

## **TENDER FILE / TERMS OF REFERENCE**

**(Competitive bidding procedure / One-off contract)**

### **Purchase of consultancy services for supporting programme team in planning, monitoring and reporting on Communication and Visibility Campaign**



**[Contract number 4708/2021/45]**

The joint EU/CoE programme "Human Resources Management in local self-government" - phase 2 (2019 - 2021) is based on the achievements and challenges of the Programme "Human Resources Management in local self-government" phase 1 (2016-2017) implemented by the Council of Europe in cooperation with the Ministry of Public Administration and Local Self-government and Standing Conference of Towns and Municipalities. The programme "Human Resources Management in Local Self-Government" phase 2 (hereinafter HRM II Programme) is built on the implementation of the Strategy of Public Administration Reform in the Republic of Serbia Action Plan and in accordance with the European Charter of Local Self-Government's principles, which provides a solid basis for setting-up strong and stable local authorities in the country. The Programme addresses the most relevant issues of human resources management (HRM) and human resource development (HRD) at local self-government level in the Republic of Serbia, which are prescribed in the Law on employees in autonomous provinces and local self-government units, the Law on salaries in autonomous provinces and local self-government units and the Law on National Academy for Public Administration.

The Program is financed by the European Union (EU) and the Council of Europe (CoE) and is implemented by the Council of Europe in cooperation with the project partners: Ministry of Public Administration and Local Self-Government and Standing Conference of Towns and Municipalities, who are implementing activities in line with their scope of work. The program started on 19 December 2018 and it will be completed on 19 December 2021.

The overall objective of the Programme is to support Serbian administration to effectively meet requirements and conditions deriving from the accession negotiations and successfully manage overall EU integration and pre-accession assistance geared towards EU membership, focusing on key areas of human resources management (HRM) and human resource development (HRD) in local public administration.

The programme is linked to two main components/expected outputs (EO) and four specific tasks (ST):

EO 1: Strengthened HRM function at local level

- ST 1.1 Improved legal and procedural HRM framework at national and local level in accordance with planned reforms.
- ST 1.2. Increased effectiveness of the HRM system in local administrations.

EO 2: Strengthened human resources development system at local level.

- ST 2.1: Training Framework for professional development of local administration more effective and coordinated
- ST 2.2: Increased LSG capacities in selected priority areas of local competences and management capacities of local leaders

### **Communication and Visibility of the HRM II Programme**

The overall objective of the Communication and Visibility of the HRM II Programme is raising awareness among beneficiaries, intermediaries and citizens about the importance of the Public Administration Reform (PAR) in Serbia, especially the process of strengthening Human Resources Management and professional development of civil servants at local level.

In order to achieve this objective, the HRM II Programme developed a Communication and Visibility Action Plan (C&V Action Plan) that contains dissemination actions ensuring successful and timely communication of information and messages related to the implementation of the HRM 2 Programme. Furthermore, it defines communication objectives, target groups, visual identity, key and specific messages, monitoring

and evaluation mechanisms and sets communication and visibility actions. Accordingly, it presents the basis for development and implementation of the Communication and Visibility awareness - raising campaign (the Campaign).

Additionally, based on developed C&V Action Plan a Company for implementing the Campaign of the HRM II Programme was engaged. The implementation of the Campaign is related to the set of activities classified into the following groups:

1. Media relation
2. Content creation
3. Design services
4. Technical services
5. Monitoring and reporting

Considering that HRM Policy is an integral part of the Public Administration Reform (PAR) in Serbia, the Communication and Visibility Strategy of the HRM II Programme is not developed separately, but it is incorporated into the overall Public Administration Reform Communication and Visibility Framework (PAR C&V Framework) which is implemented within the separate EU funded Programme.

This requires close communication and coordination between PAR Programme team and HRM II Programme team in order to prevent possible overlapping in Campaign actions and accordingly its synchronisation.

Furthermore, the implementation of the overall Campaign requires close cooperation and communication with donor and projects partners (EUD, MPALSG, National Academy for Public Administration - NAPA) and relevant stakeholders who are involved in the implementation of the Programme's activities and at the same time present the Campaign target group (line ministries and local self – governments in Serbia).

So far, the Programme team implemented set of the Campaign's activities related to the development of the visibility materials and ongoing programme activities that required communication and visibility promotion.

In order to provide successful and timely implementation of the Communication and Visibility activities until the end of the HRM II Programme the Council of Europe is looking for one Provider to support programme team in planning and monitoring the Campaign's activities and reporting on the progress made in line with the Communication and Visibility Action Plan. The provider should with a particular expertise in implementing communication and visibility campaigns funded by the EU and experience in cooperation and communication with different counterparts, including target audience and media.

The provider will also be required to maintain cooperation with the programme partners and stakeholders and to cooperate with the Company responsible for implementation of the Campaign and monitor its work (See Section A of the Act of Engagement).

## 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 **one-off 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 natural person, a legal person 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: Monitoring Communication and Visibility Campaign.** Tenders addressed to another email address **will be rejected**

<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](#).

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: Monitoring Communication and Visibility Campaign.**

<b>Type of contract ▶</b>	One-off contract
<b>Duration ▶</b>	Until complete execution of the obligations of the parties (See Article 2 of the Legal conditions as reproduced in the Act of Engagement)
<b>Deadline for submission of tenders/offers ▶</b>	<b>24 February 2021</b>
<b>Email for submission of tenders/offers ▶</b>	<b>lsg.serbia@coe.int</b>
<b>Email for questions ▶</b>	<b>lsg.serbia@coe.int</b>
<b>Expected starting date of execution ▶</b>	<b>1 March 2021</b>

## B. EXPECTED DELIVERABLES

The expected deliverables are described in **Section A of the Act of Engagement** (See attached).

## C. FEES

All tenderers are invited to fill in the **table of fees** as reproduced in **Section A of the Act of Engagement**.

Tenderers **subject to VAT** shall also send **a quote (Pro Forma invoice)** on their letterhead 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.

## D. ASSESSMENT

Exclusion criteria and absence of conflict of interests

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

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 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)).
- are public servants, employed at central, local or provincial level

<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).

### Eligibility criteria

- University degree academic level (preferably in journalism or a relevant, directly related discipline) or equivalent professional experience of six years.
- Minimum of two preferably four years of professional experience in communications, journalism or public relations or other editorial work.
- Excellent knowledge of speaking and writing in English.

### Award criteria

- Quality of the offer (90%), including:
  - Proven working experience in implementing or coordinating communication and visibility campaign for EU funded projects.
  - Proven experience in cooperation and communication with different counterparts, including target audience and media.
  - Working experience in implementing Communication and Visibility Campaign related to Public Administration Reform process will be considered as an asset.
  - Strong writing skills in English and Serbian.
- Financial offer (10%).

The Council reserves the right to hold interviews with eligible tenderers.

Multiple tendering is not authorised.

## **E. NEGOTIATIONS**

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

## **F. DOCUMENTS TO BE PROVIDED**

Tenderers are invited to submit:

- **A completed and signed copy of the Act of Engagement<sup>3</sup> (See attached)**
- For tenderers subject to VAT only: **a quote, describing their financial offer**, in line with the requirements of section C of the Tender File (see above);
- A list of all owners and executive officers, for legal persons only;
- CV clearly indicating compliance with the eligibility and award criteria.
- Motivation letter describing compliance with the eligibility and award criteria.

**All documents shall be submitted in English or Serbian, 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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<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.