



CALL FOR TENDERS

FOR THE PROVISION OF INTELLECTUAL CONSULTANCY SERVICES TO DEVELOP AND IMPLEMENT A COMMUNICATION STRATEGY AND ACTION PLAN FOR BARNAHUS SERVICES IN IRELAND

2023/AO/106

Object of the procurement procedure ►	Intellectual consultancy services to develop and implement a Communication Strategy and Action Plan for Barnahus services in Ireland
Project ►	BH 4922 - PMM ID 3277: "Supporting the implementation of the Barnahus model in Ireland"
Organisation and buying entity ►	Council of Europe Children's Rights Division
Type of contract ►	Framework Contract
Duration ►	Until 11 February 2025
Expected starting date ►	01 February 2024
Tender Notice Issuance date ►	18 December 2024
Deadline for tendering ►	15 January 2024 23h59 CET

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The TENDER RULES explain the procedure through which the tenders will be submitted by the tenderers and assessed by the Council of Europe.
- **The ACT OF ENGAGEMENT (See Document attached)** is the document formalising the consent of the Parties to be bound by the LEGAL CONDITIONS, which are the legal provisions which will be applicable between the Council of Europe and the selected Providers. It also contains the TABLE OF FEES, which indicates the applicable fees, throughout the duration of the contract.

HOW DOES A FRAMEWORK CONTRACT WORK?

STAGE 1:

SELECTION of qualified Providers through a call for tenders and signature of a framework contract with all the pre-selected Providers.

STAGE 2:

ORDER(s) are addressed, on an as needed basis, throughout the duration of the contract, to the designated Provider(s).

EXECUTION as from the date of signature of each Order, unless the Order concerned provides otherwise.

HOW TO SUBMIT A TENDER?

STEP 1: Read the **TENDER FILE**

STEP 2: Complete the **ACT OF ENGAGEMENT** and collect the required **SUPPORTING DOCUMENTS**, as listed in section G of the terms of reference (below).

STEP 3: Send your **TENDER**, in accordance with the Tender Rules

PART I – TERMS OF REFERENCE

CALL FOR TENDERS FOR THE PROVISION OF INTELLECTUAL CONSULTANCY SERVICES TO DEVELOP AND IMPLEMENT A COMMUNICATION STRATEGY AND ACTION PLAN FOR BARNAHUS SERVICES IN IRELAND 2023/AO/106

A. BACKGROUND

Barnahus (Children's House) is the leading European model for a child-friendly, interagency and interdisciplinary response to child sexual abuse. The Council of Europe is currently implementing the Project "Barnahus Ireland: Supporting the implementation of the Barnahus model in Ireland". It is co-financed by the EU Structural Reform Support Programme and implemented in close cooperation with the EU DG Reform and the Department of Children, Equality, Disability, Integration and Youth (DCEDIY) for the period 12/08/2022 to 11/02/2025.

In 2017, Ireland successfully implemented the Children First Act 2015, which introduced mandatory reporting of suspected child abuse. In 2019 the DCEDIY provided finance to support the implementation of a pilot "One House" Barnahus project in Galway, which is part of the PROMISE II project. The centre in Galway, known as Barnahus West, began receiving referrals in November 2020 and the Child Protection Agency (Tusla), the Health Service Executive (HSE) and the National Police (An Garda Síochána) are able to provide their services under the same roof. The current project sets to address the challenges faced during the implementation of the pilot and facilitate the roll out of the Barnahus model in the South (Cork) and the East (Dublin).

The project has two main outputs:

1. The three Barnahus sites are initiated: the design and operations are set up, well-coordinated and standardised
2. The Barnahus model is integrated into practice and staff is confident in its use and in applying interagency processes

The project aims to increase the visibility of the Barnahus model Ireland, as well as to raise awareness on child sexual abuse in the country, through different media and communication channels and platforms, including social media.

The Council of Europe is looking for a maximum of 10 Providers (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on developing a Communication Strategy, a Communication Action Plan, website design and developing a visual identity.

This Contract is currently estimated to cover up to 5, to be held by 11 of February 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 666 667 Euros and the total amount of the object of present tender should in principle 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.

B. 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: Development of a Communication Strategy and Action Plan for Barnahus	5
Lot 2: Design of digital assets for a webpage and development of a visual identity for Barnahus Ireland	5

Lot 1 concerns the Development of a Communication Strategy and Action Plan for Barnahus: concerns the provision of intellectual services for the development of a Communication Strategy and national branding for the Barnahus model in Ireland, including identification of key messages and a shared understanding of what language should be used to describe the model in an Irish context, identification of key media platforms online and offline to promote the messages, determination of communication objectives, means, and dissemination channels, key milestones and events to raise awareness on child sexual abuse in Ireland. The Strategy and Action Plan should incorporate feedback from consultations with children and key stakeholders.

