

**TENDER FILE / TERMS OF REFERENCE  
(Competitive bidding procedure/ One-off contract)**

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

**Purchase of services for the implementation of  
a Nationwide Public Awareness Campaign on the impact  
of the decentralisation reform on national minorities in Ukraine (Part 1)**

***Contract N° 8549/2020/32***

Following consultations with the Ukrainian national authorities (first and foremost the Ministry of Regional Development and the Ministry of Culture) and with selected non-governmental organisations (NGOs) as well as in view of the recommendations of the monitoring report of the Advisory Committee on the Framework Convention for the Protection of National Minorities (hereinafter referred to as the FCNM), the Council of Europe shall implement a short-term project regarding the impact of the on-going administrative and territorial reform (widely referred to as "decentralisation reform") on national minorities in selected regions.

The project is a joint initiative of the Council of Europe Democratic Governance Department and Anti-Discrimination Department of the Directorate General of Democracy. It is implemented through the on-going Council of Europe Action Plan for Ukraine 2018-2021 through the Programme "Decentralisation and local government reform in Ukraine" and Project "Protecting national minorities, including Roma, and minority languages in Ukraine" (both funded by voluntary contributions) in co-ordination with the Council of Europe Office in Ukraine.

In that context, the Council of Europe is looking for a Provider to design and carry out the awareness raising campaign, including preparing all the necessary campaign products (publications, videos, visibility materials etc.) and implementing all the campaign activities (see Section A of the Act of Engagement).

**A. TENDER PROCEDURE 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 (private entrepreneur), a legal person except consortia, or a duly registered company in accordance with Ukrainian legislation.

Tenders shall be submitted **by email only** (with attachments) **to the email addresses indicated in the table below, with the following reference in subject: TENDER\_Nationwide Public Awareness Campaign (Part 1).** Tenders addressed to another email addresses **will be rejected.**

The general information and contact details for this procedure are indicated on this page. You are invited to use the Council of Europe Contact details indicated below for any question you may have. **All questions shall be submitted at least 3 (three) working days before the deadline for submission of the tenders and shall be exclusively addressed to the email addresses indicated below with the following reference in subject: TENDER\_QUESTION\_Nationwide Public Awareness Campaign (Part 1).**

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<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](#).

<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>20 July 2020</b>
<b>Email for submission of tenders/offers ▶</b>	<b>yana.lazarevska@coe.int; yevheniia.sadovska@coe.int</b>
<b>Email for questions ▶</b>	yana.lazarevska@coe.int; yevheniia.sadovska@coe.int
<b>Expected starting date of execution ▶</b>	22 July 2020

#### B. EXPECTED DELIVERABLES

The expected deliverables with the exact technical specifications are described in **Section A of the Act of Engagement and Annex I. Technical specifications of the deliverables to the Terms of Reference** which is an integral part of this tender file (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**.

#### 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;
- 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*

- The tenderer must be either a natural person, a legal person except consortia, or duly registered company in accordance with the Ukrainian legislation;
- The tenderer must be specialized in media campaigns, development communications, public relations, journalism, marketing, event management, video production or relevant field;
- The tenderer must have a proven experience in the related field (minimum of two years) and at least one implemented Nationwide Public Awareness Campaign;
- The tenderer must be able to provide the results of the Campaign by 30 September 2020.

##### *Award criteria*

- Quality of the offer (70%), including:
  - Quality of the technical proposal and professional experience of the proposed team.
- Financial offer (30%).

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.

<sup>2</sup> 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.

## 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);**
- Scanned copies of registration documents confirming type of economic activity of the tenderer (media or PR companies, event agencies, etc.);
- Samples of previously implemented alike Nationwide Public Awareness Campaigns;
- Portfolio of the proposed team, including CVs of those who will be involved in the implementation process and how (in a form of a word or pdf document and up to 5 pages);
- Technical proposal (not exceeding 10 pages in length) including the intended approach and implementation methodology, including an operational work plan with timelines.

**All documents shall be submitted in English, except registration documents and samples of deliverables, which can be submitted in Ukrainian with brief summary translation into 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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<sup>3</sup> The Act of Engagement must be completed, signed, scanned in its entirety (i.e. including all the pages) and sent as a compiled document. For all scanned documents, .pdf files are preferred.