

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)



Purchase of local intellectual services for the development of communication/visibility materials for the awareness-raising and outreach activities for the project – “Reinforcing gender equality and implementing GREVIO recommendations to combat violence against women and domestic violence in Georgia”.

Contract BH9188/1-12/04/2024

The Council of Europe is currently implementing a Project ***“Reinforcing gender equality and implementing GREVIO recommendations to combat violence against women and domestic violence in Georgia”***, aimed at strengthening the capacities of key stakeholders involved in preventing and combating violence against women and domestic violence, protecting the victims and prosecuting the perpetrators of violence as well as advancing gender equality overall in Georgia.

In that context, the Council of Europe is looking for a maximum of 20 (twenty) Providers for ***local consultancy services*** to support the implementation of the project with a particular expertise on the development of communication/visibility materials for the awareness-raising and outreach activities in human rights (particularly Gender Equality), human rights education and civic activism.

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 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: Tender - 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 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 – Communication local consultants.**

Type of contract ▶	Framework contract
Duration ▶	Until 31 December 2025
Deadline for submission of tenders/offers ▶	29 May 2024 23h59 Georgia Time Zone
Email for submission of tenders/offers ▶	Genderequality.Georgia@coe.int
Email for questions ▶	Genderequality.Georgia@coe.int
Expected starting date of execution ▶	01 June 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

The project “**Reinforcing gender equality and implementing GREVIO recommendations to combat violence against women and domestic violence in Georgia**” aims to ensure that the public’s understanding of gender equality is enhanced and women in Georgia enjoy better prevention, protection and prosecution of all forms of violence against women and domestic violence in line with the the Council of Europe Convention on preventing and combating violence against women and domestic violence (hereinafter the Istanbul Convention). It supports Georgian authorities in strengthening the capacities of key stakeholders involved in preventing and combating violence against women and domestic violence, protecting the victims and prosecuting the perpetrators of violence as well as advancing gender equality overall in Georgia. The project focuses on the implementation of the most urgent GREVIO (the Group of Experts on Action against Violence against Women and Domestic Violence to the Istanbul Convention) findings and its Committee of the Parties’ recommendations to Georgia.

The overall objective of the project is to improve the public’s understanding of gender equality, to help women enjoy better prevention, protection and prosecution of all forms of violence against women and domestic violence in line with the Istanbul convention. One of the specific objectives the development of communication/visibility materials for the awareness-raising and outreach activities, in order to raise awareness of gender equality in Georgia.

The project will work with the following partners: the Ministry of Internal Affairs, the Academy of the Ministry of Internal Affairs, Ministry of Justice, Ministry of Labour and Social Affairs the Prosecutor’s Office, LEPL Agency For State Care and Assistance For the (Statutory) Victims of Human Trafficking, the Public Defender’s Office, the Special Investigation Service, Courts, civil society organisations, international organisations working on gender equality, violence against women and domestic violence and general public.

It is currently estimated to cover up to 50 activities, to be held by 31 December 2025. 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.

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: Awareness raising consultants on gender equality, women’s rights, gender mainstreaming and violence against women.	5
Lot 2: Development of multi-media products: videos.	5
Lot 3: Development of multi-media products: Animated videos.	5
Lot 4: Development of multi-media products: Campaign related posters and infographics.	5

Lot 1: Awareness raising experts on gender equality, women's rights, gender mainstreaming and violence against women: focuses on preparing methodologies for effective awareness raising strategies and policies, including communication strategies, and their implementation.

Lot 2: Development of multi-media products: videos: Focuses on the creation of impactful video content to raise awareness about project-related topics. This includes the development of the concept and script of the videos and their production in line with CoE visual identity.

Lot 3: Development of multi-media products: Animated videos: Focuses on the creation of animated video products to raise awareness on project topics, including the development of concept and script in line with CoE visual identity.

Lot 4: Development of multi-media products: Campaign related posters and infographics: Focuses on suggesting design of campaign related posters and infographics, and the development of those products in line with CoE visual identity.

The Council will select the abovementioned number of Provider(s) per lot, provided enough tenderers 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:

Lot 1: Awareness raising experts on gender equality, women's rights, gender mainstreaming and violence against women:

- ✓ Advise on and develop awareness raising strategies tailored to project objectives;
- ✓ Elaborate concept papers and define media content of activities;
- ✓ Design communication strategies and action plans aligned with project goals;
- ✓ Contribute to the development of awareness-raising campaign(s) on gender equality, women's rights and violence against women;
- ✓ Provide services of communications and media consultation including developing and executing communication and public relations campaigns, engaging new audiences;
- ✓ Provide guidance to the partner organisations on implementing awareness-raising initiatives related to gender equality, women's rights, and violence against women;
- ✓ Monitor the effectiveness of the project's communication strategy;
- ✓ Provide other deliverables as related to the above and as requested by the Council of Europe.
- ✓ Draft event or meeting reports and background documents.

