

Call for tenders for subcontracting a Communications expert for the ETUC project on “Adaptation to climate change”

This is a call for a subcontractor to provide expertise in Communications as part of the implementation of the ETUC project on “Adaptation to climate change”.

The ETUC will publish the call on its website, on Monday 18 March 2019, and the deadline for submission of bids is Monday 8 April 2019.

1. Summary of the project and description of the objective

Even though trade unions have been very active on climate-related issues, the impact of climate change consequences on workers are not always known and understood. In the same way, the importance of the adaptation strategies requires to prepare stakeholders to get familiar with it in order to contribute to it.

The three main objectives of this project are:

- To inform European trade unions about the consequences of climate change on the world of work that are already foreseeable.
- To prepare trade unions to play an active role in the design and implementation of the national strategies for adaptation.
- To develop a tool kit for trade unions to bring adaptation on the agenda of industrial relations

With its focus on adaptation, 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 analyse 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 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>). In 2016, the ETUC did finalise a project on “Climate policies and industrial regions: a trade union perspective” based on 7 regional case studies <https://www.etuc.org/documents/industrial-regions-and-climate-change->

[policies-trade-unions-perspectives-%E2%80%93-detailed-case#.Wv2T_UiFOUk](#) . Last but not least, the ETUC is currently running a project on “How to involve trade unions in the governance of climate action after the Paris Agreement?” with a guide to be presented at the final conference taking place on the 15 of May 2018. <https://www.etuc.org/press/involving-trade-unions-climate-action-build-just-transition#.Wv2UMkiFOUk>

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 involve social partners into the debate on adaptation. The aim is to get a sense of the maturity of the debate within the trade union movement and to identify possible best practices and experiences that may be shared.

The second stage of the project will consist of a series of five 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 deal with the impact of climate change on workers.

The list of themes presented below reflects the main interrelations between adaptation and labour issues, 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. Adaptation and the world of work: framing the discussion
2. Consequences of climate change and employment: sectors and regions at risk and how to anticipate?
3. Consequences of climate change, working conditions and occupational health and safety?
4. Sectors at the front line of climate change consequences.
5. Public authorities: planning, investment and infrastructures

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 and stakeholders 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 trade unions – with a specific attention to sectors that are the most exposed – 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 adaptation strategies by presenting best practices but also challenges and difficulties on all the issue areas mentioned above.

2. Tasks to be performed by the subcontractor

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

- Producing a short video summarizing the results of the project and answering the questions: “1/ Why trade unions care about climate change consequences? 2/ How can trade unions play an active role in strategies for adaptation to climate change?”. This

video should be produced in English, with subtitled or dubbed versions in four other EU languages. Its format should be adapted to reach maximum visibility on social media.

- Producing “video capsules” proposing short samples of the main video.
- Making interviews/testimonies capturing some of the challenges that workers have to face with regard to climate change.
- Production of two roll-up banners to be used in conference and events related to the project.
- Producing the graphic layout of the final publication of the project (which will be produced by the policy expert) in its five linguistic versions.
- Creating infographics from data in the final publication.
- Proposing and implementing a ‘communication/marketing strategy’ to promote the video and the final publication of the project.
- Participating in the project Steering Committee meetings and in the final conference.
- Liaising regularly with the team in charge of the project at ETUC, as well as with the other contracted experts.

Objectives of the communication strategy and key messages to be disseminated

By the production of the video and the other dissemination material of the project, the ETUC intends to support its affiliates in their communication towards their members and their national counterparts regarding climate change and the adaptation strategies implied by it. The objectives of this communication strategy should therefore be:

- Informing trade unions in Europe about the consequences of climate change on the world of work that are already foreseeable.
- Contributing towards bringing “adaptation” on the agenda of industrial relations
- Helping prepare trade unions to play an active role in the design and implementation of the national strategies for adaptation: in that regard, the ETUC would like to show-case some good practices of trade unions who got involved in the design and implementation of adaptation strategies, but also highlight challenges and difficulties facing some sectors and regions at the front line of climate change consequences.

Target audiences and quality

The main purpose of this tender is to support the ongoing activities of the ETUC on adaptation to climate change (by the production of a video and by the delivery of a ‘communication/marketing strategy’). More precisely, this video must support the ETUC and its affiliates in the communication with their members. Even though the video 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 video should:

- learn about the main consequences of climate change on the world of work and the challenges these bring;
- understand how trade unions could get engaged in the design and implementation of adaptation strategies;
- feel inspired by good practices and by examples illustrating the added-value of trade union engagement in adaptation strategies;
- 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 videos should:

- have a specific common format and feel;
- should reflect the diversity of spaces and situations in the EU and ensure gender balance for interviews and voices;
- be easily accessible to non-experts in the field of climate policies;
- be evidence-based, intelligent, lively;
- be positive and future oriented.
- Be in line with ETUC core values (Democracy, human rights, diversity, social justice, gender balance, sustainability)

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.

3. Time schedule and reporting

The subcontractor will be asked to perform the above-mentioned tasks by the end of May 2020 followed by a final conference in June 2020.

Please note that the exact dates of the above-mentioned events may be subjected to slight changes and will be decided upon by the steering committee.

4. Payment

The total maximum budget available for the fees of the subcontractor is as follows:

Contract with ETUC
Main activities and Meetings
<ul style="list-style-type: none">• Producing one video• Editing and layout of the final publication (Trade Union Guide)• Proposing and implementing a marketing strategy to promote the video and final publication

<ul style="list-style-type: none"> Participating in steering group meetings and liaising regularly with ETUC 	
Total budget for the Expertise	14 400 € (VAT and all taxes included)

The subcontractor will be remunerated in various instalments (advance and final payment). This amount covers the fees but does not include the travel and subsistence costs incurred for attending project meetings (such as Steering Committee meetings and Final Conference) and for conducting the country visits (for the interviews). These will be covered by ETUC on the basis of EU rules & thresholds (see the EC table of maximum amounts per EU member state).

5. 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.

6. 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:

- 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 of the 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 3.
- 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 other project events (such as the workshops or Final Conference) which will be covered by ETUC on the basis of EU rules & thresholds.

The maximum amount available for this contract is EUR 14,400 (VAT and all taxes included).

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

7. 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.

8. Content and selection of the bids

This call for tenders will be published on the ETUC website on Monday 18 March 2019. Offers must be sent at the latest on Monday 8 April 2019. 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 Adaptation Project – not to be opened by the Mail Department" (Appel d'offres – à ne pas ouvrir par le service du courrier).

A committee will be formed comprising of 3 representatives of the ETUC. 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;
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.

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:

ETUC

Montserrat MIR

Confederal Secretary

International Trade Union House

Boulevard du Roi Albert II, 5

B – 1210 Brussels

BELGIUM

For bids sent by registered mail, the postmark will serve as proof of the date of dispatch.