Lot 2 concerns the Design of a webpage and development of a visual identity for Barnahus Ireland: development of digital assets for a webpage for the Barnahus model in Ireland including its three Barnahus sites, and developing a visual identity for the national Barnahus services, based on the already existing visual identity of Barnahus West in Galway.

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).

C. SCOPE OF THE FRAMEWORK CONTRACT

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

Under Lot 1:

- Development of a Communication Strategy for Barnahus in Ireland, including identification of key messages and a shared understanding of what language should be used to describe the model in an Irish context, identification of key media platforms online and offline to promote the messages, determination of communication objectives, means, and dissemination channels, further developing the strategic vision of national implementation, and determination of roles and responsibilities of different stakeholders and staff involved in Barnahus regarding communication;
- Development of a Communication Action Plan for Barnahus in Ireland, based on the Communication Strategy, with time-bound activities, calendar, key milestones and events to raise awareness on child sexual abuse in Ireland and to promote the services of Barnahus in Ireland;
- Organisation of communication workshops;
- Development on guidelines on communication modalities amongst the three Barnahus sites;
- Development of FAQs/Glossary of terms by working closely with relevant stakeholders, to clearly communicate the goals of the Barnahus model in an Irish context to all stakeholders, and the wider public;
- Consultation with relevant stakeholders, including children, and the staff of the three Barnahus sites, to collect information and to validate the proposed Strategy.
- Incorporation of feedback from project team and relevant stakeholders to the Strategy.

Under Lot 2:

- Designing of digital assets for a webpage for Barnahus services nationally in line with Irish government website style guidelines, to be hosted on the gov.ie platform;
- Development of a visual identity and cohesive national branding for the implementation of the Barnahus model, building on the existing visual identity of Barnahus West in Galway.

Note: 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.

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).

D. FEES

Tenderers are invited to indicate their unit fees, by completing the table of fees, as attached in Section A of 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 E below) the global fee corresponding to each deliverable, calculated on the basis of the daily fees, as agreed by this Contract]

E. HOW WILL THIS FRAMEWORK CONTRACT WORK? (ORDERING PROCEDURE)

Once this consultation and the subsequent selection are completed, you will be informed accordingly. Deliverables will then be carried out on the basis of Order Forms submitted by the Council to the selected Service 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 of 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 5 (five) 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 quote¹ (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;

¹ It must strictly respect the fees indicated in Section A of the Act of Engagement as recorded by the Council of Europe. In case of non-compliance with the fees as indicated in the Act of Engagement, the Council of Europe reserves the right to terminate the Contract with the Service Provider, in all or in part.

- 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 Service 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.

F. ASSESSMENT

Exclusion criteria (by signing the Act of Engagement, you declare on your honour not being in any of the below situations)²

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

For Lot 1:

- A university/higher education degree in communications, marketing, media studies, public relations, or a related field;
- At least 5 years of professional experience in the areas related to development of Communication Strategies and Action Plans;
- At least 3 years of experience on the implementation of activities in the area of awareness-raising on social issues/human rights and designing Communication and Action Plans.

² 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 requirements listed above under "exclusion criteria" are met;
- A certificate issued by the competent authority of the country of incorporation indicating that the fourth requirement 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).

- C1 written and verbal command of English.

For Lot 2:

- A university/higher education degree in communications, marketing, media studies, public relations, or a related field;
- At least 5 years of professional experience in the areas related to website development and visual identity development;
- At least 3 years of experience on the implementation of activities in the area designing the online and offline presence of an organisation/association/service provider, including website and visual identity.
- C1 written and verbal command of English.

Award criteria

- **Criterion 1:** Quality of the offer (80%), including:
 - Professional experience in developing Communications and developments of Communication Strategies and Action Plans in relation to the subject of the tender (25 pts);
 - Professional experience in developing websites, and visual identities in relation to the subject of the tender (25 pts);
 - Experience working on Communication campaigns with government agencies and on the topic of human rights and children's rights (10 pts);
 - Creativity and inclusion shown in previous sample deliverables and projects (10 pts);
- **Criterion 2:** Financial offer (30%).

The Council reserves the right to hold interviews with tenderers.

Multiple tendering is not authorised.

