

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)

Purchase of consultancy services for the creation of written content in the framework of the European Heritage Days joint programme.



The Council of Europe is currently implementing a project with the purpose of promoting the European Heritage Days joint programme. In that context, it is looking for provider(s) for the provision of consultancy services for the creation of written content 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 of more than €2,000 (or €5,000 for intellectual services) tax exclusive.

This specific tender procedure aims at concluding a **framework contract** for the provision of deliverables described in the **Act of Engagement** (see separate document). 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 natural person, a self-employed sole trader, or a duly registered limited or unlimited liability company with a single employee/director.

Tenders shall be submitted **by email only** (with attachments) **to the email address indicated in the table below, with the following reference in subject: Call 02-2020: Consultancy Services - Copywriter**. 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: Call 02-2020: Consultancy Services - Copywriter**

Type of contract ▶	Framework contract
Duration ▶	Until 28 February 2021
Deadline for submission of tenders/offers ▶	20 March 2020
Email for submission of tenders/offers ▶	call-tenders.jep@coe.int
Email for questions ▶	call-tenders.jep@coe.int
Expected starting date of execution ▶	01 April 2020

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

The “European Heritage Days” is a joint Council of Europe / European Commission Programme involving the 50 signatory countries to the European Cultural Convention. Every year more than 30 million Europeans take advantage of the Programme, gaining free access to thousands of heritage sites and special events.

Until recently, all these events were only promoted on national websites. Both organisations were united in their desire to create a “European Dimension” to the Programme. It was considered essential to create an EHD Portal (www.europeanheritagedays.com) to service the Programme and give visibility to every event across Europe.

Today we are looking for experienced copywriters/journalists to deliver articles in the field of European heritage, in order to transfer clear and informative messages to the visitors and organisers of the European Heritage Days events.

The service provider may also be asked to provide copywriting services for brochures and similar promotional materials.

The Council of Europe is looking for **a maximum of 9 providers** (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on copywriting and content creation.

This Contract is currently estimated to cover up to 100 activities, to be held by 28 February 2021. 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.

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
<p>Lot 1: Consultancy for writing news articles for the European Heritage Days portal</p> <ul style="list-style-type: none"> • Drafting news articles, in English, on a given subject from the field of European Heritage and uploading the articles as drafts to the News section on the EHD Portal. • Proposing social media post copy for promotional purposes of the articles • Sourcing/producing photos/visuals for illustrating the articles whilst quoting all copyright/credit sources • Drafting newsletters focusing on the most important news items of the quarter. • Drafting press releases targeting a selected group of the most popular journals, magazines and portals of Europe • Reporting on work carried out for the EHD Secretariat 	3
<p>Lot 2: Consultancy for editing of selected EHD articles</p> <ul style="list-style-type: none"> • Editing selected news articles from other authors, in English and uploading them as drafts to the News section on the EHD Portal. • Reporting on work carried out for the EHD Secretariat 	3

<p>Lot 3: Consultancy for copywriting for EHD sub-activities</p> <ul style="list-style-type: none"> • Drafting copy for brochures promoting EHD activities • Drafting copy for Facebook and Twitter posts for the promotional purposes of the European Heritage Days activities • Reporting on work carried out for the EHD Secretariat 	3
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Lot 1 concerns the production of content for the News section of the EHD portal.

Lot 2 concerns the editing of selected drafted content for the News section of the EHD portal.

Lot 3 concerns the production of content for the promotional purposes of two EHD sub-activities.

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:

- Draft news articles, newsletters, press releases, social media posts, guidelines
- Edit news articles and guidelines
- Source photos/visuals
- Carry out research
- Upload authorised content onto a shared platform

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 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.

Providers subject to VAT

The Provider, **if subject to VAT**, shall also send, together with each signed Form, a quote² (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.

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)³

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;

² 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.

³ 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).

- 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).

Eligibility criteria

- At least 3 years of professional copywriting and/or journalistic experience with a solid portfolio of work.
- Exceptional writing, proofreading, editing and researching skills.
- Ability to write following a prescribed style guide.
- Some experience of uploading content with any of the popular CMS (WordPress, Drupal, Joomla)

Award criteria

Lot 1 and 2

- Quality of the offer (70%), including:
 - Proven expertise in writing articles in English
 - Capacity to undertake research for the assignments
- Financial offer (30%).

Lot 3

- Quality of the offer (70%), including:
 - Proven expertise in copywriting
 - Capacity to write clear, concise, interesting and grammatically correct copy
- Financial offer (30%).

The Council reserves the right to hold interviews with eligible 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 Engagement**⁴ (See attached);
- A detailed CV, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- A list of all owners and executive officers, for legal persons only;
- **For Lots 1 and 2 only** - a written piece of work of between 800 and 1200 words on one of the following subjects:
 - Announcement of the European Heritage Days celebration in the Czech Republic for 2020
 - European Heritage Days Common Theme: Heritage for Everyone
- **For Lot 3 only** - Copywriting example for the announcement of the opening of the Call for European Heritage Days Stories up to 200 words.

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.

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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⁴ 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.