

Publication of the bid: 13 October 2023
Deadline to send bids: 10 November 2023
Project ID.: 101102363

TENDER SPECIFICATIONS FOR SUBCONTRACTING EXTERNAL EXPERTISE – COMMUNICATION AGENCY

PROJECT: “Finance for the European Pillar of Social Rights”

Background

The EU cross-sectoral social partner SGI Europe, together with its project partners HOSPEEM and HEAG Holding have undertaken to conduct a project to create a capacity-building framework to unlock SGIs potential to address the objectives of the European Pillar of Social Rights through sustainable finance tools.

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 September 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 the visual identity remains coherent throughout the project:

Nature of costs	Quantity	Unit cost (in €)	Total
Logo and short style guide	1	2900	2900
TOTAL			2900 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)	150	2,8	420
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			5300 EUR

Reproduction and publications

Incurred 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	40	75	4800
TOTAL					4800 EUR

Description of the project

This 2-year project will be coordinated by SGI Europe, in partnership with the European Hospital and Healthcare Employers' Association (HOSPEEM) and HEAG Holding.

Building expertise on sustainable finance is indispensable for the materialisation of the European Pillar of Social Rights. The main goal of this project is to support SGI employers throughout this journey. The project will create a capacity-building framework which aims to unlock SGIs potential to address EPSR objectives using sustainable finance tools.

This project aims to contribute to the creation of a new learning framework which will support SGI providers in adapting to the sustainable finance requirements, and in scaling up their actions towards improving their contribution to the European Pillar of Social Rights. Many SGIs are indeed providers of services of general interest to local entities. Whilst operating more and more in competition under market rules, they have to maintain a wider social responsibility towards the citizens they serve. However, in most cases, SGIs lack the necessary knowledge and experience to attract sustainable finance.

The specific objectives of the project are:

- Raising awareness of sustainable finance's role in mobilising the necessary private resources to deliver on the principles of the European Pillar of Social Rights.
- Promote socially responsible investments by supporting SGIs in taking into account the sustainable finance requirements into their daily management choices, as well as developing expertise and exchange of information and non-financial reporting practices.

- Developing a methodology which will guide SGI providers in identifying their activities in line with the sustainable finance requirements and learning the mechanisms to collect and disclose data. At the same time, the methodology will empower SGI Europe members in the interactions with financing authorities and investments groups aiming for social investments.
- Complementing European Commission' assessment of the feasibility and practical implementation of the proposed Social Taxonomy, focusing on the costs and benefits for SGI providers and mapping the existing links between SGIs contribution to the EPSR and the objectives of the Social Taxonomy and how these links can be improved for fostering additional contributions.
- Based on the methodology, set the basis of a social sustainability label in line with the Taxonomy Regulation for incentivising the providers of services of general interest to implement the Social Taxonomy standards into their daily operations, assess the level of compliance achieved by companies, and providing both the general public and the investors more data on the social impact of SGIs.

Terms of the contract

Deliverables should be made available to SGI Europe in Brussels 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 13.000,00 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

Rue des Deux Eglises, 26 bte 5
1000 Brussels
BELGIUM