**TENDER FILE / TERMS OF REFERENCE**

**(Competitive bidding procedure / Framework Contract)**

**Purchase of services on communication and visibility under the Project “Strengthening Democratic Culture in Basic Education” in Turkey**

The Council of Europe is currently implementing a Project on Strengthening Democratic Culture in Basic Education in Turkey, which will continue until August 2021. In that context, it is looking for Providers for the provision of services on communication and visibility to be requested by the Council on an as needed basis.

1. 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 Europe[[1]](#footnote-1), 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 either a natural person, a self-employed sole trader, or a duly registered limited or unlimited liability company with a single employee/director.

Tenders shall be submitted **by email only** (with attachments) **to the email address indicated in the table below, with the following reference in subject: Consultancy services on communication and visibility.** 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: Question - Consultancy services on communication and visibility.**

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| --- | --- |
| **Type of contract ►** | Framework contract  |
| **Duration ►** | Until 02 August 2021 |
| **Deadline for submission of tenders/offers ►** | **14 February 2020** |
| **Email for submission of tenders/offers ►** | **ankara.office@coe.int** |
| **Email for questions ►** | ankara.office@coe.int |
| **Expected starting date of execution ►** | 24 February 2020 |

1. EXPECTED DELIVERABLES

**Background of the Project**

The consultancy services are to be delivered in the framework of the Project “Strengthening Democratic Culture in Basic Education” (SCoD). The project aims to integrate a democratic school culture that corresponds with universal core values as well as fundamental rights and freedoms into the Turkish education system. The Project started on 2 August 2018, it will last 36 months, and the main beneficiary of the Project is the Ministry of National Education of the Republic of Turkey (MoNE).

The Project expects to achieve the following main results:

1.Policy recommendations for a strategic action plan for the integration of competences for democratic culture with awareness of human rights and democracy into the basic education system and school practices are developed.

2.Education materials based on human rights, democracy and universal core values are developed for basic education institutions*.*

3.Basic education school teachers and education practitioners are equipped with competences for democratic culture.

4. Basic education institutions as well as school community and general public have an increased awareness and better understanding of democratic school culture.

The target group of the Project comprises 110 pilot schools (30 pre-schools, 40 primary schools and 40 middle schools), their administrative staff and school community, teachers, studentsand their parents, education policy-makers and education authorities. The pilot schools are located in 10 provinces from different regions of Turkey: Adana, Aydın, Burdur, Çanakkale, Iğdır, Kars, Muğla, Sinop, Sivas, and Yozgat.

Further information regarding the Project activities is available on the Project webpage: <https://www.coe.int/tr/web/ankara/joint-project-on-strengthening-democratic-culture-in-basic-education>

The Council of Europe is looking for a maximum of 9 Providers (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on communication and visibility.

This Contract is estimated to relate with 20 activities of the project, to be held until 2 August 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 4,000,000 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 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: Project communication and visibility strategy | 3 |
| Lot 2: Project visual identity | 3 |
| Lot 3: Audio-visual materials | 3 |

Lot 1 concerns supporting the implementation of the Project communication and visibility strategy, mainly focusing on disseminating the Project results to target groups in pilot provinces and to the wider public across the country and beyond.

Lot 2 concerns designing the Project visual identity, including the Project logo, posters, slogans, as well as original drawings/illustrations for the Project education materials.

Lot 3 concerns the production of audio-visual materials, including infographics, short videos of the project activities, etc.

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:

* draft and design Project newsletters / press releases to inform the target audience about the recent Project results
* provide advice on the designing of project visual identity, including project slogan, logo, project posters, brochures, book covers, etc.
* provide guidance and/or present results regarding the communication and visibility of the Project
* attend the relevant project activities for these purposes, where needed

Under Lot 2:

* produce Project logo(s) and slogan(s)
* design posters, leaflets and other visual items for specific components/outputs of the Project
* produce original drawings/illustrations and photographs for education materials developed under the Project
* design cover pages for Project materials, and
* attend the relevant project activities for these purposes, where needed

Under Lot 3:

* produce short videos of the Project activities, which might include a general introductory video of the Project and/or more specific videos demonstrating the pilot implementation in pilot schools
* produce infographic videos illustrating the specific Project contents, e.g. the competences for democratic culture, the “whole school model” developed under the Project, results of the pilot implementation, etc.
* attend the relevant project activities for these purposes, where needed

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 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).

1. FEES

Tenderers are invited to indicate their daily 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. 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 D below) the global fee corresponding to each deliverable, calculated on the basis of the unit fees, as agreed by this Contract.

1. 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 quote[[2]](#footnote-2) (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.

1. 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]](#footnote-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;
* 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;
* 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](http://www.sanctionsmap.eu)).

*Eligibility criteria*

* University Degree in the fields of communications, media, or other fields relevant to the assignment (for natural persons only);
* Excellent written and oral communication skills in English and native speaker level of Turkish (for legal persons, this criterion concerns the company representative(s) to work on the expected deliverables);
* Minimum of five (5) years of professional experience in the field of communication and visibility;
* Minimum two (2) years’ experience of working with international organisations;
* Knowledge and understanding of the functioning of the Turkish education system;
* Experience in working with similar target groups, e.g. schools, teachers, students, education authorities, etc.

*Award criteria*

* Quality of the offer (70%), including:
	+ Relevance of the professional experience for the scope of this tender;
	+ Quality of the previous work completed.
* Financial offer (30%).

Multiple tendering is not authorised.

1. NEGOTIATIONS

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

1. DOCUMENTS TO BE PROVIDED
* A completed and signed copy of the **Act of Engagement[[4]](#footnote-4)** (See attached);
* A detailed CV, preferably in Europass Format, demonstrating clearly that the tenderer fulfils the eligibility criteria (for natural persons only);
* A list of all owners and executive officers, for legal persons only;
* A motivation letter in English, demonstrating the tenderer’s interest in the Project and suitability for providing the above deliverables;
* A list of previous work completed by the tenderer (including, where relevant, a link to the produced outputs)
* A sample of previous work completed by the tenderer, related to the lot(s) that the tenderer applies for

**All documents shall be submitted in English (except for sample of previous work, which may also be submitted in Turkish), 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.**

**\* \* \***

1. The activities of the Council of Europe are governed by its [Statute](https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=0900001680306052) 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](https://search.coe.int/intranet/Pages/result_details.aspx?ObjectId=090000168094853e). [↑](#footnote-ref-1)
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. [↑](#footnote-ref-2)
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 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). [↑](#footnote-ref-3)
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. [↑](#footnote-ref-4)