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# ETUCE

**European Trade Union Committee for Education  
EI European Region**

## **Tender Specifications for subcontracting external expertise for the project**

YOUR TURN! Teachers for Trade Union Renewal

**Agreement number: VS/2018/0358**

### **Subcontracting external expertise to carry out a multi-media service**

Brussels, 03 December 2018

SF/pc/10017

## **1. Background**

The expert work to be carried out is part of the project “*YOUR TURN! Teachers for Trade Union Renewal*” (supported by the European Commission under the Call VP/2018/002 Information and training measures for workers’ organisations, Budget heading 04.03.01.05), a two year initiative ending on 15/11/2020.

ETUCE, the European Trade Union Committee for Education, represents 110 education organisations in the EU/EFTA countries and 21 education organisations in the rest of Europe and represents more than 11 million teachers at all levels of education (pre-primary, primary, secondary and higher education, vocational education and training). ETUCE is the European Region of Education International, the global umbrella organisation of education unions.

ETUCE is a Social Partner and the representative voice of education trade unions in Europe. Its main objectives are to support teachers to strive for appropriate working conditions, e.g. workplace, working time, workload, social protection, gender equality, to represent the interest of teachers vis-à-vis the EU Institutions, to promote high quality education for all in Europe and to inform the national education unions and respective affiliates about the development in the EU policies in education and employment.

In 2010, ETUCE together with the European Federation of Education Employers (EFEE) established the European Sectoral Social Dialogue Committee for Education. In this forum representatives of national education unions and education employers in Europe meet regularly to discuss and commit to relevant education/employment issues. Moreover, ETUCE is well linked to other relevant social partners, e.g. the European Public Services Union (EPSU), UNI-Europa, etc.

ETUCE is also a European Trade Union Federation within the European Trade Union Confederation (ETUC).

With a view to quality and inclusive education, this project seeks to build the capacity of education trade unions to address changes in employment and work of teachers and educators, and to enhance the representation of their needs within their structures as well

as within national industrial relations systems. This project is meant to improve knowledge and expertise on a crucial issue such as terms of employment, quality jobs, contractual status and career prospect, and it addresses the main challenges to quality and inclusive education, as stressed by the European Pillar of Social Rights.

More information on the ETUCE projects is available at: [www.csee-etuce.org](http://www.csee-etuce.org).

## **2. Purpose**

ETUCE requires a Contractor (multi-media expert), working on the production of digital communication tools for awareness raising and action to raise awareness on the link between quality employment terms for teachers and educators (especially those that are new to the profession) and quality of education across Europe, as well as on the key role of education trade unions to address the needs of those teachers and educators working with non-standard employment contracts within social dialogue and collective bargaining settings, using the information received from the project Advisory Group. This task requires the following skills:

1. Professional experience with multi-media production and digital tools, video-making and web development;
2. Professional level of graphics and editing skills and the equipment means to accomplish these tasks successfully in a representative manner;
3. Ability to visualise concepts and use media, web and editing software to realise these concepts;
4. Understanding of media production aspects to help achieving the objectives of the project;
5. Experience with producing multi-media tools ideally on social, labour market and/ or educational issues (at European and national level);
6. Experience with producing multi-media tools to be used for advocacy purposes. The digital tools for online awareness and action should appeal to the general public and school community, as well as under-represented new and young teachers and educators;
7. Understanding of social partners and their concerns and in particular with regards to employment terms, attractiveness of the teaching profession and/or the education sector.

The Contractor contributes to the successful development of the project as a whole by actively participating in various project events. The project advisory group is the body entitled to guide the project/research implementation as concerns its organisation and evaluation.

## **3. Tasks to be performed by the Contractor**

The contractor in this project will have the following tasks:

1. To implement the production and post-production of digital tools for awareness raising and on-line mobilisation, including tools for online actions (e.g. mini websites, landing pages, data visualisation, short video clip challenging stereotypes, animated GIF and user-generated content, social media banners, etc.), to engage with non-standard

teachers, educators and the school community at large around quality and inclusive education, as well as job quality in the sector;

2. To work in cooperation with the project's Advisory Group and with the ETUCE Secretariat to identify the targets of the digital communication tools for online awareness raising actions as well as the vision and script taking into account national and European challenges identified at the occasion of the kick-off conference and the training workshops (approximate time calculation for the budget proposal include: meetings with the advisory group, conferences and training workshops, time for preparation and production);
3. To work closely with the project's Advisory Group, the Project Coordinator and the ETUCE Secretariat to implement the script and vision set out by them;
4. To create and deliver digital tools in English, French, Russian, Italian and Spanish;
5. To contribute to the successful development of the project as a whole, by actively participating in the advisory group meetings if needed;
6. To finalise the digital tools taking into consideration requests by the Advisory Group. Participate in the Final Conference to present the digital communication tools for online awareness raising and action in September 2020.

#### **4. Payments and standard contract**

The contract signed between ETUCE and the Contractor is subject to the Grant Agreement signed between ETUCE and the European Commission for this project initiative.

