

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)

Purchase of visibility, communication and public relations, photographic and videography services

Contract N° 03/2021M/BH4909



The Council of Europe is currently implementing the Council of Europe/European Union joint Project "Co-operation for the implementation of the Russian Federation National Action Strategy for women (2017-2022): applying best practices". The project started on 18 September 2021 and will end on 17 March 2023. In that context, it is looking for Provider(s) for the provision of visibility, communication and public relation, photographic and videography services related to the project 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 €5,000 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 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 consortium of natural and/or legal person.

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_Cooperation for the implementation of the RF NASW_Visibility.** 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 _Cooperation for the implementation of the RF NASW_Visibility**

Type of contract ▶	Framework contract
Duration ▶	Until 17 March 2023
Deadline for submission of tenders/offers ▶	13 December 2021
Email for submission of tenders/offers ▶	VAW.gender.cooperation@coe.int
Email for questions ▶	VAW.gender.cooperation@coe.int
Expected starting date of execution ▶	03 January 2022

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 "Co-operation for the implementation of the Russian Federation National Action Strategy for women (2017-2022): applying best practices" focuses on two areas: women's political participation and violence against women and domestic violence. The project aims at further building institutional capacities and raise awareness, hence contributing to mobilise all relevant actors in favour of gender equality and women's human rights. All outputs are especially conceived to contribute to the practical implementation of the National Action Strategy for Women (2017-2022). The methodology for delivering results rests on good practices exchanges and peer-to-peer events. The project duration is 18 months, from 18 September 2021 to 17 March 2023. The project is implemented in the Russian Federation. Due to limitations imposed on face-to-face meetings due to the COVID 19 pandemic most project activities are planned in online/hybrid format.

The Council of Europe is looking for six Provider(s) (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on communication, public relation and visibility, photography and videography.

This Contract is currently estimated to cover up to 20 activities to be held by 17 March 2023. 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 556,000 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: Communication, Public Relations and services related to project visibility (PR, media, design and production of visibility materials, online and off-line promotion and dissemination including to media, etc.)	2
Lot 2: Professional photographic services, including processing/editing	2
Lot 3: Professional videography and filming including processing/editing	2

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:

Under Lot 1:

- Plan, design creative concepts and promote/communicate events, topics etc. to better reach out the specific target groups; and design social media messages, visibility/news items in line with the [Council of Europe visual identity](#) for the Council of Europe Secretariat to be used in social networks;
- Design, print/produce and disseminate upon request project's visibility materials (banners, posters, folders, invitations, notepads, etc.) with integrated graphic design services to promote the project/activity(s) in line with the Council of Europe visual identity;

- Provide assistance to the Council of Europe Secretariat in organising press conferences, and assist in communicating with journalists on the project areas/events; distribute media advisories and press releases in Russian, ahead of the project's activities, including to the list provided by organisers;
- Identify opportunities for news articles on project/ activities in local media (including online media), make suggestions to the best approach/message, assist in proofreading the text into Russian and disseminate them once agreed with the Council of Europe Secretariat;
- Disseminate project information to the public through social and written and online media and TV, including using of professional pictures and videos provided by the CoE Secretariat, as well as audio/video excerpts prepared upon request in line with the Council of Europe visual identity.

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).

Under Lot 2:

- Take pictures during project events including processing (cropping, colour/light adjustment, correcting saturation, etc.) of speakers, chairpersons, moderators, participants, general picture of the room and visibility items.
- Print and deliver high-quality pictures chosen from the batch delivered electronically (common small and medium printing formats).

Under Lot 3:

- Produce short videos, of project events, including processing/editing of the videos to be sent electronically;
- Film of the events to be broadcast live on the Council of Europe website or social media;
- Conduct interviews with project beneficiaries, partners and staff with questions provided by the Council of Europe Secretariat;
- Prepare of storyboards and production of the project's final video, in co-operation with the Council of Europe Secretariat;
- Compile video materials for the production of video clips including editing/processing/producing of the videos as promotional materials;
- Include and synchronise subtitles (in English/French/Russian depending on the original language) in the videos produced
- Include and synchronise voiceover (in English/French/Russian depending on the original language) in the video produced

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 (Lot 2 and Lot 3) is considered exhaustive.

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 number of units ordered, 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).

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. 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, terrorist financing, terrorist offences or offences linked to terrorist activities, child labour or trafficking in human beings;

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 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;
- 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).

- 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 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:

- More than 3 years of professional experience in communication, public relations, design and production of visibility items, promotion, use of media technology, social media for public information, journalism.
- Bachelor's degree, preferably in the relevant fields such as communication, public relations, and journalism.
- Excellent knowledge of Russian and good knowledge of English language.

Lots 2 and 3:

- More than 3 years of professional experience in photography and/or videography, producing of video.

Award criteria

Lot 1:

- Quality of the offer (80%), including:
 - Expertise in the fields related to the project areas;
 - Writing and language skills
- Financial offer (20%).

Lots 2 and 3:

- Quality of the offer (70%), including:
 - portfolio;
 - technical equipment to provide the services
- 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);

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.

- An overview/portfolio of previous similar works undertaken by the Service Provider;
- A detailed CV, preferably in Europass Format, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- Two (2) references (with contact details);
- A list of all owners and executive officers, for legal persons only;
- Registration documents (for legal persons only).

All documents shall be submitted in English, failure to do so will result in the exclusion of the tender. Legal documents, examples of previous work/portfolio can be provided in Russian.

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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