

Call for tenders for subcontracting Communication expertise

ETUC project “Follow-up of COP 21: How to involve Trade Unions into the emerging governance to tackle climate change and energy transition?”

This is a call for a subcontractor to provide expertise in Communications as part of the implementation of the ETUC project “Follow-up of COP 21: How to involve Trade Unions into the emerging governance to tackle climate change and energy transition?”.

In order to ensure a large visibility of this call for tenders, the ETUC will publish the tender specifications on its website, on Thursday 19 January 2017, and keep it open for 29 calendar days (deadline for submission of bids: Friday 17 February 2017).

I. Summary of the project and description of the objective(s)

Paris agreement

At COP 21 in Paris, countries committed to keep global warming well below two degrees Celsius and to continue efforts to maintain it under 1.5 degrees compared to pre-industrial levels. Countries also committed to become carbon neutral by the end of this century. These collective commitments imply that the collective ambition of the world is now to shift to a zero emission economy in a few decades.

To reach that goal, the Paris agreement has also created a system where countries will have to periodically submit national contributions describing what their ambition is and what policies and measures they will use to materialise it. These contributions will be reviewed at global level every five years. In other words, a global system made of national policy planning and multilateral review will lead countries to design mid-term and long term economy-wide policy planning and to carefully monitor the implementation of measures it contains.

EU 2030 climate and energy framework and its governance system

At the EU level, the European Council of October 2014 has adopted a set of three headlines targets for framing its climate and energy policy for 2030: at least 40% of greenhouse gas emissions reduction compared to 1990; at least 27% of share of renewable in the energy consumed; and at least 27% for improving energy efficiency. The European Council has also “agreed that a reliable and transparent governance system [...] will be developed to help ensure that the EU meets its energy policy goals”. This governance system should build on, *inter alia* “national climate programmes, national plans for renewable energy and energy efficiency”.

In the context of the implementation of the Energy Union, the European Commission has started to develop guidelines on governance and National Plans for Climate and Energy (NPCE). Member States

will prepare, in collaboration with the Commission, these national plans which will be submitted to the Commission assessment in order to check the adequacy of national plans to deliver targets.

Role of trade unions

The active involvement of civil society in the governance system is absolutely crucial to ensure the acceptance of the long-term decarbonisation strategy by citizens. The structural shift, which decarbonisation will imply, will impact citizens in many ways (e.g. taxation, transport, energy price). Not developing procedures ensuring a wide participation to the design and implementation of long-term decarbonisation strategies risks to lead to major societal resistance from impacted groups. This is particularly true for trade unions which will be at the fore front to manage the social impacts of decarbonisation. Together with other social partners, they should have their say in designing and monitoring the implementation of long term policy planning.

The importance of involving stakeholders in climate change policies has been stressed both at international and European levels. The Preamble of the Paris agreement stresses the importance of “public participation” and engagement of “various actors”. The text also invites Parties to “take into account the imperatives of a just transition of the workforce” which obviously requires worker’s participation. In its “Energy Union Package” of 2015, the European Commission has underlined the importance of the role of social partners and has invited them to include the energy transition in their social dialogue¹. In its Communication on the State of the Energy union 2015, the European Commission has confirmed that *“The energy transition will lead to changes in many sectors and therefore requires a closer involvement of the social partners”*².

In short, we now have an unambiguous commitment from governments to become carbon neutral, an emerging governance system based on policy planning and, last but not least, a clear need to better engage trade unions in that process.

Objectives

Even though trade unions have been very active before and during COP 21, the implications of the deep-decarbonisation countries committed to in Paris are not always known and understood. In the same way, the importance of the emerging governance system requires to prepare stakeholders to get familiar with it in order to contribute to it.

The two main objectives of this project are:

1. To inform European trade unions of what the Paris agreement and related EU legislations imply
2. To prepare trade unions to play an active role in the design and implementation of the national strategies for decarbonisation as well as in the development of Just transition frameworks.

