

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

Purchase of the communication and online media consultancy service for the awareness raising campaign *Contract N° 8547/21072019-02*

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

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

In that context, it is looking for a Provider for the provision of a consultancy service to further develop the communication strategy for the awareness-raising campaign '[I choose equality](#)' and ensuring its implementation by managing the [campaign Facebook page](#) with engaging informative materials posted on regular basis, and additional material, including short promotional films, as requested by the Council on an as needed basis, in compliance with the ordering procedure defined in the Framework Contract.

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 €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 a legal person except consortia.

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_Online Media_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_Online_Media_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 ▶	11 August 2019
Email for submission of tenders/offers ▶	tenders.antidiscrimination@coe.int
Email for questions ▶	Nino.Kheladze@coe.int
Expected starting date of execution ▶	15 September 2019

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 1393 of 20 June 2019 on the procurement procedures of the Council of Europe](#).

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 to increase the public awareness about:

- persistence and 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 the 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 (provided enough tenders meet the criteria indicated below) in order to support the implementation of the project with a particular expertise on the field of social media management and communication consultancy.

Some of the content of the campaign may be of a sensitive nature; expert knowledge of anti-discrimination topics, and minority and vulnerable groups in Georgia will be required; and some content will also require research. For these reasons, the Council will engage a consultant who will be available to advise and assist the chosen Provider where necessary. The Provider should be prepared to work in collaboration with this consultant and to seek and apply advice where needed. The name and contact details of the consultant will be given to the chosen Provider once the Framework Contract has been signed.

Scope of the Framework Contract

The Council of Europe is looking for one Provider to develop, in consultation with the Council secretariat and with the consultant referred to above, [the communication strategy](#) for the '[I choose equality](#)' awareness raising campaign through further developing and maintaining the [campaign Facebook page](#); developing online materials, including simple infographics, meme's, video messages and quizzes etc in close coordination with the Council secretariat and NGO partners; develop and produce short films; evaluate the outreach of the online communication channels and propose interventions to improve results.

All content should follow the [I choose equality campaign's visual identity](#).

The monthly deliverables include:

- planning communication and online content 1-month in advance, in consultation with anti-discrimination expert consultant and the Council secretariat;

- creating and publishing digital content (minimum 2 x Facebook posts per week and 4 x web content per month) using the campaign's visual identity. Content would be created in consultation with an anti-discrimination expert consultant when required. Content should include, but not be limited to: texts, images, info graphics, quizzes, videos, animations, voice recordings, online competitions related to human rights and discrimination and repost content from campaign partners in line with the objectives of the campaign attending campaign events and supporting the events through social media
- drafting proposals for engaging formats to present content developed in the framework of the project and/or by campaign partners;
- daily monitoring, including answering comments in a timely manner (within 48 hours);
- monitoring the effectiveness of the campaign's online communication and social media strategy, monthly report on the statistics from the campaign's Facebook page and webpage and in consultation with the Council secretariat take steps to improve its effective reach and targeting;
- monitoring of Georgian press (printed and online) for mentions of the campaign and the project. Press cuttings in Georgian with a summary of results/titles in English;
- advising on increasing visibility of the awareness-raising campaign activities set up by campaign partners and Council secretariat.

In periods of peak promotion of the campaign, the Council of Europe may order additional web and social media content and films, including:

- creating the concept of short promotional videos of the campaign with the Council secretariat, including script development, location selection, producing and editing it with the minimum standards of 1080p 50 fps (frames per second) and a bitrate 15 to 20 Mb. Codec H264. Films may be in English or Georgian (with the corresponding other language subtitles). Films may require English/Georgian and minority languages as subtitles, in this case translations will be provided by the Council secretariat.
- infographics and photo-based online content.

The above list is not considered exhaustive. 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 Provider 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).

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 number of units ordered, calculated on the basis of the unit fees, as agreed by this Contract.

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 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 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;
- 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 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.

³ 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.

- are or are likely to be in a situation of conflict of interests.

Eligibility criteria

- Minimum 3 years' experience of managing online media preferably online campaigns for international organisations including experience in writing features for the web and social media channels and
- Experience in reporting social media and web analytics
- Staff who are fluent in Georgian, English (spoken and written);

Award criteria

- Quality of proposed draft outline for the campaign (25%)
- Relevant experience (25%)
- Interview (25%)
- Financial offer (25%)

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.

E. DOCUMENTS TO BE PROVIDED

- A completed and signed copy of the **Act of Engagement**⁴ (See attached);
- Registration documents
- Resume of previous works implemented during last three years and/or links to online examples (It is the tenderer's responsibility to ensure information online is functional and without password limitations)
- Motivation letter highlighting the relevant experience;
- A short outline on how to increase and measure the outreach of the campaign and proposals for the online activities/content on Facebook and web page (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. At least one example of previous work must be in Georgian, other submitted works may be in English.

If any of the documents listed above are missing, the Council of Europe reserves the right to reject the tender.

The framework contract is until 31 December 2019, with 3-month probation period and a possibility of an annual renewal until December 2021.

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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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.