Payment of the fees defined in the contract will be made in two instalments dependent on the expert carrying out the relevant stages of work as listed above:

1. A first instalment amounting to 50 %, issued after signature of the contract during the second month of the action
2. A second instalment for the remaining payment issued after completion, delivery and approval by ETUCE of the final outcome

Payments will be done by bank transfers to a bank account for which the Contractor will communicate the full details.

The contractual agreement is based upon and regulated by the European Commission's rules, provisions and requirements as set out in the project agreement with the European Commission, DG EMPL and applicable Belgian law. The Contractor is obliged to fulfil the described tasks and duties of work to receive the final payment according to the contract.

ETUCE has the right, based on Belgian Law, to terminate the contract when the Contractor cannot perform the agreed tasks and duties accordingly.

Any conflicts of interests or disputes concerning the validity of this arrangement, the construction of its terms, and the interpretation of the rights and duties of the parties in the contract shall be governed by Belgian Law.

The contract may not be transferred without the parties' written agreement.

#### **5. Price**

##### *5.1 Agreed amount*

Subject to change by the European Commission in the final Grant Agreement which is to be established between the European Commission and ETUCE for the purpose of this project, the total amount that the expert will receive in compensation for the tasks described here above during the project lifetime (15/11/2018 – 15/11/2020) will be of maximum 25.000,00 € including all taxes (such as, e.g. VAT).

### *5.2 Other arrangements*

**Expenses:** The expert is reimbursed, on receipt of full documentation according to European Commission requirements the travel – economy flight and train tickets - and accommodation expenses – and transfer to and from airport (by public transportation, taxis not reimbursed) for his/her participation in the preparatory meeting, advisory group meetings, case study visits and training seminars and the final project conference as project expert. These tasks are those previously set up in the Description of the Action only subject to the changes that may be decided by the advisory group.

**Project film product:** The ETUCE accepts that the expert is free to use the film product as part of his/her own advertising work, as long as he/she includes the relevant reference to the ETUCE project and indicates that the action has received funding from the European Union and shall display the European Union emblem in respect of Articles II.11.1 and II.8 of the Grant Agreement.

**Further arrangements such as to the film format, the copyright, the onscreen credits and any other details is subject to negotiations before close of contract. It is understood that those arrangements do not change, in any way, the above agreed compensation amount.**

However, in order to fulfil or respect the modernized Convention 108 (the regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000) and EU General Data Protection Regulation (GDPR) on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data:

- The Contractor must process personal data under the agreement in compliance with applicable EU and national law on data protection (including authorisations or notification requirements);
- The Contractor may grant its personnel access only to data that is strictly necessary for implementing, managing and monitoring the agreement;
- The Contractor must adopt appropriate technical and organisational security measures having regard to the risks inherent in the processing and to the nature of the personal data concerned.

## **6. Selection criteria**

The selection will be based 1) on acceptance of the price offering the best price-quality ratio and 2) on the availability during the two-year project for the requested tasks. The Contractor is selected according to the standards of selection that have been developed by ETUCE. Main selection criteria are the expertise and capacity to deliver the work tendered

for, the price-quality relation, the methodological quality and the tenderer's work experience.

It should be noted that the contract will not be awarded to a tenderer who receives less than 70% on the award criteria.

## **7. Award criteria**

The contract will be awarded to the tenderer whose offer represents the best value for money, taking into account the following criteria:

1. Evidence track record of professional experience with audio-visual production and post-production in the field of migration and social issues and/or educational issues (at European and national level)
2. Language capacity
3. Understanding of the nature of the assignment
4. Capacity to work in a team project
5. Ability to meet deadlines
6. Ability to meet budget allowance
7. Availability to attend meetings

## **8. Content and presentation of the bids**

### *8.1 Content of the bids*

The bids should contain a detailed explanation of the qualifications and the expertise of the potential contractor, e.g. information on references from the contractor on similar projects already handled, to demonstrate his/her experience and capability to succeed in performing the tasks as set out in item 3 of this tender. The bids should include a detailed description of the methodology and tools applied to implement the audio-visual service as well as a project plan with detailed time and cost planning.

The external expert is requested to send a budget listing the costs by task including a fair estimation of the number of working days and the number of people participating in the tasks.

### *8.2 Presentation of the bids*

Replies have to be presented on 20 December 2018 at the latest:

ETUCE

Subject: External expertise for **YOUR TURN! Teachers for Trade Union Renewal**

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**Annex**

***“YOUR TURN! Teachers for Trade Union Renewal”***

**Calendar of the actions**

<b>Project activity</b>	<b>Date(s) proposed</b>
<b>1<sup>st</sup> Advisory Group Meeting</b>	January 2019
<b>Kick-off Conference</b>	February 2019
<b>2<sup>nd</sup> Advisory Group Meeting</b>	June 2019
<b>1<sup>st</sup> Training Workshop</b>	October 2019
<b>2<sup>nd</sup> Training Workshop</b>	December 2019
<b>3<sup>rd</sup> Training Workshop</b>	February 2020
<b>3<sup>rd</sup> Advisory Group Meeting</b>	April 2020
<b>Closing Conference</b>	September 2020
<b>4<sup>th</sup> Advisory Group Meeting</b>	September 2020