

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



Purchase of services for development of the Communication strategy and brand building (relaunch) for the Ombudsperson's Office in Ukraine to be done in the framework of the Project "Supporting Implementation of the European Human Rights Standards in Ukraine".

Contract N° 8883/2022/5

The Council of Europe is currently implementing the Project "Supporting Implementation of the European Human Rights Standards in Ukraine". The Project's general aim is to support Ukraine in effective implementation of the European human rights standards with a specific focus on combatting ill-treatment and rehabilitation of victims of torture, as well as to enhance the work of the Ukrainian Parliament Commissioner for Human Rights ("the Ombudsperson") to respond to the challenges related to the reporting of gross human rights violation and other areas placed under its mandate.

To build an effective communication and strengthen the Ombudsperson's Office interaction with the population, public institutions, expert and civil society there is a need to create a Communication strategy and relaunch the brand identity of the Ombudsperson's Office both digitally and offline in order to increase public trust in the institution, to raise public awareness about the Ombudsperson's mandate and existing means of human rights protection in Ukraine. The brand guidelines should serve as a visual and conceptual background for the Ombudsperson's Office website, visibility materials and communication activities representing in stylistically unified format all components/directions within the Ombudsperson's mandate.

The contracted Provider will closely work with the Ombudspersons Office to assess the needs, identify objectives, and develop the Communication strategy including the action plan of its realisation and the unique brand identity for the Ombudsperson Office. The strategy will be a basis for further communication campaigns to be implemented by the Ombudsperson Office.

In that context, the Project is looking for a Provider to render services on Communication strategy development and design of the brand identity for the Ombudsperson's Office.

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 **one-off contract** for the provision of deliverables described in the Technical Specifications (See Appendix 1). 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 8883/2022/5_Name of your company.** 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 3 (three) 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: Tender 8883/2022/5_Question**

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.](#)

Type of contract ▶	One-off contract
Duration ▶	20 December 2022
Deadline for submission of tenders/offers ▶	07 November 2022
Email for submission of tenders/offers ▶	dgi-coordination@coe.int
Email for questions ▶	dgi-coordination@coe.int
Expected starting date of execution ▶	09 November 2022

B. EXPECTED DELIVERABLES

The expected deliverables and the technical specification of each item are described in Technical Specifications (See Appendix I).

C. FEES

All tenderers are invited to submit a quote (proforma invoice), on their letterhead, indicating their fees.

A quote (proforma invoice) shall include:

- the Service Provider's name and address;
- its VAT number;
- the full list of services
- the fee per type of deliverables (VAT inclusive).
- the total amount of the deliverables (without VAT + VAT + with VAT)
- timeframe for delivering the service

D. ASSESSMENT

Exclusion criteria and absence of conflict of interests

(by signing the **Declaration of Agreement (Appendix IV)**, 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

- Legal person except consortia with an appropriate type of economic activity;

- At least 3 years of experience in the sphere of strategic communication, brand creation and related activities (experience of consultations provision, development and execution of SMM/digital marketing campaigns, PR-campaigns, designing branding strategies in various thematic areas , including graphic design);
- Technical resources of the company required for design of the branding strategy describing the methods the specifics of work to be undertaken;
- Timeframe – ability to meet the deadline for the deliverables.

Award criteria

- Quality of the offer (60%), including:
 - Demonstration of at least 3 branding campaigns for public authorities proven by samples of/links to previously developed branding strategies and the results of their practical implementation; 40%
 - Demonstrated the results of the successful cooperation with the state institutions and public offices; 20%
- Financial offer (40%).

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.

F. DOCUMENTS TO BE PROVIDED

Tenderers are invited to submit:

- A completed and signed copy of **the Contract (Appendix I)**
- A quote, describing their financial offer, in line with the requirements of section C of the Tender File (see above);
- Registration documents for legal persons (including those showing economic activities that the company is authorized to carry out)
- A list of all owners and executive officers, for legal persons only;
- **Declaration of agreement (Appendix IV)**
- Company's portfolio demonstrating experience in the field of development of communicative strategies and branding with at least three samples/links on the previously developed and implemented communication campaigns;
- Technical proposal describing operational capacities and qualifications of the human resources to be involved into the implementation of the assigned deliverables within the deadline set.

Contract and Declaration of agreement shall be submitted in English, other documents can 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.