

Call for Tender for the Selection of a Service
Provider – Social Media Manager

REVES/LeTs-Care/2024

TENDER SPECIFICATIONS

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1. Scope and description of the procurement

1.1 Contracting body: who is the buyer?

This call for tenders is launched and managed by The European Network of Cities and Regions for the Social Economy – REVES AISBL, in the framework of the implementation of the project “LeTs-Care” (ID: 101132701, co-funded by the EU in the framework of the Horizon Europe Programme).

1.2 Subject: what is this call for tenders about?

The subject of this call for tender is the provision of professional services related to social media communication.

1.3 Description: what do we want to buy through this call for tenders?

The services that are the subject of this call are described in detail below.

Variants (alternatives to the model solution described in the present document “Tender specifications”), will not be considered.

1.4 Background and objectives of the “LeTs-Care” project

The general objective of this call is **to select a social media manager (whether it be a professional or a specialised organisation) to support the communication activities aimed at:**

- a) informing the interested public about the project’s outputs and results;
- b) ensuring visibility to the research results developed during the project’s lifespan;
- c) raising awareness about the needs for accessible, affordable and quality services, more equality, protection and inclusion for people in need of care, informal caregivers and care workers, and sustainability, specifically at European scale.

To meet these goals, **policy makers, stakeholders** and **researchers** need to comprehend the challenges ahead, the patterns and drivers of inequalities in Long-Term Care (LTC), the potential contribution of emerging practices and the development of contextualised sustainable practices. LeTs-Care originally combines an ethnographic approach with the analysis of territorial indicators and fuzzy-set/Qualitative analysis to provide a new, in-depth, reflexive understanding of LTC challenges and their diversity across 7 European countries. It will disentangle the meanings of taken-for-granted LTC concepts and illuminate how, e.g., “care” or “integrated care” have different meanings in different contexts. It will produce new evidence and a novel approach to territorial inequalities in LTC, their drivers and interdependencies.

The project will conduct 18 ethnographic studies on care practices aimed at improving the wellbeing of care receivers, of care workers and of informal caregivers: ethnographic case studies will comprehend the tensions, trade-offs and choices that underpin these practices and will develop context-sensitive policy recommendations. Finally, LeTs-Care will move beyond “best practices” by developing a new, reflexive approach to policy learning and a concrete toolkit. LeTs-Care is based on a strong and diffuse partnership between academic institutions and key LTC stakeholders and policymakers that allow the coproduction of knowledge, enhances the relevance of research and makes a difference.

The project's commitment to Open science will maximise its impact and inform care policies in the agenda in the years to come.

The **specific objectives** pursued through the collaboration with a professional social media manager are the following:

- To raise **stakeholders'** and **general public's awareness** on the need for quality LTC services, as they will emerge from the research, during its course and at the end of it.
- To make the **research results** more comprehensible to the broader audience of **interested citizens** (e.g. care receivers and their families, advocacy groups, healthcare professionals, etc.)..
- To ensure and improve understanding among **public authorities** responsible for care services about the **implication of new scenarios in LTC**;
- To improve understanding of correct presentation and delivery of LTC;
- To ensure appropriate media coverage to the planned **policy workshops and policy labs**, informing and engaging the project's **networks of stakeholders**;

1.5 Input by the Contracting body

Any relevant document not referred to in these specifications will be shared with the Contractor at the kick-off meeting.

2. Detailed characteristics of the purchase

2.1 Geographical scope

The scope of the services will be the following:

- The **European Union**

2.2 Tasks

Task 1: “Strategic collaboration for targeted communication: Aligning objectives with Stakeholder dynamics”. The task involves actively contributing/participating in identifying the primary communication **objectives** of the project and formulating a **strategy** to achieve them effectively. It is crucial to emphasise that the Social Media Manager will collaborate closely with REVES, which is in charge of the Communication and Dissemination Work package. This collaboration entails gathering pertinent data and information concerning the project's key stakeholder groups. By coordinating efforts with REVES, the Social Media Manager ensures comprehensive insights into stakeholder dynamics, enabling the development of tailored communication strategies that resonate effectively with the project's target audiences.

