

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)



Purchase of national consultancy services for the development of communication/visibility materials under the Project "Further Enhancement of Social and Economic Rights in Georgia"

Contract N 9202/01012024 - 01

The Council of Europe is currently implementing the Project "Further Enhancement of Social and Economic Rights in Georgia" from January 2024 until December 2025. In that context, it is looking for Providers for the provision of national consultancy services for the development of communication/visibility materials for the awareness-raising and outreach activities on social and economic rights, including developing and executing communication and public relations campaigns, engaging a new audience, creating content for social networks and Project web-page (posts, articles, newsletters, posters and video materials) in the framework of the above-mentioned Project.

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 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 on Communications Services - Social Rights in Georgia.** 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 8 (EIGHT) 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 for the Tender on Communications - Social Rights in Georgia**

Type of contract ▶	Framework contract
Duration ▶	Until 31 December 2025
Deadline for submission of tenders/offers ▶	10 September 2024 23h59 UTC+4
Email for submission of tenders/offers ▶	socialrightsgeorgia@coe.int
Email for questions ▶	APGeorgia@coe.int
Expected starting date of execution ▶	21 October 2024

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

The socio-economic circumstances of a large percentage of the population in Georgia require continuous focus on social and economic rights. The Project builds on the results achieved under the Council of Europe's previous action and aims to enhance the protection of social rights in line with international standards and best practices.

For this reason, the project focuses on strengthening the capacities of Georgian authorities, National Human Rights Institutions (HNRI), Civil Society Organisations (CSOs), and other relevant stakeholders for better provision and promotion of social and economic rights, with a particular focus on social rights of persons with disabilities and older persons.

In addition, the Project aims to promote and raise awareness of social rights and the European Social Charter (ESC) among target groups and the public in general, addressing, among others, the non-take-up of rights.

The Council of Europe is looking for a maximum of 30 (thirty) Providers (provided enough tenders meet the criteria indicated below) in order to support the implementation of the Project.

This Contract is currently estimated to cover up to *20 activities*, to be held by *31 December 2025*. 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 *1000 000* 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 Providers to support the implementation of the project and is divided into the following lots:

Lots	Maximum number of Providers to be selected
Lot 1: Guidance on outreach activities, including communication campaigns and development of communication and visibility strategies/concept papers and their effective implementation.	10
Lot 2: Conceptualising, scripting, filming, and editing videos and/or animated videos to support Project related outreach activities	10
Lot 3: Conceptualising, designing and producing visually compelling materials to support outreach efforts	10

Lot 1 concerns national consultancy services related to providing guidance on outreach initiatives, such as communication campaigns, visibility strategies, and developing insightful outreach activities depending on the target audience.

Lot 2 concerns national consultancy services related to conceptualising, scripting, filming, and editing videos and/or animated videos to support Project related outreach activities. The goal is to produce engaging and impactful video content that effectively communicates key messages and enhances visibility of the topic and initiative.

Lot 3 concerns national consultancy services related to conceptualising, designing and producing visually compelling materials to support outreach efforts. The goal is to create eye-catching and informative posters and infographics that effectively convey campaign messages and enhance audience engagement about social rights across diverse communication channels.

The Council will select the abovementioned number of Providers 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).

Scope of the Framework Contract

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

Under Lot 1:

- Elaborate concept papers and specific media content for activities;
- Develop communication strategy(s) for the Project and a corresponding action plan(s);
- Contribute to the development of information, awareness campaign(s) on relevant topics related to social rights.
- Provide communications and media consultation services including developing and executing communication and public relations campaigns, engaging a new audience;
- Implement the communication part of the Project activities and assist in organisation of activities on the spot;
- Monitor the effectiveness of the Project's communication strategy;
- Provide other deliverables as related to the above and as requested by the Council of Europe.

Under Lot 2:

- Develop videos and/or animated videos, including the concept and script, screenplay of the videos, on Project related topics;
- Provide other deliverables as related to the above and as requested by the Council of Europe.

Under Lot 3

- Develop various visibility materials including but not limited to posters, leaflets, brochures and infographics, including concept of these materials, on the Project related topics;
- Provide other deliverables as related to the above and as requested by the Council of Europe.

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.

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.

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;

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.

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.

- 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.

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

- Graduate university degree in Communications, Marketing, Public Relations, Journalism, International relations or any other related field;
- A minimum of three (3) years' professional experience in elaboration of concept papers and media content for communication of specific activities;
- A minimum of three (3) years' professional experience in development of communication strategies and corresponding action plans and development and execution of communication campaigns;
- Excellent command of Georgian (native speaker) and English (minimum CEFR-B2 Level) in speaking and writing.

Lot 2

- A minimum of three (3) years of experience in the field of video and/or animated video production;
- Experience of production of videos in cooperation with international organisations (At least one video realised in cooperation with an international organisation on human rights topics);
- Excellent command of Georgian (native speaker) and English (minimum CEFR-B2 Level) in speaking and writing.

Lot 3

- Advanced knowledge in graphic design and graphic design software (Certified course or Degree);
- A minimum of three (3) years proven track record in designing infographics/illustrations/data visuals on various topics;
- Experience of production of infographics (at least one video realised in cooperation with an international organisation on human rights topics);
- Excellent command of Georgian (native speaker) and English (minimum CEFR-B2 Level) in speaking and writing.

Award criteria

Lot 1

- **Quality of the offer (80 points), including:**
 - Strong background in at least two and/or more of the following: journalism, media, communication, public relations, development, community engagement **(20 points)**;
 - Knowledge of the national and regional context in the field of social and economic rights relevant to the areas covered by this call will be a strong asset **(20 points)**
 - Relevance of the experience of the tenderer in the areas covered by this call, including previous similar assignments with international organisations **(20 points)**;
 - Experience in carrying out similar public relations and awareness raising campaigns and developing communication strategy and action plan; **(20 points)**
- **Financial offer (20 points)**

Lot 2

- **Quality of the offer (80 points), including:**
 - Strong background in video and/or animated video production **(40 points)**
 - Relevance of the experience of the tenderer in the areas covered by this call, including previous similar assignments; **(20 points)**
 - Experience of production of videos on human rights topics will be a strong asset; **(20 points)**
- **Financial offer (20 points)**

Lot 3

- **Quality of the offer (80 points), including:**
 - Strong background in designing infographics/illustrations/data visuals; **(40 points)**
 - Experience on development of various visibility materials including but not limited to posters, leaflets, brochures and infographics, including concept of these materials, on the Project related topics; **(20 points)**
 - Relevance of the experience of the tenderer in the areas covered by this call; **(10 points)**
 - Experience of production of infographics on human rights topics will be a strong asset; **(10 points)**
- **Financial offer (20 points)**

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 Engagement⁴** (See attached);
- A detailed CV, preferably in Europass Format, demonstrating clearly that the tenderer fulfils the eligibility and award criteria; This also applies in case of a legal entity or a consortium. They have to submit a required CV for an expert(s) that they will nominate within the framework of this tender;
- Registration documents, for legal persons only (the submission of the document is preferred to be in English. However, it will also be acceptable in Georgian);
- Motivation letter demonstrating the necessary and relevant experience and education of the applicant;
- Portfolio that demonstrates relevant experience. If the materials from portfolio are available only in Georgian, please, provide respective one pager in English briefly describing the content.
- Contact details of 3 (three) relevant referees, from among previous employers or clients (name, surname, phone number and e-mail).

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.

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.

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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