

## TENDER FILE / TERMS OF REFERENCE (Competitive bidding procedure / Framework Contract)

### Purchase of a consultancy service for the content of an online awareness raising campaign Contract N 8547/21072019-01

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

The Council of Europe (Council) is currently implementing the cooperation project '[Fight against discrimination, hate crimes and hate speech in Georgia](#)'. The project aims to contribute to ensuring that the legal framework is in place and institutions and key stakeholders implement policies tackling discrimination, racism, and hate speech in Georgia, and increase public awareness and appreciation for the laws' contribution towards democracy, human rights, peace and prosperity in Georgian society.

In that context, the Council is looking for a Provider to research and develop content for the online awareness raising campaign '[I choose equality](#)' to be requested by the Council on an as needed basis.

#### 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 Europe<sup>1</sup>, 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: Communication Local Consultancy.** 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: Questions Communication Local Consultancy**

Based on needs, this Contract might be used also by other Units or Divisions within the Anti-discrimination Department.

Type of contract ►	Framework contract
Duration ►	Until 31 December 2019
Deadline for submission of tenders/offers ►	<b>11 August 2019</b>
Email for submission of tenders/offers ►	<a href="mailto:tenders.antidiscrimination@coe.int">tenders.antidiscrimination@coe.int</a>
Email for questions ►	<a href="mailto:Nino.Kheladze@coe.int">Nino.Kheladze@coe.int</a>
Expected starting date of execution ►	15 September 2019

<sup>1</sup> 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 Council of Europe is implementing the cooperation project '[Fight against discrimination, hate crimes and hate speech in Georgia](#)' which aims to provide expertise, build competences, advocate and raise awareness among policy makers, legal and law enforcement agencies and civil society organisations to enable them to:

- fully align national legislation and bylaws on anti-discrimination, hate crimes and hate speech and monitoring mechanism (in particular [ECtHR](#), [ECRI](#) and [FCNM](#)) in accordance with European standards;
- ensure its effective implementation;
- increase public appreciation for the laws' contribution towards democracy, human rights, peace and prosperity in Georgian society.

In line with the objectives outlined above the Council of Europe will coordinate an awareness raising campaign '[I choose equality](#)' to increase the public awareness about:

- negative impact of discrimination, hate crimes and hate speech on the well-being of young people, vulnerable groups and general public in Georgia;
- the rights of minorities and other vulnerable groups and the diversity in Georgian society;
- redress mechanisms for persons affected by discrimination, hate crime and hate speech;
- contribution of human rights and democratic values, and the Georgian anti-discrimination laws to the peace and prosperity in Georgia.

Main targets of the campaign include general public mainly focusing on youth up to 30 years, alleged victims of discrimination, NGOs and Civil Society activists, public relations departments of project stakeholders and media representatives.

The Council of Europe is looking for one Provider in order to support the implementation of the awareness raising campaign '[I choose equality](#)' with a particular expertise on researching and drafting content for online platforms to raise public awareness on the topics listed above.

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.

### Scope of the Framework Contract

Throughout the duration of the Framework Contract, pre-selected Providers may be asked to, in consultation with a PR company responsible for design and management of the online platforms and the Council secretariat:

- research and draft engaging content for online platforms (Facebook and a website);
- review the online media calendar and add suggestions whenever needed;
- content could include, but not be limited to, information for infographics, surveys, interviews, statistics, blogs, one pagers, photo stories, online quizzes;
- Minimum 4 (maximum x 6) original content per month.

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.

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).]

#### 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. Tenders proposing fees above the exclusion level indicated in the Table of fees will be **entirely and automatically** excluded from the tender procedure.

#### D. 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 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).

#### Providers subject to VAT

The Provider, **if subject to VAT**, shall also send, together with each signed Form, a quote<sup>2</sup> (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)<sup>3</sup>

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.

<sup>2</sup> It must strictly respect the fees indicated in the Act of Engagement. In case of non-compliance with these fees, the Council of Europe reserves the right to terminate the Contract with the Provider, in all or in part.

<sup>3</sup> The Council of Europe reserves the right to ask tenderers, at a later stage, to supply 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, and a certificate issued by the competent authority of the country of incorporation indicating that the fourth criterion is met.

*Eligibility criteria*

- Bachelor's degree in the field of communications, journalism, marketing, law, human rights, social studies, or equivalent
- Minimum 2 years' experience (paid or voluntary) and knowledge of human rights and anti-discrimination issues - experience in drafting for online communication/social media would be an asset
- Fluent in Georgian, English (spoken and written).

*Award criteria*

- Quality of the offer (70%), including:
  - Experience in developing the content for online media, preferably on human rights issues and anti-discrimination policies;
  - Proposed outline for future campaign content;
  - Capacity to meet the required deadlines;
  - Knowledge of local context as regards human rights protection in Georgia;
  - Interview;
- Financial offer (30%).

Tenderers will be shortlisted for the interview according to the eligibility criteria specified in the tender file. The interviews will take place in July.

Multiple tendering is not authorised.

## F. DOCUMENTS TO BE PROVIDED

- A completed and signed copy of the **Act of Engagement**<sup>4</sup> (See attached);
- A detailed CV, demonstrating clearly that the tenderer fulfils the eligibility criteria;
- Examples of previous work, in English and Georgian, not exceeding three pages and/or links to online examples.
- Motivation letter;
- A short outline on the possible future content for online communication not exceeding 3 pages A4
- 2 (two) referees' contact details.

**All documents shall be submitted in English, failure to do so will result in the exclusion of the tender.**

**It is the tenderers responsibility to ensure links to information online is functional and without password limitations.**

**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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<sup>4</sup> 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.