

TENDER FILE / TERMS OF REFERENCE

(Restricted consultation procedure / Framework Contract)

Purchase of the communication and online media consultancy service for the awareness raising campaign



The Council of Europe (Council) is currently implementing the cooperation project 'Fight against discrimination, hate crimes and hate speech in Georgia'. The project aims to contribute to ensuring that the legal framework is in place and institutions and key stakeholders implement policies tackling discrimination, racism, and hate speech in Georgia, and increase public awareness and appreciation for the laws' contribution towards democracy, human rights, peace and prosperity in Georgian society. In that context, the Council is looking for a Provider to develop a communication strategy for the awareness raising campaign and ensure its implementation utilising a Facebook page and dedicated website with engaging informative materials posted on regular basis, where needed created by the provider on request by the Council on an as needed basis.

A. TENDER RULES

This tender procedure is a restricted consultation procedure. **In accordance with Rule 1333 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, or a legal person except consortia.

Tenders shall be submitted **by email only** (with attachments) **to the email address indicated in the table below, with the following reference in subject: Communication_Local_Consultancy**. 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 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_Consultancy**

Type of contract ►	Framework contract
Duration ►	Until 01 December 2019
Deadline for submission of tenders/offers ►	22 November 2018
Email for submission of tenders/offers ►	tenders.antidiscrimination@coe.int
Email for questions ►	Nino.Kheladze@coe.int
Expected starting date of execution ►	01 December 2018

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 1333 of 29 June 2011 on the procurement procedures of the Council of Europe](#).

B. EXPECTED DELIVERABLES

Background of the Project

The Council of Europe is implementing the cooperation project 'Fight against discrimination, hate crimes and hate speech in Georgia' which aims to provide expertise, build competences, advocate and raise awareness among policy makers, legal and law enforcement agencies and civil society organisations to enable them to:

- fully align national legislation and bylaws on anti-discrimination, hate crimes and hate speech and monitoring mechanism (in particular ECtHR, ECRI and FCNM) in accordance with European standards;
- ensure its effective implementation;
- increase public appreciation for the laws' contribution towards democracy, human rights, peace and prosperity in Georgian society.

In line with the objectives outlined above the Council of Europe will coordinate an awareness raising campaign to increase the public awareness about:

- persistence and negative impact of discrimination, hate crimes and hate speech on the well-being of young people, vulnerable groups and general public in Georgia;
- the rights of minorities and other vulnerable groups and the diversity in Georgian society;
- redress mechanisms for persons affected by discrimination, hate crime and hate speech;
- contribution of human rights and democratic values, and the Georgian anti-discrimination laws to the peace and prosperity in Georgia.

Main targets of the campaign include general public mainly focusing on youth up to 30 years, alleged victims of discrimination, NGOs and Civil Society activists, public relations departments of project stakeholders and media representatives.

In that context, the Council of Europe is looking for one Provider to develop a communication strategy for the awareness raising campaign and ensure its implementation utilising a Facebook page and dedicated website with engaging informative materials, if required produced by the provider, posted on regular basis, at least twice weekly.

The total amount of the object of present tender **shall not exceed 25,000 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.

Scope of the Framework Contract

The Council of Europe is looking for one Provider to develop, in consultation with the Council secretariat and NGO partners, a communication plan for the awareness raising campaign comprising of a set of online activities building on visual identity and key messages developed by campaign stakeholders, time line of implementation and system to track outreach; develop and maintain a Facebook page; design/redesign and maintain the campaign's webpage; on request develop and disseminate online materials, including simple infographics, meme's, video messages and quizzes etc in close coordination with the Council secretariat and NGO partners; evaluate the outreach of the online communication channels and propose interventions to improve results.

The deliverables include:

- Developing campaign's online communication strategy, comprising of a set of online activities building on visual identity and key messages developed by campaign stakeholders, time line of implementation and system to track outreach and set of online activities in line with the Communication Strategy developed for the project's third component: Increased Public Awareness.
- Setting up a Facebook page and designing/redesigning the campaign webpage
- Managing Facebook page and webpage on a day-to-day basis including answering comments in timely manner
- Creating and publishing digital content (text, images, video messages and quizzes etc) to website and Facebook page which engages target groups in an interactive way, and/or repost content from campaign partners in line with the objective of the campaign;

- Drafting proposals for engaging formats to present content developed in the framework of the project and/or by campaign partners, and developing and disseminating them;
- Monitoring the effectiveness of the campaign's online communication strategy, report on monthly bases, and in consultation with the Council secretariat take steps to improve its effective reach and targeting;
- Advising on increasing visibility of the awareness raising campaign activities set up by campaign partners and Council secretariat

The above list is not considered exhaustive. 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

In terms of **quality requirements**, the pre-selected Service Provider 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.

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. Tenders proposing fees above the exclusion level indicated in the Table of fees will be **entirely and automatically** excluded from the tender procedure.

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 this consultation and the subsequent selection are 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).

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

² It must strictly respect the fees indicated in the Act of Engagement. In case of non-compliance with these fees, the Council of Europe reserves the right to terminate the Contract with the Provider, in all or in part.

(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;
- 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.

Eligibility criteria

- Bachelor's degree in the field of communications, journalism, marketing, law, social studies, or equivalent
- Minimum 3 years' experience of managing online media, including experience in writing features for the web and social media channels and
- Experience in reporting social media and web analytics;
- Fluent in Georgian, English (spoken and written);

Award criteria

- Relevant experience (40%)
- Interview (30%)
- Financial offer (30%)

Tenderers will be shortlisted for the interview according to the eligibility criteria specified in the tender file. The interviews will take place in the beginning of December 2018.

Multiple tendering is not authorised.

F. DOCUMENTS TO BE PROVIDED

- A completed and signed copy of the **Act of Engagement**⁴ (See attached);
- A detailed CV, preferably in Europass Format, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- Registration documents, for legal persons only;
- Example of previous work not exceeding two pages and/or links to online examples (It is the tenders responsibility to ensure information online is functional and without password limitations)
- Motivation letter;
- A short outline on the proposed approach and vision to the campaign online activities on Facebook and web page not exceeding 3 pages A4
- 2 (two) referees' contact details;

All documents must be provided in English, failure to do so will result in the exclusion of the tender. At least one examples of previous work must be in Georgian, other submitted works may be in English, French, Georgia, Armenian, Azeri or Russian. If any of the documents listed above are missing, the tender will not be considered.

The framework contract is until 01 December 2019, with 3 month probation period and a possibility of an annual renewal until December 2021.

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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³ The Council of Europe reserves the right to ask tenderers, at a later stage, to supply 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, and a certificate issued by the competent authority of the country of incorporation indicating that the fourth criterion is met.

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.