

TENDER FILE / TERMS OF REFERENCE (Competitive bidding procedure / Framework Contract)

Provision of social media management services for the Children's Rights Division *Contract N° FC.DGII.1584.2021*



The Council of Europe's Children's Rights Division is currently implementing and planning a number of activities under the current and upcoming Council of Europe's Strategies for the Rights of the Child¹ and various co-operation projects aimed at protecting and promoting children's rights. To this end, it requires on a regular basis quality social media consultant(s) to contribute to the development, planning, implementation and evaluation of various social media campaigns to promote and raise awareness of its activities. In that context, the Division is looking for a maximum of 5 Providers for the provision of social media management services in the field of children's rights 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 Europe², 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 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: Provision of social media services in the field of children's rights.** 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 – provision of social media services in the field of children's rights.**

Type of contract ►	Framework contract
Duration ►	Until 31 December 2024
Deadline for submission of tenders/offers ►	20 December 2021
Email for submission of tenders/offers ►	children@coe.int
Email for questions ►	children@coe.int
Expected starting date of execution ►	14 January 2022

¹ The current [Council of Europe Strategy for the Rights of the Child](#) comes to an end on 31 December 2021. The new Council of Europe Strategy for the Rights of the Child (2022-2027) is currently being finalised for adoption by the Committee of Ministers.

² 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

The Children's Rights Division of the Council of Europe is currently implementing and planning a number of activities in the framework of the current and upcoming Council of Europe Strategies on the Rights of the Child and various cooperation projects aimed at protecting and promoting children's rights. To this end it is looking for a maximum of 5 Providers (provided enough tenders meet the criteria indicated below) to support the implementation of these activities and strengthen the social media dimension by the provision of social media management services.

The Provider would develop, plan, implement and evaluate social media campaigns in close consultation with the Secretariat of the Children's Rights Division to strengthen the visibility of the Division's work and its website, and achieve an increased web traffic, expand the engagement of selected target audiences and promote awareness about selected activities, tools and resources. Among others, the Provider will be required to prepare for and execute on the requirements of the High-Level Conference to launch the new Council of Europe Strategy for the Rights of the Child (2022-2027) planned to take place in Rome in April 2022. Deliverables for the conference will include (list not exhaustive): a teaser campaign, a messaging calendar, a template for visuals, a social media toolkit which will be used for the entire campaign and live-tweeting and moderation of incoming tweets on the conference days.

This Contract is currently estimated to cover up to 60 activities, to be held by 31/12/2024. 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 50,000 Euros VAT exclusive and the total amount of the object of present tender **shall not exceed 55,000 Euros VAT 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

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).

The Provider shall work in close coordination with the Children's Rights Division and the designated responsible officer for each of the respective campaigns to increase impact. A general calendar of actions, content (key messages and proposed visuals/photos in line with the Council of Europe visual identity guidelines) shall be provided for each activity. For larger events such as the above-mentioned High-Level Conference in Rome, a short feedback report should be provided weekly and a compiled final report on the actions undertaken should be provided within 10 working days after the final deadline.

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.

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 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).

Pooling

For each Order, the Council will choose from the pool of pre-selected tenderers 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 quote³ (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)⁴

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.

³ 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.

⁴ 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.

*Eligibility criteria**For natural persons:*

- Being a freelance social media/community manager;
- Having at least 3 years of experience in designing and implementing social media campaigns at international and/or national level;
- Experience in projects reflecting the values promoted by the Council of Europe (human rights, democracy and rule of law) and in particular, values promoted in the field of children's rights;
- Very good written English.

For legal persons:

Same requirements as for natural persons mentioned above in addition to being a registered company, to be applied for the natural persons allocated to the execution of the contract.

*Award criteria**For natural persons:*

- Quality of the offer (70%), including:
 - Demonstrated professional experience in designing and implementing social media campaigns in the field of human rights, democracy and rule of law, and in particular in children's rights;
 - Quality of the approach and methodology of social media consulting;
- Financial offer (30%) on the basis of the price exclusive of VAT.

For legal persons:

Same requirements as for natural persons mentioned above, to be applied for the natural persons allocated to the execution of the contract.

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**⁵ (See attached);
- A detailed CV, preferably in Europass Format, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- Registration documents, for legal persons only;
- 3 samples of recent social media campaigns designed and implemented by the tenderer including a description of their approach to the campaign;
- A company presentation with recent experience, for legal persons only.

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.

⁵ 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.