

# Call for tenders for subcontracting Communications experts for the ETUC project on attracting young people to the trade unions.

This is a call for a subcontractor to provide expertise in Communications as part of the implementation of above-mentioned ETUC project conducted with Friedrich Ebert Stiftung.

The ETUC will publish the call on its website, on Friday 02 October 2020 and the call will be open for 3 weeks. The deadline for submission of bids is Friday 23 October 2020.

## 1. Summary of the project and description of the objective

ETUC is and its ETUC Youth Committee joined forces with FES Foundation (Friedrich Ebert Stiftung) to launch a project which aims to raise awareness and attract young people to the trade unions.

Due to the situation caused by the COVID 19 restrictions and impossibility to have physical meetings, this project objective is to develop online materials targeting young people around Europe.

The project is divided into three stages.

- 1) Development of campaign concept and creation of online materials
- 2) Launch of the campaign at EU level (English)
- 3) Implementation of the campaign in different languages

Objectives of the campaign:

This campaign should convince a viewer to look for more information about the trade union in his/her country and become a member. This campaign will provide support to ETUC members in their recruitment strategy.

The main objectives are, therefore:

- Informing young people about the trade unions ( what they are, what they do)
- Informing young people on trade unions' services (what can a Trade Union do for them specifically)
- Raising awareness about social dialogue and collective bargaining
- Convincing young people to join the trade union for their own benefit

Target groups:

The main purpose of the campaign is to provide added value to national recruiting strategies which hardly ever target young people. As a consequence of this, one of the biggest challenges of the European Trade Union Movement is ageing membership. The main target group is, therefore:

- Young workers (18-35 years old)
  - Precarious young workers

- Unorganised young workers
- Young workers experiencing unfair working conditions
  
- Unemployed young people (18-35 years old)

## 2. Tasks to be performed by the subcontractor

This tender covers only the first and second phase of the three-phased project.

The subcontractors if expected to provide the following services:

- Developing a campaign concept based on the above-mentioned criteria
  - Researching the topic and developing the main messages for the campaign
  - Developing name and main slogans of the campaign
  - Developing a visual identity of the campaign
  
- Developing materials for the online campaign
  - 3 videos with voiceover and subtitles in English. Its format should be adapted to provide maximum visibility on social media and be easily convertible in other languages. The first version of the videos will be in English.
  - Online infographics with the main campaign messages
  
- Developing materials for the launch of the campaign
  - Communication strategy including details on what media and when the materials should be launched to reach the target groups.
  - Development of materials in adapted format for different social media.

With the content view the campaign materials should:

- have a specific common format and feel
- reflect the diversity of spaces and situations in the EU and ensure gender and racial balance in animated representation of workers
- be evidence-based, intelligent, lively
- be easily accessible to non-engaged youth
- have a positive message and be future-oriented
- Be in line with ETUC core values (Democracy, human rights, diversity, social justice, gender balance, sustainability)

ETUC is looking for a subcontractor providing full support when it comes to the creative process. ETUC will coordinate the political message and main messages of the campaign.

### 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.

All the materials have to be delivered in the format that is later modifiable if needed. (For example for changing the language/ adaptation of the text in infographics....)

## 3. Time schedule and reporting

The subcontractor will be asked to sign the contract in October 2020. The campaign materials in English will be delivered to the ETUC end of January 2021, for the campaign to be launched in February 2021.

## 4. Payment

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

<b>Contract with ETUC</b>	
<b>Main activities and Meetings</b>	
<ul style="list-style-type: none"> <li>• Development of the campaign concept</li> <li>• Production of videos (3) with voiceover and subtitles in English</li> <li>• Production of infographics and online materials accompanying the videos</li> <li>• Communication strategy for the launch of the campaign</li> </ul>	
<b>Total budget for the Expertise</b>	<b>15 000 € (VAT and all taxes included)</b>

The subcontractor will be remunerated in various instalments (advance and final payment). This amount covers all fees but does not include the travel and subsistence costs as physical meetings are not foreseen between the applicant and the subcontractor.

## 5. Selection criteria

The selection criteria are:

- Quality of the methodology proposed for delivering the service

- 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
- Price proposal 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:

- 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;
  - Curriculum vitae/ portfolio 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 2.

- 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 as no physical meetings are foreseen in the framework of the project.

The maximum amount available for this contract is EUR 15,000 (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 02 October 2020. Offers must be sent at the latest on 23 October 2020.** Offers must be sent to ETUC, in electronic format (by e-mail to [amartin@etuc.org](mailto:amartin@etuc.org)) and refer to the “ETUC project on attracting young people to the trade unions”.

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.