Task 2: “Digital channel selection: tailoring communication strategies for project success”. This task involves conducting a thorough analysis to identify the digital **media/channels** that are most appropriate for the project's communication objectives. It entails evaluating various digital platforms such as social media networks, websites, blogs, forums, email newsletters, and mobile applications to determine which channels will best reach and engage the target audience. Factors to consider include the demographics and preferences of the audience, the type of content to be shared, the level of interactivity required, and the project's overall communication strategy.

Task 3: “Strategic implementation and monitoring of digital channels for effective communication”. Once the suitable digital channels are identified, the next step is to develop a plan to activate/implement and monitor them effectively. This includes creating compelling content tailored to each platform, establishing a posting schedule, implementing strategies to grow and engage the audience, and utilising analytics tools to track performance metrics such as reach, engagement, and conversion rates. Additionally, ongoing monitoring and optimisation efforts are necessary to ensure that the selected digital channels continue to effectively support the project's communication objectives over time.

2.3 Details regarding transition and handover procedures upon the conclusion of the contract

The Contractor must provide an adequate overview of the state of play at the end of the contract and must guarantee its cooperation for transition meetings and handing over the products and services developed under this contract, as well as their management, in a progressive, secured and orderly manner to the contracting body or to any party designated by the contracting body.

To this end, the Contractor will undertake the necessary actions to safeguard the continuity of the products and services developed. Together with its final report, the Contractor will provide the full list of pre-existing rights, if any, within the result of the contract and provide evidence on their acquisition, to ensure the full use of the results and any pre-existing material (if applicable), by the *Contracting body*.

2.4 Intellectual Property Rights

The following intellectual property rights conditions shall apply to ensure that all knowledge produced remains the property of the contracting body:

- **Ownership.** All intellectual property rights, including but not limited to content, data, designs, strategies, and innovations created or developed during the performance of the contract, shall be the exclusive property of the contracting body.
- **Assignment of Rights.** The Contractor agrees to assign, transfer, and convey all intellectual property rights, titles, and interests in any work product or deliverable produced under the contract to the contracting body upon its creation.
- **Non-Disclosure.** The Contractor shall maintain strict confidentiality regarding any proprietary information, trade secrets, or confidential data disclosed by the contracting body during the performance of the contract.
- **Use Restrictions.** The Contractor shall not use, reproduce, distribute, or disclose any intellectual property or confidential information belonging to the contracting body for any purpose other than fulfilling the obligations under the contract without prior written consent.
- **Third-Party Rights.** The Contractor warrants that the creation or use of any work product or deliverable produced under the contract does not infringe upon the intellectual property rights of any third party.
- **Indemnification.** The Contractor shall indemnify, defend, and hold harmless the contracting body from any claims, liabilities, or damages arising from the infringement of intellectual property rights by the service provider or its employees, agents, or subcontractors.

- **Survival of Obligations.** The intellectual property rights provisions shall survive the termination or expiration of the contract, ensuring that the ownership and protection of intellectual property continue beyond the duration of the agreement.

2.5 Confidentiality and Data Protection

Confidentiality is required of all persons working or collaborating directly or indirectly in the performance of tasks following this call, as they might come into contact with confidential information during the course of their work. Any breach of confidentiality will be treated as professional misconduct and could lead to the termination of the contract.

Specific requirements relating to personal data and the protection thereof are set out in the draft service contract.

During the contract implementation, the Contractor must comply with the *Contracting body's* personal data protection procedures, including models of data protection notice (e.g. for the website, event, survey, etc.) provided by the *Contracting body*.

The Contractor must cooperate with the *Contracting body* in ensuring that personal data is handled lawfully and if required not without explicit prior consent of the subjects involved (e.g. beneficiaries and their subcontractors).

In addition, the Contractor will ensure that personal data is processed and accessible only within the territory of the European Union and the European Economic Area and will not leave that territory. Access to data may be given on a need-to-know basis only to authorised persons established in a country which has been recognised by the European Commission as providing adequate protection to personal data.

All websites, platforms, digital applications and online registration forms containing personal data must be hosted within the European Union and abide by the EU legal obligations on personal data protection.

