

Publication of the bid: 13 October 2023
Deadline to send bids: 10 November 2023
Project ID: 101102354

TENDER SPECIFICATIONS FOR SUBCONTRACTING EXTERNAL EXPERTISE – COMMUNICATION AGENCY

PROJECT: “Accessible Climate-Conscious Essential Services”

Background

The EU cross-sectoral social partner SGI Europe, together with its project partners UFE, USH and BDEW have undertaken to conduct a project to strengthen SGIs’ capacity to engage in national social dialogue and contribute to national and EU policymaking through developing further research and evidence concerning the defining indicators, monitoring, and evaluation of progress towards the provision of adequate access to essential services.

This project will be supported by funding from the European Commission DG Employment. An official decision by the European Commission on the allocation of funds was taken in July 2023. The project activities will start in October 2023, and the subcontracted experts’ contract will start in November 2023.

Consequently, in the framework of this project, SGI Europe will publish several reports and deliverables over the next 24 months and is seeking for this purpose a communication agency able to ensure the design, editing, printing and/or publication of deliverables.

Purpose of the contract

The purpose of the contract is to conduct various actions related to the publication of deliverables envisaged for SGI Europe (under the project co-funded by the European Commission). In operational terms, the work will consist of the following actions:

Development of a visual identity for the project

The selected agency will be tasked with developing a visual identity for the project, in line with SGI Europe's visual identity, and in compliance with the EU communication and visibility requirements (Art.II.8 of the Grant Agreement) It will involve designing a logo, as well as developing guidelines ensuring that the visual identity remains coherent throughout the project:

Nature of costs	Quantity	Unit cost (in €)	Total
Logo and short style guide	1	2500	2500
TOTAL			3000 EUR

Creation and printing of welcome kits

The welcome kits will be created and printed by the selected agency. They will contain the following elements:

Nature of costs	Quantity	Unit cost (in €)	Total
Pens	150	3	450
A4 promotional folders (design, artwork and print)	150	10	1500
25-page A4 notepads (design, artwork and print)	200	3	600
2 roll-up banners (design, artwork and print)	2	450	900
Template for PowerPoint (design and artwork)	1	480	480
Template for social media cards – Twitter and LinkedIn (design and artwork)	1	550	550
Virtual editable background for e-meetings (design and artwork)	1	200	200
Copyrighting + delivery costs	1	800	800
TOTAL			5480 EUR

Reproduction and publications

Incurring by	Document	Number of pages	Number of copies	Layout, editing and printing cost per page (in €)	Total
SGI Europe	Final Report (layout, editing and printing, ENG only)	64	50	80	5120
SGI Europe	Short report (layout, editing and printing, ENG only)	8	100	8,5	850
TOTAL					5970 EUR

Description of the project

This 2-year project is coordinated by SGI Europe, in partnership with of the UFE, USH and BDEW.

The project's general objective is to strengthen SGI's capacity to engage in national social dialogue and to contribute to national and EU policy making through developing further research and evidence concerning the defining indicators, monitoring, and evaluation of progress towards the provision of adequate access to essential services.

In the context of the project, a specific focus will be put on the following sectors: water, energy, housing.

The specific objectives of the project are:

- Produce a final analytical report which maps in a comparative way the existing data and evaluation tools related to the access to essential services, focusing on availability, affordability and quality, and the needs for the twin transition and overall resilience of the services. The objective is to develop a set of qualitative indicators to better measure and assess the evolution towards the access to essential services across the EU.
- Contributing to the use of evidence for EU policymaking by assessing the impact of the measures implemented by Member States for addressing access to essential services, such as reduced tariffs, cash or in-kind benefits, ensuring supply, targeted measures or universal measures, etc.

- Raising awareness about SGI Europe's contribution to the implementation of principle 20 of the European Pillar of Social Rights through gathering more data about their sectoral specific activities and highlighting the relevance of our members in improving access to essential services.
- Strengthening SGI Europe members' capacity to engage in social dialogue in the context of sustainability, social and environmental changes, adapting their method of work according to the changing policy framework (e.g., the European Pillar of Social Rights and the European Green Deal), and strengthening SGI Europe's members' capacity to contribute to EU policy making.

Through the themes covered, the project will address challenges and priorities set in the European Commission Political Guidelines for 2019-2024, the European Pillar of Social Rights and its Action Plan, and the European Commission proposal for a Council Recommendation on ensuring a fair transition towards climate neutrality. In the context of the project, a specific focus will be put on the following sectors: water, energy, housing.

Terms of the contract

Deliverables should be made available to SGI Europe in Brussels by mid December 2023, except for the logo which should be made available by beginning of December in time for the first Steering Committee meeting, as well as the report, since it will be based on the outcomes of the project, and thus produced at a later stage.

SGI Europe may, before the contract is signed, either abandon the procurement procedure, delete some tasks or cancel the award procedure without the tenderers being entitled to claim any compensation.

Terms of payment

Payments shall be made in separated invoices.

Subcontracting

If the tenderer intends to subcontract part of the service, he shall indicate in his offer which part will be subcontracted and to what extent (% of the total contract value).

The tenderer is the sole responsible for the activities done by the subcontractor.

Expertise required

- At least 3 years of experience in the field of communication
- The contractor should be able to demonstrate capacities in similar projects
- The copywriters should have experience in journalism, EU affairs is a plus

The contract will be awarded according to the various elements contained below:

- Understanding of the nature of the assignments
- Previous experiences
- Previous experiences in EU affairs
- Presentation of the tender

Time schedule and reporting

The subcontractor will be asked to work from beginning of December 2023.

The subcontractor will be responsible for remitting the deliverables foreseen in the project methodology within the above time frame.

Payments and standard contract

The final selection will be made by end of November 2023. The contract will be awarded to the tender who offers the best ratio quality/price. The bid should not exceed 15.000,00 EUR. The costs presented in the bid should be divided into tasks.

All candidates must send the bids by 10 November 2023. Please send the bid by email to the addresses: maxime.staelens@sgieurope.org

SGI Europe

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