With its focus on the follow-up of COP21 at national level, this project will continue and build upon several projects dedicated to climate change policies that the ETUC has performed in the past. In 2007, the ETUC has steered a study on “Climate change and employment” which mainly analyses the impact of a -40% of GHG emissions in 2030 in 11 European Countries (<http://www.etuc.org/publications/study-climate-change-and-employment-0#.U1aBUJ1V3ct>). In 2010, the ETUC presented a study entitled “Climate change, new industrial policies and ways out of

¹ COM(2015) 80 final

² COM(2015) 572 final

the crisis” (<http://www.etuc.org/publications/climate-change-industrial-policies-and-ways-out-crisis#.U1aCn51V3cv>). In 2011, the European Social Partners have commissioned a study called “Initiatives involving social partners in Europe on climate change policies and employment” (http://resourcecentre.etuc.org/linked_files/documents/IP1%20-%20Study%20-%20Initiatives%20involving%20social%20partners%20in%20Europe%20on%20climate%20change%20policies%20and%20employment.pdf). More recently the ETUC has developed projects on “Greening the workplace” (<http://www.etuc.org/green-workplaces-conference>), on “Sustainable Mobility” (<http://www.etuc.org/etuc-green-workplaces-2013-workers-sustainable-mobility>), and on “Engaging the young workers today to reach 2050 goals” (<http://www.etuc.org/final-conference-anticipating-transition-engaging-young-workers-today-reach-2050-goals>). Last but not least, the ETUC has run in 2015-2016 a project on “Climate policies and industrial regions: a trade union perspective”. It has delivered 7 regional case studies (<https://www.etuc.org/documents/industrial-regions-and-climate-change-policies-trade-unions-perspectives-%E2%80%93-detailed-case#.WHipxvkrLcs>) as well as a synthesis report summarizing challenges, opportunities and key policy to promote a just transition to a low-carbon economy in industrial regions in Europe (<https://www.etuc.org/publications/etuc-project-industrial-regions-and-climate-policies-towards-just-transition#.WHirAfkrLcs>).

Methodology

The project is based on two stages.

First, a questionnaire will be sent to the ETUC affiliates in order to take stock of what has been done so far, in their respective countries, to associate social partners to the development of a long term decarbonisation strategy at national level. The aim is to get a sense of the maturity of the debate within the trade union movement and also to identify possible best practices and experiences that may be shared.

The second stage of the project will consist of a series of 5 workshops organised in different member states. Each workshop will focus on a specific theme (see the list below) and experts from TU organisations and from relevant institutions will present their views on how to deal with the issues at stake while discussing how to manage the transition towards a low-carbon economy.

The list of themes presented below reflects the key elements of a transition towards a low-carbon economy as seen by trade unions. These themes are at this stage formulated in a rather generic way and will require further elaboration. This work will be done by the members of the steering committee when they will design the agenda of the workshops.

List of themes for workshops:

1. Governance and trade union participation: How to deal with the transition to a low-carbon economy – and the related policy planning cycles – in the national structures of social dialogue?
2. Employment and working conditions: How to maximise the potential for creation of quality jobs?
3. Education, training and skills: How to assess and anticipate the skills needs related to the transition in order to increase the employability of workers?
4. Social protection: What impact a rapid decarbonisation may have on social protection systems and how to anticipate them?
5. Internal capacity building for trade union organisations: How to mobilise and prepare trade union members to engage in the transition?

In each theme, a specific attention will be devoted to the gender dimension which has been identified as a transversal priority by the ETUC.

For each theme, we will first frame the discussion by taking stock of the situation through presentations made by experts coming from institutions having a recognized leading role on the issue covered. We will then move to more concrete and specific discussions by inviting a sample of experts from national trade unions – some of them identified via the questionnaire – to present existing initiatives or to present their views. The aim is to try to see concretely how trade unions can engage in designing and implementing long term decarbonisation strategies by presenting best practices but also challenges and difficulties on all the issue areas mentioned above.

Work-programme

A launch event – small conference format (half day, 50 people) will be organised in Brussels in order to present the project to the climate community based in Brussels.

One questionnaire covering the various themes, hereabove identified, will be circulated to all the ETUC affiliates. The answers received will be processed by the policy experts.

Five two-days thematic workshops will be organized in collaboration with national trade unions. The aim of these workshops will be, for each theme covered, to take stock of the situation in Europe, to identify best practices, and to point out elements of a possible handbook guide for trade unions.

