Invitation to tender for the provision of communication service

19 August 2022
1. Context

1.1. General background
The Council of European Municipalities and Regions (CEMR) is the oldest and broadest European association of local and regional governments. Bringing together national associations of local and regional governments from 40 European countries and representing, through them, all levels of territories – local, intermediate, and regional.

Bridges of Trust is a project aimed at creating new partnerships and strengthening solidarity, trust and cooperation between municipalities in Ukraine and in the EU member states - Poland, Latvia, Lithuania, Estonia, and Slovakia. It is supported by the U-LEAD with Europe programme.

1.2. Specific background (Tender context)
The project started in March 2021 and the following activities have already been implemented: online bilateral meetings between Ukrainian and EU municipalities, Online Forum “Strengthening Municipal Cooperation between Ukraine and the EU”, a summer school for Ukrainian children, bilateral meetings and study visits of Ukrainian municipalities to their EU partners. A publication “Partnerships between Ukrainian and EU municipalities - Key success and failure factors for sustainable international municipal cooperation” was also released.

CEMR is looking for a provider for a short-term assignment (until 30 October 2022) for communication support and services, to prepare communication materials highlighting project’s results.

2. Service provider profile
The service provider should have:

- Previous experience in the production and placement of communication materials that highlight project-related activities and results;
- Experience in communications and public relations for at least 3 years;
- High motivation and ability to effectively provide high-quality services with minimal control and supervision;
- Excellent knowledge of both English and Ukrainian;
- Previous experience with local governments is a plus.

Location: services can be delivered from anywhere.
3. Expected deliverables

1. Video animation

<table>
<thead>
<tr>
<th>Description</th>
<th>The video animation should highlight main results of the project.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Online</td>
</tr>
</tbody>
</table>
| Video footage | The video can include:  
- Available video footage from the organised visits to the EU partner municipalities or humanitarian aid delivered  
- Available photos from the organised activities (e.g. summer school, online meetings, international forum)  
- Short statements of mayors (to be organised based on the needs)  
- Quantitative results of the projects (e.g. numbers, graphs)  
- Quotes or results from the existing publication |
| Logos       | U-LEAD with Europe, CEMR                                                                          |
| Duration    | minimum 2 minutes 20 seconds – maximum 5 minutes                                                   |
| Format      | digital video with sound and music, MP4 and full HD                                                |
| Subtitle languages | English, Ukrainian                  |
| Subtitle format | digital, SRT (YouTube)                        |
| Delivery by | 10/10/2022 (final video to be presented at the closing event in the end of October) |

2. Articles in Ukrainian and EU press

<table>
<thead>
<tr>
<th>Description</th>
<th>Drafting of a press release highlighting activities/results/recommendations of the project (e.g. visits, bilateral meetings, humanitarian aid provided, summer school publication) with a clear reference to the funder U-LEAD with Europe and the implementing organisation CEMR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>Minimum 500 words but could be more or less depending on the needs of the newspaper/news website</td>
</tr>
<tr>
<td>Languages</td>
<td>English, Ukrainian</td>
</tr>
<tr>
<td>Photos</td>
<td>From the activities</td>
</tr>
<tr>
<td>Logos</td>
<td>U-LEAD with Europe, CEMR (where this is possible)</td>
</tr>
</tbody>
</table>
EU: euractiv.com, politico.com, bbc.com, dw.com, or similar.  
The news stories should be placed in at least 3 of the above-mentioned news sources. |
| Delivery by | 20/10/2022, press review of coverage of 28 October                                                                                                               |

3. International Event

<table>
<thead>
<tr>
<th>Description</th>
<th>Preparation of the layouts of materials for the closing event (full-day) of the project and providing communication support on the day of the International Forum (preliminary, 3rd or 4th week of October).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliverables</td>
<td>1. Design for PPT slides with the name of the event and hashtag</td>
</tr>
</tbody>
</table>
2. Design programme template
3. Press invitation(s) sent to at least 30 different media outlets in Ukraine and in Brussels (e. g. newspapers, TV channels) => early October
4. News story summarising forum => following event
5. Press release highlighting project’s results and recommendations (with a few quotes) => on the day of event or the next day
6. 10 social media cards for Twitter with quotes of speakers and photos.
7. 15 photos-screenshots from the event

Languages

| Languages | English, Ukrainian |

4. Methodology

4.1. Assignment delivery

4.1.1. Video animation

The service-provider will prepare video animation on project results based on the materials from the study visits, and/or any other materials that the project officer will share with the provider. After reviewing the materials and a discussion with the project officer, the service-provider will present (in writing) the outline of the video, and after receiving feedback, changes to the outline will be made (within 1 week).