2.6 Performance and quality requirements

In addition to the general and specific objectives defined above, the following list presents the expected results in concise and approximate terms, providing a general overview of what is requested from the Contractor:

Tasks	Performance indicator(s)	Related indexes
1. Strategic collaboration for targeted communication: Aligning objectives with Stakeholder dynamics	Quantitative KPIs: <ul style="list-style-type: none"> • Percentage increase in stakeholder engagement on social media platforms before and after implementing the communication strategy. • Number of stakeholder groups reached through targeted messaging and outreach efforts. 	<ul style="list-style-type: none"> • Stakeholder Engagement Rate • Alignment with communication objectives • Integrated Communication Impact Score (ICIS)

Tasks	Performance indicator(s)	Related indexes
2. Digital channel selection: tailoring communication strategies for project success	Quantitative KPIs: <ul style="list-style-type: none"> • Number of digital channels identified and prioritized for campaign implementation. • Percentage increase in audience reach across selected digital channels over time. 	<ul style="list-style-type: none"> • Channel Effectiveness Index (CEI) • Audience Alignment Score (AAS) • Content Interactivity Rate (CIR)
3. Strategic implementation and monitoring of digital channels for effective communication	Quantitative KPIs: <ul style="list-style-type: none"> • Rate of content consumption, measured by the number of views, clicks, and shares on digital channels. • Performance metrics such as reach, engagement, and conversion rates, tracked using analytics tools and compared against predefined benchmarks. 	<ul style="list-style-type: none"> • Content Effectiveness Index (CEI) • Audience Growth Rate (AGR) • Conversion Rate (CR)

2.7 Indicative timetable

The tenderer shall propose in its offer a detailed work plan, which clearly indicates the sequences and timing of the work. It must take into consideration the following indicative timetable elements:

Timetable (months/weeks/days)	Actions/Deliverables
Reference date (T0)	Start date of the contract
T0 + 7 days	Kick-off meeting with the contracting body
T0 + 14 days	First proposal for the social media communication strategy
31 December 2024	Intermediate report
30 September 2025	Second intermediate report
30 June 2026	Third Intermediate report
T0 + 36 months	End date of the contract

2.8 Place of performance: where will the contract be performed?

The services will be performed at the following locations:

- the Contractor's premises

2.9 Nature of the contract: how will the contract be implemented?

The procedure will result in the conclusion of a direct contract.

In direct contracts, all terms governing the provision of the services are clearly defined. Once signed, they can be implemented immediately without any further contract procedures.

2.10 Volume and value of the contract: how much do we plan to buy?

The maximum amount for the execution of all the tasks referred to in this call for tender is 30.000,00 € (thirty-thousand Euro) - all taxes included.

2.11 Duration of the contract: how long do we plan to use the contract?

The contract(s) resulting from the award of this tender will have a duration of 32 months and will in any case be concluded by 30 September 2027.

The execution of the tasks shall not start before the contract has been signed. Work will follow the timetable outlined in *Section 2.7*.

3. General information on the service

3.1 Legal basis: what are the rules?

This call for service is governed by the provisions of the relevant Belgian law on service contract, and insofar relevant, by provision of Regulation (EU) 2018/1046.

The Contracting body has chosen to award the contract resulting from this call for tenders through an open procedure. In an open procedure any interested economic operator (any natural or legal person who offers to supply products, provide services or execute works) may submit a tender.

3.2 Evaluation and award

The evaluation of the tenders that comply with the submission conditions will consist of the following elements:

- Verification of administrative compliance;
- Verification of non-exclusion of tenderers;
- Selection of tenderers on the basis of selection criteria;
- Verification of compliance with the minimum requirements specified in the procurement documents;
- Evaluation of tenders on the basis of the award criteria.

The Contracting body will evaluate the aforementioned elements in the order it deems most appropriate. If the evaluation of one or more elements indicates grounds for rejection, the tender will be rejected without undergoing further full evaluation. Unsuccessful tenderers will be informed of the reasons for rejection without receiving feedback on the non-assessed content of their tenders. Only tenderer(s) for whom the verification of all elements did not reveal grounds for rejection can be awarded the contract.

