

Call for tenders for subcontracting IT experts (Lot 1) and E-communications experts (Lot 2) for the ETUC project on “UnionMigrantNet and Cities Together for Integration”

This is a call for subcontractors to provide expertise in IT (Lot 1) and E-communications (Lot 2) as part of the implementation of the ETUC project on “UnionMigrantNet and Cities Together for Integration”.

The ETUC will publish the call on its website, on Tuesday 14 July 2020, and the deadline for submission of bids is Thursday 13 August 2020.

1. Summary of the project and description of the objective

The UnionMigrantNet (UMN) project aims at exchanging and transferring knowledge, experiences and (best) practices on integration between nine UMN members and eight local authorities from five EU countries, namely Belgium, Bulgaria, Greece, Italy and Slovenia.

Building on the already existing European network of trade unions providing services to third country nationals (TCNs), the project will seek at enhancing the network by fostering partnerships with local authorities, key actors in the reception and integration of TCNs.

The project will be based on three main pillars:

- National integration activities where UMN members and local authorities will undertake targeted measures aiming at fostering TCNs integration in the labour market. National integration activities will be based on specific needs of the TCNs' community and the local environment.
- Mutual Learning Programmes (MLP). Up to 8 exchanges between local authorities and UMN members involved in the project in five EU countries will be undertaken to learn on how they respectively provide assistance, information and trainings to the migrant population. Where possible MLPs would be further formalised by the signature of long-term partnership agreements by the UMN members and the local authorities involved in the exchanges.
- Update of the [UMN portal](#) to facilitate access for TCNs by improving the on-line access to UMN structures and enhance the digital networking of contact points and local authorities. Besides, new IT tools will be developed to improve the exchange of information among contact points' operators and local authorities as well as UMN visibility in the social media. The portal will facilitate the dissemination of know-how and (best) practices among the network and beyond.

Various transnational events will be held, namely a network-building and a final dissemination conference, both organised by the ETUC. A bottom-up and participatory approach throughout the implementation of the project will be favored. The different work packages have been designed with the aim to improve the services that UMN operators and local authorities address to TCNs as well as to strengthen the UMN network by including the involvement of local and regional authorities in the long term.

The project is enshrined in the priorities of the [European Commission \(EC\) Action Plan on the integration of third country nationals](#) COM(2016) 377, adopted on 7 June 2016 and the [“European Partnership for Integration offering opportunities for refugees to integrate into the European labour market”](#) signed on 20 December 2017 by the European Commission and the European Economic and Social partners. The partnership acknowledges the key role that Social and Economic partners play in the labour market integration of refugees.

As stressed by the Action Plan on the integration of TCNs, the role of local and regional authorities in the integration process is crucial as most of the integration measures are implemented at the local level. Furthermore, as pointed out in the two recently OECD studies [Working Together for Local Integration of Migrants and Refugees](#) and [Local Authorities' Migrant Integration Guide](#) there is a need to share good practices between local authorities and to exchange information among different stakeholders, including trade unions and civil society organisations.

The action and all the activities foreseen in this project implement one or more of the priorities set out in these two documents, such as:

- Employment is a key element of the integration process;
- The role of local and regional authorities in the integration process is crucial;
- Successful labour market integration necessitates a multi-stakeholder approach;
- Integration should benefit and bring value to refugees as well as to the economy and society as a whole.

Integration in society and at work are considered to be closely interlinked. Integration is a two-way process which both locals and foreign people run together, and it is made up of dialogue, exchange and mutual learning. Thus, integration is a path that cannot be paved with good intentions only. Instead, it needs a structured and long-term approach made of rules, processes and coordination involving different steps and several actors. The [“LABOUR-INT: Labour Market Integration of Migrants: A multi-stakeholder approach”](#) project, led by the ETUC, represented a first concrete contribution in this direction. Labour market integration can only be effective if all relevant actors play their role: EU Institutions, national, local and regional authorities, social and economic partners, civil society organisations and TCNs themselves.

Access to information and advice to TCNs to improve their participation in the labour market are priorities under the EU Action plan on integration and the European Partnership for integration.

The [UnionMigrantNet](#) (UMN) is a European network currently composed by trade unions, migrants’ associations and social economy enterprises. The network provides freely services to TCNs in order to foster their full integration both into the labour market and in society. The UMN was the main output of the project “Assistance for Integration - A4I” co-financed by the European Integration Fund of the EC. The UMN is the largest EU network providing services specifically addressed to migrants in Europe led under the auspices of the ETUC.

Since its foundation in 2013 and up to date, the UMN has 56 online contact points in 14 European countries giving information and advice to TCNs in different areas: their rights and duties to access the labour market, their rights at work and working conditions, recognition of skills and qualifications, predeparture information among others. The UMN portal (<http://www.UnionMigrantNet.eu/>) gives the possibility for TCNs to have online access to such services and enables contact points to share information, questions and best practices.

2. Objectives and tasks to be performed by the subcontractor

➤ Objectives of the UnionMigrantNet portal upgrade

The UMN portal brought new technologies in the 56 contact points (trade unions, social economy organisations) which decided to test the provision of online services for TCNs back in 2013. For many operators, it represented a new dimension of work bringing along all the difficulties related to changes imposed by new technologies. While a staff person can averagely process hundred files per month in front-desk offices or over dedicated telephone lines, the online processed files contacts are very limited in numbers. However, UMN members see in the online platform a potential to be unleashed to improve the quality of the services they provide to TCNs.