4.1.2. Articles in Ukrainian and EU press

The service-provider will draft a news article and send it to the project officer together with the list of news sources, where it is planned to place the news item. Within one week the project officer will provide comments. After the news article is published, the service-provider will send a list of sources where the article was published and where it might have been republished by other news sources. The statistics of viewers or targeted audience should also be added.

4.1.3. International Event

The service-provider will draft a press-release about the event and prepare a list of at least 30 journalists and send the invitation at the latest 1 week before the event (3rd or 4th week of October, the exact date is not yet known). The service-provider will be expected to attend the event online (full-day) in order to deliver a news story summarising the event, publish quotes of speakers, and screenshots on Twitter.

4.2. Coordination and communication

The service provider will be expected to coordinate and communicate the planned work with the Project Officer. The meeting with the service provider should take place at least once every week after the signature of the contract.

4.3. Technical specifications

4.3.1 Budget

The price proposal must include all fees, expenses and any other costs linked to the assignment.

4.3.2 Language

All deliverables shall be provided in British English and Ukrainian. The Service provider shall be responsible for correct language and grammar in both languages. Deliverables with apparent mistakes in spelling, grammar, or style will be rejected.
4.3.3 Style

The service provider shall primarily focus on sharing real stories and testimonies from the project’s partners. Written texts should be drafted in a modern, engaging and, attention-grabbing style, avoiding complicated or very technical terms, if possible, including text frames (boxes), quotes, tables, as well as photographs, and other illustrative content provided by the project. All used acronyms shall be explained in the text. The text shall adhere to the reference style published in the European Union Interinstitutional style guide1.

4.3.4. Format

All deliverables shall be delivered electronically, by electronic mail or as downloadable documents (links). All files shall be delivered in high-quality and easily accessible formats such as MP4 or AVI for videos, or JPEG for photos.

4.3.5. Intellectual property, data protection and ownership

The Service provider shall ensure the compliance of all deliverables, or their constituent parts, with applicable intellectual property legislation, and personal data protection legislation. The logos of U-LEAD with Europe, CEMR must be included where appropriate.

5. Selection process

5.1 Timeline

Service providers should submit their bids no later than by 2 September 2022 at 12:00 CET. All bidders will be informed about the outcome of the tender on 7 September 2022. The contract will be signed on 12 September 2022.

5.2 Bids

Interested bidders are invited to submit the following documentation:

1. A final price estimate per each deliverable and a final quotation.
2. A curriculum vitae, or a portfolio of a legal entity, demonstrating the bidder’s background and experience relevant for the assignment, or a list of previous assignments with proofs of good execution or certificates of satisfaction/recommendation letters (if available).
3. Proof of tax registration and VAT regime.
4. Registration documents of a natural person – entrepreneur, or legal entity/enterprise.

5.3 Selection criteria

The client will select one offer providing the most advantageous cost, whilst meeting the requirements.

5.4 Contact persons

The bids, and any other communication related to the tender, must be sent to the e-mail address Application@ccre-cemr.org, with “Bridges of Trust” mentioned in the subject line.

5.5 Communication

An automated or manual confirmation will be sent to bidders upon the receipt of the bid submission. After the selection process, all bidders will be notified about the outcome of the selection process.

1 Interinstitutional style guide European Union (2011 and subsequent updates)
5.6 Contract

The contract will be signed between the service provider and the Council of European Municipalities and Regions (CEMR), which is legally representing the Bridges of Trust.

About CEMR

The Council of European Municipalities and Regions (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 50 national associations of municipalities and regions from 41 European countries. Together these associations represent some 150,000 local and regional authorities.

CEMR’s objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange between its member associations and their elected officials and experts.

Moreover, CEMR is the European section of United Cities and Local Governments (UCLG), the worldwide organisation of local government.

www.ccre.org