These workshops will be attended by approximately 30 people – 15 “locals” and (+/-) 15 participants from abroad (ETUC, ETUI, Members of the steering committee of the project, or their alternates). We also foresee to involve ETUC experts dealing with the issues addressed at the workshops (e.g. the policy officer dealing with training & skills). The aim is here to contribute to mainstream climate change among ETUC committees which usually do not deal with the issue. Interpretation will be foreseen in these workshops, from/to the local language + 2 languages (one of which being EN).

In addition, a side event will be organized during one UNFCCC session. The aim of this side event will be to present the project to a larger audience made of government representatives, business organisations, NGOs, International organisations and academia. The yearly UN Climate Conference obviously provides an exceptional opportunity to reach a large number of key stakeholders involved in climate change policy.

Members of the steering committee will be convened to a synthesis seminar where the different elements of the final report will be discussed.

During the whole project, a special attention will be devoted to outreach and communication activities in order to increase the visibility of the project activities. Social media, videos and a series of events will contribute to that aim.

The final output of the project will be a guide for trade unions made of:

- A general introduction presenting the what the Paris agreement implies for long-term policy planning and the emerging governance system related to it;
- The compilation of the answers to the questionnaire and their analysis;
- The summary of thematic workshops, with a focus on concrete initiatives;
- The general recommendations from the project.

Two videos will also be produced as pedagogic tools:

- The first, used as an introduction to the thematic workshops, will answer the question “Why should trade unions care about climate change after COP 21?”
- The second, used to disseminate key messages from the project, through social media, will answer to the following question “How to involve your trade union in the follow-up of COP 21?”

These results will be presented during a final conference which will take place at the end of the project, in Brussels in the building harbouring the Committee of the Regions and the Economic and Social Committee. The idea is once again to present the results of the project to a large audience made of climate policy experts, from governments, local authorities, EU institutions, business organisations as well as from civil society organisations. Format: 2 days, 6 working languages (EN, FR, DE, ES, CZ, IT)

Tentative Calendar

Start date	End date	Venue	Type of event
1/4/17		Brussels	Launch event and 1 st meeting of ETUC Steering Committee in order to agree the design of the questionnaire and to prepare the series of thematic workshops
1/4/17	1/6/17		Circulation of questionnaire among ETUC affiliates
15/6/17	15/6/17	Brussels	Enlarged ETUC Steering Committee (20 pp Meeting to discuss the main results of the questionnaire)
25/4/17	26/4/17	Roma	Thematic Workshop #1 (+ Steering Committee)
20/6/17	21/6/17	Helsinki	Thematic Workshop #2 (+ Steering Committee)
12/9/17	13/9/17	Paris	Thematic Workshop #3 (+ Steering Committee)
6/11/17	17/11/17	Bonn	UNFCCC COP 23 – SIDE EVENT
8/12/17	9/12/17	Prague	Thematic Workshop #4 (+ Steering Committee)
23/1/18	24/1/2018	Barcelona	Thematic Workshop #5 (+ Steering Committee)
20/2/18	21/2/18	Brussels	Synthesis seminar
20/4/18	21/4/18	Brussels	Final Conference

II. Tasks to be performed by the subcontractor ³

The subcontractor should provide the following services for the applicant organisation:

- Producing a 5 minutes’ video on the relevance of the Paris Agreement to trade unions (“why should trade unions care about climate change after COP21?”), which will be used at the thematic workshops and be further disseminated by the ETUC. This video should be produced in English, with subtitled or dubbed versions in Italian, French, Spanish, Finnish and Czech.
- Producing a short video summarizing the results of the project and answering the question: “How to involve your trade union in the follow-up of COP21?”. This video

³ Important note: references to “expert” in the text are synonymous to “subcontractor”

should be produced in English, with subtitled or dubbed versions in Italian, French, Spanish, Finnish and Czech.

- Editing the text and producing the graphic layout of the final publication of the project (which will be produced by the policy expert).
- Creating infographics from data in the final publication.
- Proposing and implementing a 'marketing strategy' to promote the videos and the final publication of the project.

Objectives and key messages to be communicated by the videos

By the production of two videos, the ETUC intends to support its affiliates in the communication towards their members regarding climate change and the policies to tackle it. The ETUC also would like to illustrate what just transition concretely means and how trade union organisations can influence the design and implementation of long-term decarbonisation policies.

