

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)



Purchase of services on production of educational video explainers and graphic elements, provision of methodological support for the online training course on election observation for domestic observers within the framework of the Council of Europe project "Supporting transparency, inclusiveness and integrity of electoral practice in Ukraine" Phase II.

Contract N° 8696/2021/24

The Council of Europe is currently implementing and until 31 December 2021 a two-phased Project on "Supporting the transparency, inclusiveness and integrity of electoral practice in Ukraine" (hereinafter – 'the Project').

The Project plans to develop an online training course on election observation for domestic election observers, including civil society and political parties' election observers. In that context, the Project is looking for Provider(s) to provide services on production of educational video explainers and graphic elements, as well as provide methodological support as regards the content and the format of the interactive online training course (see Section A of the Act of Engagement).

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 a legal person or consortia of legal and/or natural persons.

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 – video_graphics_methodological support.** 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 - video_graphics_methodological support.**

Type of contract ►	Framework contract
Duration ►	Until 31 December 2021
Deadline for submission of tenders/offers ►	29 October 2021
Email for submission of tenders/offers ►	REPU@coe.int
Email for questions ►	REPU@coe.int
Expected starting date of execution ►	01 November 2021

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

Within the framework of the Action Plan for Ukraine 2018 – 2022, the Council of Europe is currently implementing and until 31 December 2021 a two-phased Project on “Supporting the transparency, inclusiveness and integrity of electoral practice in Ukraine” (hereinafter – ‘the Project’).

Project activities during its Phase II (from 1 April 2020 to 31 December 2021) are aimed at:

- (1) enhancing the efficiency and integrity of organization of electoral process and electoral cooperation due to modernized approach and gender mainstreamed election management;
- (2) enhancing public participation and inclusiveness of political and electoral processes;
- (3) increasing women participation in political and public life.

In 2020, upon the request of the Central Election Commission of Ukraine (CEC) – Project main national partner, the Council of Europe supported the development and launch of the online Platform “CEC: prosvita” available upon the link <https://www.cvkpro.com/en>.

The “CEC: prosvita” online Platform (<https://www.cvkpro.com/en>) is a joint project of the Central Election Commission of Ukraine and the Council of Europe aimed at providing Ukrainian voters with constantly updated election related information and materials (infographics, leaflets, documents, videos), as well as encouraging them to learn more about elections in Ukraine, electoral process and procedures as foreseen in and by the Ukrainian electoral legislation. As of now, the “CEC: prosvita” online Platform contains 2 online training courses on elections for voters placed thereon (“Basic level course “Elections in simple terms” and Advanced level course “Local elections for voters”), as well as awareness-raising and educational materials about various aspects of the electoral process.

Herewith, upon the request of the CEC, the Project is currently developing one more online training course to be placed on the “CEC: prosvita”: “Election observation for domestic observers”. The course is targeted on civil society observers and political parties’ observers and aims to improve the knowledge of observers about European electoral heritage, standards in election observation and reporting techniques, as well as provisions of the national electoral legal framework which should be taken into account during observation.

Thus, with the expert and methodological support of the Council of Europe, content for 12 modules of the online training course on election observation, including scripts and storyboards for videos, respective subtitles, and description of graphic elements, has been developed by the Council of Europe national expert working group, and is ready to be used by a Service Provider for methodological processing of the developed content, as well as further production of educational video explainers and designing/layouting educational graphic elements.

Each module contains video explainers (video which uses animation (motion graphic) to provide visual/verbal message and “voice over” statements to deliver an idea in a simple, engaging and direct way) and graphic educational elements (including images and infographics).

Production of video explainers shall include but not be limited to: creating slides and static graphic elements for video; static graphic elements animation; sound recording (soundtrack); audio processing; adding sound effects (sfx); video creation and montage; video and sound recording (footage and separate fragments) of lectures as needed; inserting subtitles to videos.

Video explainer format shall be:

1. MP4 (codec h.264; bitrate: 320 kbps, without computer graphics artefacts in the video).
2. Video resolution 1080 HD (1920*1080).
3. Developed video explainers shall be adaptable for tablets and smartphones.

The developed video explainers shall meet the following criteria:

- Short in length: Developed video explainers should be eligible for separation into smaller parts (up to 1 minute each).
- Strong call to action (CTA): Video explainers should clearly state what they want their intended audience to do after watching.

- Focused on solving a problem: Developed video explainers shall be focused on addressing a specific problem and explaining the solution.
- Match brand and audience: Video explainers' style and tone of voice shall match that of the brand, as well as the customer they're trying to reach.
- High quality: Video explainers shall be of high quality, both in quality of production and quality of content, to effectively communicate a brand's value proposition.
- Product Inclusiveness: The program shall be fully adapted for blind individuals or with impaired vision and individuals with hearing impairment or deafness (subtitles).
- Language: Video explainers shall be developed in Ukrainian with Ukrainian and English subtitles.

The samples of the video explainers of the similar kind can be found upon the link: <https://www.youtube.com/playlist?list=PLdROUrIAIcqzacfcCK2pUBUQ9toTJIZUm>

Production of graphic educational elements shall include but not be limited to: development of images, illustrations, infographics, icons.

All the materials shall be developed with respect to the brandbook to be provided by the Project.

Methodological support for the online training course on election observation for domestic observers shall include revision of the developed content for the online training course from methodological perspective.

Total tentative duration of educational video explainers to be produced for 1 module is 10 minutes. Tentative number of graphic elements to be designed for 1 module is 50 designed items. The tentative number of pages for the revision from methodological perspective: 30 standard pages per 1 module (1800 symbols with spaces).

In view of this, the Council of Europe is looking for the Provider(s) (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on production of educational video explainers, production of design/layout for educational graphic elements and methodological support for processing the developed content for each module of the online training course for domestic observers (12 modules in total).

This Contract is currently estimated to cover up to 12 activities to be held by 31/12/2021. 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 600,000 Euros and the total amount of the object of present tender **shall not exceed 150,000 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

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 is considered exhaustive.

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.

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 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.

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

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.

³ The Council of Europe reserves the right to ask tenderers, at a later stage, to supply the following supporting documents:

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.

Eligibility criteria

- being a registered company specialised in the field of short motion videos production (educational video production will be an asset);
- at least 2 years' experience in provision of methodological support with regard to educational content development;
- previous experience in development and production of videos and graphic elements for online training courses will be an asset.

Award criteria

- Quality of the offer (70%), including:
 - (35%) professional portfolio and relevance of the tenderer's previous experience in provision of methodological support with regard to educational content and production of educational video explainers (creating slides and static graphic elements for video; static graphic elements animation; sound recording (soundtrack); audio processing; adding sound effects (sfx); video creation and montage; video and sound recording (footage and separate fragments) of lectures; inserting subtitles etc.) and graphic elements (development of images, illustrations, infographics, icons);
 - (35%) technical proposal (technical and human resources to be assigned to provide the requested services in full).
- Financial offer (30%).

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);
- Registration documents (scanned copy of originals in Ukrainian and English);
- A detailed professional portfolio in English, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- Links to produced videos and graphic elements;

- 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.

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.

- Technical proposal to undertake the work, including description of technical and human resources (particularly, CVs of the suggested personal to be involved in the activity) to be assigned for the provision of the requested services in full and the proposed timeframe of undertaking the work.

All documents shall be submitted in English, except scanned copies of the original registration documents to be submitted in Ukrainian, 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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