

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)

Purchase of consultancy services to create media content, assets and guidelines that promote the positive portrayal of Roma in the media and combat antigypsyism BH4937/2024/29



The Council of Europe is implementing the Roma Integration III Joint Programme of the European Union and the Council of Europe, aiming to strengthen the capacity of governments in the Western Balkans and Türkiye to effectively address the multifaceted challenges faced by the Roma communities through the implementation of comprehensive public policies in areas such as housing, employment, civil registration, green and digital transition, and addressing antigypsyism. Roma Integration III is implemented in seven Beneficiaries: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia, and Türkiye, with the duration of 3 years (1 May 2023 - 30 April 2026) and is co-financed by the European Union and Council of Europe and implemented by the Roma and Travellers Division and the Directorate of Programme Co-ordination of the Council of Europe. In that context, it is looking for Provider(s) for the provision of consultancy services to create media content, assets, and guidelines that promote the positive portrayal of Roma in the media and combat antigypsyism 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 €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 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 – Media content Roma.** 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 – Media content Roma**

Type of contract ▶	Framework contract
Duration ▶	Until 31 March 2026
Deadline for submission of tenders/offers ▶	18 December 2024 23h59 CET
Email for submission of tenders/offers ▶	Roma.team@coe.int
Email for questions ▶	Roma.team@coe.int
Expected starting date of execution ▶	13 January 2025

* 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 Council of Europe is implementing the Roma Integration III Joint Programme of the European Union and the Council of Europe, aiming to strengthen the capacity of governments in the Western Balkans and Türkiye to effectively address the multifaceted challenges faced by the Roma communities through the implementation of comprehensive public policies in areas such as housing, employment, civil registration, green and digital transition, and addressing antigypsyism. Roma Integration III is implemented in seven Beneficiaries: Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia, and Türkiye, with the duration of 3 years (1 May 2023 - 30 April 2026) and is co-financed by the European Union and Council of Europe and implemented by the Roma and Travellers Division and the Directorate of Programme Co-ordination of the Council of Europe.

The project assists the progressive implementation in the Western Balkans Beneficiaries of the "EU Roma Strategic Framework for Equality, Inclusion and Participation 2020 - 2030"; the 2019 Declaration of Western Balkans partners on Roma integration within the EU enlargement process (Poznan Declaration) and subsequent commitments made by the governments at the annual ministerial meetings and endorsed within the Berlin Process Summits; and progress on fulfilment of Roma inclusion commitments taken under the negotiations Chapter 23. The project will also ensure that the necessary capacity is built at central level for the proper implementation, budgeting, monitoring, and reporting, the reinforcement of the co-operation with local authorities and the progressive alignment with all elements of the EU Roma inclusion policy.

The project focuses primarily on three areas of support:

1. Mainstreaming of Roma issues in relevant public policies and addressing antigypsyism.
2. Support to Roma socio-economic integration and Roma equality in the areas of housing, education, employment, health, civil registration, green and digital transition.
3. The reinforcement of the institutional capacities of the governments to tackle challenges faced by Roma.

The Council of Europe is looking for maximum 10 Providers per lot (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on creating written, visual and audio media content, assets, and guidelines, aiming to promote a positive portrayal of Roma in media and combat antigypsyism.

This Contract is currently estimated to cover up to 30 activities, to be held by 31 March 2026. 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 3 million 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: Production of visual materials (photography and illustrations)	10
Lot 2: Development of written, video and audio materials	10

Lot 3: Training delivery for relevant media organisations and media professionals for the implementation of media guidelines on reporting and writing about Roma	10
--	----

Lot 1 concerns the production of visual materials such as photography or illustrations for the representation of Roma as empowered and valuable members of society. These will include the promotion of good practices with emphasis on the participation and positive Roma role models, aiming to combating discrimination and antigypsyism in the Western Balkan and Türkiye.

Lot 2 concerns the development of written articles, video, and audio materials to support the representation and positive portrayal of Roma in media and transforming media narratives about Roma. The materials will showcase Roma's contribution to history, culture, business sector, science, education, and overall progress of the society, as well as modern art and activism through the lens of Roma, especially children, youth, women, LGBTI and other vulnerable groups belonging to the Roma community.

Lot 3 concerns the training delivery for relevant media organisations and media professionals on the implementation of media guidelines on reporting and writing about Roma. The trainings aim to eliminate stereotypes and negative portrayals, promote accurate and respectful representation of Roma, ensure the use of culturally sensitive language, combating antigypsyism and prioritise the inclusion of Roma voices in the narrative. The lot also includes fostering collaboration with media outlets to ensure ethical and responsible coverage of Roma communities.

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).

Only those Providers whose score, following the assessment of the Award Criteria (see Section E below), is equivalent to or higher than 60 out of 100 will be selected under each Lot.

Scope of the Framework Contract

Throughout the duration of the Framework Contract, pre-selected Providers may be asked to:

Under Lot 1:

- Produce photography and illustrations for the representation of Roma
- Participate at events to promote the visual materials
- Draft media content

Under Lot 2:

- Develop written articles, video, and audio materials to support the representation and positive portrayal of Roma in media
- Participate at events to promote the media assests
- Build partnerships with media organisations to promote accurate and positive representation of Roma communities

Under Lot 3:

- Provide training for media for the implementation of media guidelines on reporting and writing about Roma

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.

For Consultancy ONLY: 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).

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;
- 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.

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.

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;
- have not fulfilled, in the previous three years, their contractual obligations in the performance of a contract concluded with the Council of Europe leading to a total or partial refusal of payment and/or termination of the contract by the Council of Europe;
- 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

Tenderers shall demonstrate that they fulfil the following criteria (to be assessed on the basis of all supporting documents listed in Section G):

Lot 1:

- Expertise in Visual Arts and Media: proven experience of at least three years in creating photography, illustrations, or other visual media with a focus on positive social change and representation, as a media professional/journalist/photographer/producer/ YouTube/social media content creator etc.
- Understanding of Roma Communities: deep knowledge of Roma culture and history, with the ability to accurately portray Roma as empowered and valuable members of society, particularly in the Western Balkans and Türkiye.

Lot 2:

- Experience in Media Production: proven experience of at least three years in producing written, video, and audio content, particularly related to minority communities and social issues.
- Knowledge of Roma Contributions: strong understanding of the contributions of Roma people in various fields such as history, culture, education, and activism, with a focus on vulnerable groups within the Roma community.

Lot 3:

- At least three years of expertise in Journalism and Media Ethics: in-depth knowledge of journalistic ethics and media practices, particularly in the context of marginalised communities.

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).

- Experience in Anti-Discrimination Practices: proven experience in developing strategies, guidelines, or training that promote accurate, respectful, and inclusive media coverage of minority groups, especially Roma communities.
- At least three years of experience in media training

Award criteria

- Criterion 1: Quality of the offer (60 points), including:
 - Relevance of expertise and experience (40 points).
 - Capacity to meet the required deadlines (20 points);
- Criterion 2: Financial offer (40 points).

The Council reserves the right to hold interviews with 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;
- A list of all owners and executive officers, for legal persons only;
- A sample of your previous work demonstrating the required expertise and experience.
- For Lot 1 and 2 ONLY: A proposal of a maximum 2 pages outlining your media project, including the theme, target audience, intended impact and other relevant details;
- 3 (three) referees' contact details.

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.

* * *

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.