The video #1 should relay in particular the following messages:

- ▶ Science, as summarized by IPCC reports, is clear. Climate change is induced by human activities. Climate change is there and its consequences are already visible.
- ▶ A world that would be warmer beyond the 2°C limit would be incompatible with the key values of the trade union movement. "There is no job on a dead planet" and there is no social justice on a dead planet.
- ▶ Collective goals, countries committed to in the Paris agreement, imply global emissions pathways that must lead to "carbon neutrality" by the end of this century.
- ▶ If we take into account equity and "Common but differentiated responsibilities" principles, the pace of the efforts will differ among countries and developed countries will have to lead the decarbonisation efforts.
- ▶ The decarbonisation efforts should imply a deep and massive transformation of the economy. New jobs will be created while low-carbon sectors will gain in importance. On the opposite, several sectors will experience massive job losses. In between, many sectors will have to deploy new technologies, new business models, new products. These changes illustrate that, in order to have a "just transition" towards a low-carbon economy, climate policies must be accompanied by a set of social and labour policies that will maximise the creation of quality jobs while cushioning the negative employment impact of decarbonisation.

The video #2 will present how to operationalize "just transition" at national level. The key concluding messages from the project will be agreed with the steering committee but they should address, with concrete examples, the following questions:

- ▶ Governance and trade union participation: "How to deal with the transition to a low-carbon economy – and the related policy-planning cycles – in the structures of social dialogue?"
- ▶ Employment and working conditions: How to maximize the creation of quality jobs?
- ▶ Education, training and skills: How to assess and anticipate the skills needs related to the transition in order to increase the employability of workers?

- ▶ Social protection: what impact a rapid decarbonization may have on social protection systems and how to anticipate them?
- ▶ Internal raising awareness and capacity building: how to mobilise and prepare trade union members to engage in the transition?

Target audiences and quality

The main purpose of this tender is to support the ongoing activities of the ETUC on climate change and just transition (by the production of two videos and by the delivery of a 'marketing strategy'). More precisely, these videos must support the ETUC and its affiliates in the communication with their members. Even though videos will be disseminated to a larger audience, they are first and foremost, raising awareness and capacity building instruments for trade union organisations and their members.

People viewing the videos should:

- learn something about the main causes and consequences of climate change and why it challenges the trade union values;
- understand how trade unions see the transition towards a zero-carbon economy;
- feel inspired by good practices and by examples illustrating the added-value of a just transition approach;
- see the value of trade unions at national and European level;
- share the video with friends, colleagues and use it as a lobbying/raising awareness instrument.

The videos should address ETUC affiliates, i.e. trade union members across Europe as well as a broader audience of European and national visitors of the ETUC website and the ETUC social media sites. Thus the target audience are women and men of all ages and ethnic groups in Europe.

With view on contents, look and feel, the two videos should:

- have a specific common format and feel;
- should reflect the diversity of spaces and situations in the EU;
- be easily accessible to non-experts in the field of climate policies;
- be evidence-based, intelligent, lively;
- be positive and future oriented.

Technical considerations

Once completed, the videos will be hosted on the ETUC website and social media platforms.

The ETUC requires all videos to be generated in High Definition and in widescreen 16x9 aspect ratio. The agency entrusted with the contract should detail the technical specification of the production equipment to be used and the delivery format and file specification.

III. Time schedule and reporting

The subcontractor will be asked to perform the work from **15/02/2017 to 20/04/2018**. The subcontractor will be responsible for remitting the deliverables foreseen in the project methodology within the above time frame.

IV. Payment

The total maximum budget available for the external expertise / subcontractor is as follows:

Contract with ETUC	
Main activities and Meetings	
<ul style="list-style-type: none"> ➤ Producing two videos ➤ Editing and layout of the final publication ➤ Proposing and implementing a marketing strategy to promote the videos and final publication ➤ Participating in steering group meetings and liaising regularly with ETUC 	
Maximum budget for the Expertise	25,200 € (all taxes included)

The subcontractor will be remunerated in various instalments (advance and final payment). This amount does not include the travel and subsistence costs incurred for attending Steering Committee meetings and the workshops. These will be covered by ETUC on the basis of EU rules & thresholds.