Under Lot 2: Development of multi-media products: videos:

- ✓ Draft video concepts and scripts tailored to project themes;
- ✓ Filming in various locations across Georgia, including Tbilisi, with access to a range of filmmaking tools such as drones, additional cameras, and lighting equipment to enhance video quality as per the concept;
- ✓ Provide voice-over and subtitle services in ethnic minority languages (Armenian, Azeri, Russian, English) as required;
- ✓ Provision of other deliverables as related to the above and as requested by the Council of Europe.

Under Lot 3: Development of multi-media products:

- ✓ Develop animated video concepts and scripts in alignment with project objectives;
- ✓ Provide voice-over and subtitle services in ethnic minority languages (Armenian, Azeri, Russian) as required;
- ✓ Provide other deliverables as related to the above and as requested by the Council of Europe.

Under Lot 4: Development of multi-media products: Campaign related posters and infographics:

- ✓ Conceptualise campaign-related posters and infographics aligned with project themes targeted to the audience, ensure compliance with the Council of Europe's visual identity guidelines;
- ✓ Provide other deliverables as related to the above and as requested by the Council of Europe.

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 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;

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.

- 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, 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;
- 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;
- 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

Lot 1

- Graduate university degree in Communications, Marketing, Public Relations, Journalism International relations or a related field;
- At least three (3) years' professional experience in elaboration of concept papers and media content for communication of specific activities;
- At least three (3) years' professional experience in development of communication strategies and corresponding action plans and development and execution of communication campaigns;
- Excellent knowledge of Georgian and English languages (C1 Level).

Lot 2

- At least three (3) years of experience in the field of video production;
- Experience of production of videos in cooperation with international organisations;
- Experience of production of videos on human rights topics.

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 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.

Lot 3

- At least three (3) years of experience in the field of animated video production;
- Experience of production of animated videos in cooperation with international organisations;
- Experience of production of animated videos on human rights topics.

Lot 4

- Advanced knowledge in graphic design and graphic design software (Certified course or Degree);
- Three (3) years proven track record in designing infographics/illustrations/data visuals on various topics;
- Experience of production of infographics in cooperation with international organisations;
- Experience of production of infographics on human rights topics.

Award criteria**Lot 1****• Quality of the offer (80 %), including:**

- Strong background in journalism, media, development, community engagement; knowledge of the national and regional context in the field of gender equality, women's rights and combating violence against women relevant to the areas covered by this call as an added value **(40%)**
- Relevance of the experience of the tenderer in the areas covered by this call, including previous similar assignments with international organisations; experience in carrying out similar public relations and awareness raising campaigns and developing communication strategy and action plan; Knowledge of the national and regional context of gender equality and women's rights will be a strong asset; **(30%)**
- Excellent knowledge of Georgian and English languages **(10%)**

• Financial offer (20%)**Lot 2****• Quality of the offer (80%), including:**

- Strong background in video production **(40%)**
- Relevance of the experience of the tenderer in the areas covered by this call, including previous similar assignments with international organisations; experience of production of videos on human rights issues **(30%)**
- Excellent knowledge of Georgian and English languages **(10%)**

• Financial offer (20%)**Lot 3****• Quality of the offer (80%), including:**

- Strong background in graphic design **(40%)**
- Relevance of the experience of the tenderer in the areas covered by this call, including previous similar assignments with international organisations; experience of designing infographics/illustrations/data visuals; experience of production of animated videos on human rights issues **(30%)**
- Excellent knowledge of Georgian and English languages **(10%)**

• Financial offer (20%)**Lot 4****• Quality of the offer (80%), including:**

- Strong background in animated video production **(40%)**
- Relevance of the experience of the tenderer in the areas covered by this call, including previous similar assignments with international organisations; experience of production of infographics on human rights issues **(30%)**
- Excellent knowledge of Georgian and English languages **(10%)**

• Financial offer (20%)

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 Engagement⁴** (See attached);
- A detailed CV, preferably in Europass Format, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- Registration documents, for legal persons only;
- Motivation letter demonstrating the necessary and relevant experience and education of the applicant;
- Portfolio that demonstrates relevant experience.

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.