G. DOCUMENTS TO BE PROVIDED

- **A completed and signed copy of the Act of Engagement;**³
- 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;
- CVs of persons allocated to the execution of the contract, for legal persons only;
- **Motivation letter** demonstrating the tenderer's understanding of the Council of Europe needs and clearly indicating relevant professional experience and expertise for the lot(s) tendered for;
- Sample of previous work relevant to the subject of the tender in English.

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.

* * *

³ 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.

PART II – TENDER RULES

CALL FOR TENDERS

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ARTICLE 1 – IDENTIFICATION OF THE CONTRACTING AUTHORITY

1.1 Name and address

COUNCIL OF EUROPE

Children's Rights Division
Avenue de l'Europe
F-67075 Strasbourg Cedex

1.2 Background

The activities of the Organisation are governed by its Statute. These activities concern the promotion of human rights, democracy and the rule of law. The Organisation has its seat in Strasbourg and has set up external offices in about 20 member and non-member states (in Ankara, Baku, Belgrade, Brussels, Bucharest, Chisinau, Erevan, Geneva, Kyiv, Lisbon, Paris, Podgorica, Pristina, Rabat, Sarajevo, Skopje, Tbilisi, Tirana, Tunis, Warsaw, Venice and Vienna).

Council of Europe procurements are 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. The Organisation enjoys privileges and immunities provided for in the General Agreement on Privileges and Immunities of the Council of Europe, and its Protocols, and the Special Agreement relating to the Seat of the Council of Europe.⁴

Further details on the project are provided in the Terms of Reference.

ARTICLE 2 – VALIDITY OF THE TENDERS

Tenders are valid for 180 calendar days as from the closing date for their submission.

ARTICLE 3 – DURATION OF THE CONTRACT

The duration of the framework contract is set out in Article 2 of the Legal Conditions in the Act of Engagement.

ARTICLE 4 – CHANGE, ALTERATION AND MODIFICATION OF THE TENDER FILE

Any change in the format, or any alteration or modification of the original tender will cause the immediate rejection of the tender concerned.

ARTICLE 5 – CONTENT OF THE TENDER FILE

The tender file is composed of:

- Technical specifications/Terms of reference;
- Tender rules;

- An Act of Engagement, including the Legal Conditions of the contract.

ARTICLE 6 – LEGAL FORM OF TENDERERS

The tenderer must be either a natural person, a legal person or consortia of legal and/or natural persons.]

ARTICLE 7 – SUPPLEMENTARY INFORMATION

General information can be found on the website of the Council of Europe: <http://www.coe.int>

Other questions regarding this specific tendering procedure shall be sent at the latest by **one week before the deadline for submissions of tenders**, in [English or French], and shall be exclusively sent to the following address: Teresa.Gil-Ricol@coe.int.

This address is to be used for questions only; for modalities of tendering, please refer to the below Article.

ARTICLE 8 – MODALITIES OF THE TENDERING

Tenders must be sent to the Council of Europe **electronically**.

Electronic copies shall be sent only to cdm@coe.int with reference no. **2023/AO/106** in the subject field. Tenders submitted to another e-mail account will be excluded from the procedure.

ARTICLE 9 – DEADLINE FOR SUBMISSION OF TENDERS

The deadline for the submission of tenders is 15 January 2023 by 23:59 CET.

ARTICLE 10 – ASSESSMENT OF TENDERS

Tenders shall be assessed in accordance with Rule 1395 of 20 June 2019 on the procurement procedures of the Council of Europe. Assessment shall be based upon the criteria as detailed in the Terms of Reference.

ARTICLE 11 – NEGOTIATIONS

The Council reserves the right to hold negotiations with the bidders in accordance with Article 20 of Rule 1395.

* * *

⁴ Available on the website of the Council of Europe Treaty Office: www.conventions.coe.int

FINAL CHECK LIST

1) BEFORE SENDING YOUR TENDER, CHECK THAT IT INCLUDES:

- **A completed and signed copy of the Act of Engagement;**
 - 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;
 - CVs of persons allocated to the execution of the contract, for legal persons only;
 - **Motivation letter** demonstrating the tenderer's understanding of the Council of Europe needs and clearly indicating relevant professional experience and expertise for the lot(s) tendered for;
 - Additional, as relevant: links and/or samples of previous work if in English.
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2) HOW TO SEND TENDERS?

Tenders must be sent to the Council of Europe **electronically**.

Electronic copies shall be sent only to cdm@coe.int with reference no. **2023/AO/106** in the subject field. Tenders submitted to another e-mail account will be excluded from the procedure.

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