experience in developing creative concepts for promotion campaigns, socially oriented projects or alike will be an asset;
- FOR LOT 3: at least 2 years' experience in development and production of videos and graphic elements; previous experience in development and production of videos and graphic elements for online interactive training courses in Ukraine will be an asset.

Award criteria

- Quality of the offer (60%) including:
 - (30%) – **applied to each Lot separately** – professional portfolio and relevance of the tenderer's previous experience in the similar/related services as specified for each Lot;
 - (30%) – **applied to each Lot separately** – technical proposal (technical and human resources to be assigned to provide the requested services in full; methods of undertaking the work).
- Financial offer (40%).

The Council reserves the right to hold interviews with tenderers.

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 Engagement³** (See attached);
- Registration documents (scanned copy of originals in Ukrainian);
- A detailed professional portfolio in English, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- For LOTS 1 and 2: samples of/links to interactive online training courses / educational online games and/or similar online educational interactive materials/activities for general public, whereas the

³ 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.

tenderer was engaged into the development, with detailed specification of the tenderer's contribution – depending on the LOT, be it methodological revision or development of scenarios;

- For LOT 3: samples of/links to previously developed videos (preferably, video explainers, if any) and graphic elements; if relevant, links to online educational materials/activities that contain respective videos and graphic elements;
- Technical proposal containing description of technical and human resources (including CVs of the suggested personal to be involved in the activity) to be assigned for the provision of the requested services in full and the proposed timeframe of undertaking the work.

All documents shall be submitted in English, except scanned copies of registration documents to be provided in Ukrainian, 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.

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