The European Partnership for Integration of Refugees identifies as a priority the provision of information and advice to TCNs on rights and duties concerning their access to the labour market and at the workplace. These are the bulk of the services that UMN offers and there is room for making [UnionMigrantNet.eu](http://www.UnionMigrantNet.eu) **the main and most widespread trade union portal providing free of charge information and counselling to TCNs.**

After 6 years of experience, it is possible to introduce new paths of work for the UMN network based on successful practices and weaknesses identified by its members (bottom-up approach).

This initiative will therefore aim at upgrading the UMN portal to facilitate access of TCNs and exchange among its members (contact points) and the local authorities that will be involved in the project by:

- Better integrating the geo-localisation of physical contact points (multitude of traditional places accessible in person) with access to online services (few contact points with largest geo territorial coverage using new technologies).
- Creating a new registration mechanism for contact points, with more visibility via a geo-localisation system.

The [UMN Charter of Values](#) will be integrated with a Memorandum of Understanding (MoU) to reinforce the cross-border relationships within the network.

- Designing and setting up 1 national on-line hub desk for each organisation which covers the entire national territory with dedicated staff (via an initial test in 4 countries).
- Developing and implementing an E-marketing strategy based on elaboration of contents from UMN members, which includes a mobile version of the UMN portal. Together with internet marketing technics it will bring UMN ranking at the top of web search engines (such as Google).
- Enhancing UMN visibility in social media, by developing a dedicated profile in Facebook, Twitter, Youtube and Flickr.

The expected results will be:

- Easier access to UMN contact points and their interaction though the portal;
- UMN portal and contact points reaching out to a larger number of TCNs;
- Increasing the number of online trade union contact points as well as social economy contact

points.

➤ **Ad-Hoc Working Group**

An ad-hoc working group will be set up to define and test the new IT changes and developments (new registration mechanism, hub desk, mobile app).

The ad-hoc group will meet three times during the project implementation in Brussels and will work in English. It will include staff of the four hubs contact points that will work as pilots, IT and E-communication experts (subcontractor), ETUC IT & communications experts and ETUC Head of Institutional Policy, Advisor and Project Officer.

Meetings will include:

1. **A Tool designing meeting:** it will aim at discussing the redesigning of the UMN portal, the E-marketing strategy including the mobile app and defining the features of the national online hub desks.
2. **A Tool implementation meeting:** hands-on activities to prepare the renewed system to operate. UMN contact points' operators will be prepared to work with the new tools and they will exchange on their way to work so to create the identity of the UMN network and elaborate on responsibilities\opportunities\challenges that this implies.
3. **A Tool testing period:** four hubs contact points in four different countries (Belgium, Bulgaria, Greece and Italy) will work as pilots and will be monitored by the ad-hoc group. These four countries are the most representative in terms of active UMN contact points, presence of TCNs and where pilot actions are taking place. This testing phase will serve as a basis for other hub contact points.

➤ **Tasks to be performed by the subcontractor**

LOT 1: IT experts

The subcontractor should provide the following services:

- Upgrading the UnionMigrantNet Portal
- Simplifying the members' online registration process (eliminating the multi-features aspect)
- Developing a new geo-localisation system with a list of contact points/addresses real or virtual of member organisations
- Developing a new registration mechanism: the membership is activated through a Memorandum of Understanding (MoU) which is based on the endorsement of the UMN Charter of Values and few other commitments.
- Developing guidelines (user manual) of the new portal including the updated MoU and Charter of Values
- Designing new applications with online interaction tools and a mobile version to localise and have access to contact points through the four above-mentioned hub desks (testing in 4 countries)
- Attending three meetings of the ad-hoc working group on the UMN Portal

LOT 2: E-Communication experts

The subcontractor should provide the following services:

- Elaborating e-marketing tools to improve the E-marketing strategy development coordinated by the ETUC and project partners.
- Assisting the ETUC staff in charge of the management of the UMN social media profiles reporting on their visibility.
- Facilitating the publication of UMN portal communications onto social networks
- Attending three meetings of the ad-hoc working group on the UMN Portal

➤ **Technical considerations**

The subcontractor should agree with the ETUC IT Department on the platforms, softwares and other tools to carry out these tasks in order to ensure that the ETUC IT department will be able to manage them at the end of the subcontracting contract if needed.

3. Time schedule and reporting

The subcontractor will be asked to perform the above-mentioned tasks by the end of November 2021 following a specific timeline of the project activities' implementation.

Please note that the timeline should be specified in the subcontract and may be subjected to slight changes upon decisions by the Steering Committee.

4. Payment

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 the Ad-Hoc Working Group on the Portal). These will be covered by ETUC based on 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;
- Quality of the offer and of the methodology proposed;
- Price offering the best value for money;

6. Form, structure and content of the tender

Bidders can submit tenders corresponding to Lot 1 only, Lot 2 only, or to both Lots. Each bidder has to indicate clearly which Lot(s) their tender responds to. 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 of the other team members;
 - A selection of the main works produced 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 to cover the subcontractor's fees, and shall not include travel expenses and daily allowances for the attendance to the project meetings (such as the Ad-Hoc Working Group meetings) which will be covered by ETUC on the basis of EU rules & thresholds.

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, considering 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 Tuesday 14 July 2020. Offers must be sent at the latest on Thursday 13 August 2020. Offers must be sent to ETUC, in electronic format (by e-mail to amartin@etuc.org).

A committee will be formed comprising of 5 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.