

TENDER FILE / TERMS OF REFERENCE

(Competitive bidding procedure / Framework Contract)

Purchase of intellectual consultancy services to develop and implement a Communication Strategy and Action Plan for Barnahus services in Finland



FC.DGII.BH4798.2023.02

The Council of Europe is currently implementing a Project on Ensuring child-friendly justice through the effective operation of the Barnahus-Units in Finland. It is co-financed by the EU Structural Reform Support Programme and implemented in close cooperation with the EU DG Reform and the Finnish National Institute of Health and Welfare (THL) for the period 1/9/2021 to 29/2/2024.

In that context, the Council is looking for Providers for the provision of intellectual consultancy services to provide technical assistance in the following areas: 1) Development of a Communication Strategy and Action Plan for Barnahus in Finland; 2) Implementation of the Communication Strategy through an Action Plan.

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 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 legal person or consortium of natural and/or legal person.

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 Communication – Barnahus Finland.** 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 question**

s shall be submitted at least seven 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 – Tender Communication – Barnahus Finland.

Type of contract ▶	Framework contract
Duration ▶	Until 29 February 2024
Deadline for submission of tenders/offers ▶	25 August 2023
Email for submission of tenders/offers ▶	children@coe.int
Email for questions ▶	children@coe.int
Expected starting date of execution ▶	15 September 2023

A. EXPECTED DELIVERABLES

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](#).

Background of the Project

Barnahus (Children's House) is the leading European model for a child-friendly, interagency and interdisciplinary response to child sexual abuse. Its core purpose is to coordinate parallel criminal and child welfare investigations and provide support services for child victims and witnesses of violence in a child-friendly and safe environment. Its unique interagency approach brings together under one roof all relevant services involved in child sexual abuse cases, including social workers, law enforcement officers, prosecutors, judges, defence attorneys, and medical professionals. The objective is to avoid re-victimisation of the child and provide every child with a coordinated and effective response that has a legal standing.

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The project is divided into three main components:

1. Improving the legislative and policy framework for the functioning of Barnahus services in Finland;
2. Strengthening inter- and multi-agency coordination mechanisms to reduce the delays in the duration of the judicial processes related to child victims of violence;
3. Increasing awareness on child sexual abuse through child participation.

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

In that context, the Council is looking for Providers for the provision of intellectual consultancy services to provide technical assistance in the following areas: 1) Development of a Communication Strategy and Action Plan for Barnahus in Finland; and 2) implementation of the Communication Strategy through the Action Plan.

The Council of Europe is looking for maximum 10 Providers in order to develop a Communication Strategy and implement it through an Action Plan.

This Contract is currently estimated to cover up 5 activities, to be held by 29 February 2024. 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 the present tender **shall not exceed 55,000 Euros tax exclusive** for the whole duration of the 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 two (2) lots as detailed below.

Lots	Maximum number of Providers to be selected
Lot 1: Development of a Communication Strategy for Barnahus	5
Lot 2: Implementation of the Communication Strategy through an Action Plan	5

Lot 1 concerns the provision of intellectual services for the development of a Communication Strategy for Barnahus in Finland, including identification of key messages, identification of key media platforms online and offline to promote the messages, determination of communication objectives, means, and dissemination channels, and determination of roles and responsibilities of different stakeholders and staff involved in Barnahus regarding communication;

Lot 2 concerns the provision of intellectual services for the development of an Action Plan to implement the Communication Strategy and the implementation of the activities described in the Action Plan;

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).

Scope of the Framework Contract

The pre-selected Providers may be requested to work independently or as part of a team with other Provider(s). Throughout the duration of the Framework Contract, pre-selected Providers may be asked to provide the following types of services:

Under **Lot 1: Development of a Communication Strategy for Barnahus**

- Development of a Communication Strategy for Barnahus in Finland, including identification of key messages, identification of key media platforms online and offline to promote the messages, determination of communication objectives, means, and dissemination channels, and determination of roles and responsibilities of different stakeholders and staff involved in Barnahus regarding communication;
- Consultation with relevant stakeholders, including children, and the staff of the five Barnahus-units, to collect information and to validate the proposed Strategy.
- Incorporation of feedback from project team and relevant stakeholders to the Strategy.

Under **Lot 2: Implementation of the Communication Strategy through the Action Plan**

- Development of a Communication Action Plan for Barnahus in Finland, based on the Communication Strategy, with time-bound activities, calendar, key milestones and events to raise awareness on child sexual abuse in Finland and to promote the services of Barnahus in Finland;
- Implementation of the activities described in the Action Plan: development of communication materials, launching campaigns, organising events and workshops;
- Consultation with relevant stakeholders, including children, and the staff of the five Barnahus units, to collect information and to validate the proposed Strategy;
- Incorporation of feedback from project team and relevant stakeholders to the Strategy;
- Collection of data on engagement online and offline with the awareness-raising activities of the Communication and Strategy and Action Plan.

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).

Written documents produced by the Provider shall be in English.

B. 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. 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 C below) the global fee corresponding to each deliverable, calculated on the basis of the unit fees, as agreed by this Contract.

C. 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.

D. 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;

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;
- 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).

- 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 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 natural persons:

- **For all Lots:**
 - 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 the fields of expertise as described under the scope of this contract;
 - At least 3 years of experience on the implementation of activities in the area of awareness-raising on social issues/human rights and designing the online and offline presence of an organisation/association/service provider.
 - C1 written and verbal command of Finnish, and B2 written and verbal command of English.

For legal persons:

Same requirements as for natural persons mentioned above, to be applied for the natural persons allocated to the execution of the contract.

Award criteria

- Quality of the offer (70%), including:
 - Professional experience in the fields of expertise covered by this tender, including length of experience and proven track record of practical achievements in the given field;
 - If provided, relevance and quality of examples and sample deliverables (e.g. draft materials recently produced, training outlines or training methodologies employed);
 - Practical experience from working in a Barnahus-type context is considered as an advantage.
- Financial offer (30%).

The Council reserves the right to hold interviews with tenderers.

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

- **A completed and signed copy of the Act of Engagement⁴** (See attached);
- A **detailed CV**, 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;

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.

- **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 or French.

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.

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