V. Selection criteria

The selection criteria are:

- Verifiable experience and technical skills required to perform the tasks described in this call;
- Proven track-record of producing successful communication strategies and of producing high-quality audio-visual materials, both in terms of their content and their format, in the fields related to industrial relations, social dialogue and workers' rights and/or climate policies;
- Price not exceeding the amount stated above;
- Previous video-production work undertaken in the context of projects promoted by trade unions and social partners will be considered a plus.

VI. Form, structure and content of the tender

Tenders must be written in English. They must be signed by the tenderer or his duly authorised representative and be perfectly legible so that there can be no doubt as to words and figures. Tenders must be clear and concise and assembled in a coherent fashion.

Since tenderers will be judged on the content of their written bids, they must make it clear that they are able to meet the requirements of the specifications.

All tenders must include at least two sections:

i) Technical proposal

The technical proposal must provide all the information needed for the purpose of awarding the contract, including:

- Specific information covering the technical and professional capacity, as required, in particular:
 - Description of relevant professional experience with emphasis on the specific fields covered by the invitation to tender;
 - Detailed curriculum vitae of key coordinator and/or possible other team members;
 - A selection of the main works and/or articles published by all the experts involved, in relation to the relevant subjects specified in this tender.
- Specific information concerning the proposed methodology for delivering the tasks listed in part II of the call.

ii) Financial proposal

Prices of the financial proposal must be quoted in euros, including if the sub-contractor is based in a country which is not in the euro-area. As far as the tenderers of those countries are concerned, they cannot change the amount of the bid because of the evolution of the exchange rate. The tenderers choose the exchange rate and assume all risks or opportunities relating to the rate fluctuation.

Prices must be fixed amounts and shall not include travel expenses and daily allowances for the attendance to the Steering Committee meetings and the Final Conference (which will be covered by ETUC on the basis of EU rules & thresholds).

The maximum amount available for this contract is EUR 25, 200 (all taxes included).

Prices shall be fixed and not subject to revision during the performance of the contract.

VII. Award Criteria

The contract will be awarded to the tender offering the best value for money, taking into account the specific objectives, requirements and selection criteria of the tender. The principles of transparency and equal treatment will be respected with a view to avoiding any conflicts of interest.

VIII. Content and selection of the bids

This call for tenders will be published on the ETUC website on Thursday 19 January 2017. Offers must be sent within 29 days of the date of publication, by Friday 17 February 2017. Offers must be sent to ETUC, in both formats: electronic (by e-mail to amartin@etuc.org) and as a paper copy (see contact details below).

Concerning the paper copy, to ensure confidentiality, bidders must submit their offer in a double envelope. Both envelopes must be sealed and the inside envelope shall not only bear the name of the department for which it is intended (see below), but also the words "Tender Communication for COP21 Project – not to be opened by the Mail Department" (Appel d'offres – à ne pas ouvrir par le service du courrier). If self-adhesive envelopes are used, they must be sealed with adhesive tape crossed by the signature of the sender.

A committee will be formed comprising of representatives of the ETUC and the European Trade Union Federations involved in the project. One or more members of this committee will initial the documents, confirming the date and time of each bid. The committee members will sign the report on the bids received, which will list the admissible bids and provide reasons for rejecting bids owing to their failure to comply with the stipulations of the tendering process.

This committee will also evaluate the tenders that have been deemed admissible. An evaluation report and classification of participation requests will be drawn up, dated and signed by all the members of the evaluation committee and kept for future reference.

This report will include:

1. The name and address of the contracting authority, the purpose and value of the contract or framework contract;
2. The names of any excluded candidates and the reasons for their rejection;
3. The names of candidates selected for consideration and the justification for their selection;
4. The names of candidates put forward and justification of their choice in terms of the selection or award criteria.

The contracting authorities will then make their decision.

Candidates must send their bid electronically – to the following e-mail address: amartin@etuc.org – as well as submitting a paper copy of their bid, either delivered by hand or by registered mail or special courier service to:

<p>ETUC Montserrat Mir Confederal Secretary International Trade Union House Boulevard du Roi Albert II, 5 B – 1210 Brussels BELGIUM</p>
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For bids sent by registered mail, the postmark will serve as proof of the date of dispatch.