The evaluation will be based on the information and evidence contained in the tenders and, if applicable, on additional information and evidence provided at the request of the *Contracting body* during the procedure. If any of the declarations or information provided is found to be false, the Contracting body may impose administrative sanctions (exclusion or financial penalties) on the entity providing the false declarations/information.

For the purposes of evaluating exclusion and selection criteria, the Contracting body may also refer

to publicly available information, in particular evidence accessible through a national database free of charge.

3.3 Exclusion criteria

The objective of the exclusion criteria is to determine whether the tenderer meets any of the exclusion situations outlined in Article 136(1) of the Financial Regulation.

Tenderers found to be in an exclusion situation will be rejected.

As evidence of non-exclusion, each tenderer must include with their tender a Declaration on Honour using the provided model in Annex 2. The declaration must be signed by an authorised representative of the tenderer.

3.4 Selection criteria

The objective of the selection criteria is to evaluate whether the tenderer possesses the necessary economic, financial, technical, and professional capabilities to perform the contract. The selection criteria for this tender, including the minimum capacity levels, assessment criteria, and required evidence, are detailed in the following subsections. Tenders submitted by tenderers not meeting the minimum capacity levels will be rejected.

Upon tender submission, each tenderer must declare on their honor that they meet the selection criteria. The initial assessment of whether a tenderer meets the selection criteria will be based on the submitted declaration(s) and the information provided by the tenderer. The subsections below specify which evidence must be provided with the tender or may be requested later, at any point during the procurement procedure.

Unless waived, evidence must be provided upon request and within a deadline set by the Contracting body. The evidence must adhere to the applicable assessment criteria for each criterion: in the case of a consolidated assessment, it must be provided only by the entities involved in meeting the criterion collectively, while in the case of individual assessment, it must be provided by each entity involved in meeting the criterion individually.

A request for evidence from the contracting body does not indicate the tenderer's success in any way.

3.5 Legal and regulatory capacity

Tenderers are not required to demonstrate specific legal and regulatory capacity to fulfill the contract.

3.6 Economic and financial capacity

Tenderers must comply with the following selection criterion in order to demonstrate that they possess the necessary economic and financial capacity to perform the contract:

- Minimum level of capacity: Average yearly turnover of the last two financial years, for which accounts have been closed, shall be above EU 15.000,00 (fifteen thousand/00).

3.7 Technical and professional capacity

Tenderers must prove that they have the necessary technical capacity to perform the contract.

3.8 Criteria relating to the team delivering the service:

Tenderers must comply with the following selection criteria in order to prove that they have the necessary professional capacity to perform the contract:

- The team delivering should include profiles holding specific competences in social media campaign management. Evidence will consist in CVs in EUROPASS format of the team responsible to deliver the service. Each CV should indicate the intended function in the delivery of the service.

3.9 Compliance with the minimum requirements of the procurement documents

By submitting a tender, a tenderer commits to perform the contract in full compliance with the terms and conditions of the procurement documents for this call for tenders.

Particular attention is drawn to the minimum requirements on to the fact that tenders must comply with applicable data protection, environmental, social and labour law obligations established by Union law, national legislation, collective agreements or the international environmental, social and labour conventions listed in Annex X to Directive 2014/24/EU.

3.10 Award criteria

The objective of the award criteria is to evaluate the tenders with a view to choosing the proposal providing best value for money.

Tenders will be evaluated on the basis of the following award criteria and their weighting:

1. Price – 5%

The price considered for evaluation will be the one quoted under "Total price of the tender" above, covering all the requirements set out in the Tender specifications.

2. Quality – 95%

The quality of the tender will be evaluated based on the following criteria:

Quality award Criterion	Explanation of the criterion's scope	Maximum number of points per criterion (out of 100).
Quality of the proposed methodology	Effectiveness, feasibility, robustness of the proposed methodology, how clear and sound it is, the capacity of the tenderer to present and justify the methodological choices to conducting social media awareness raising activities. Quality of communication activities. In particular, the offer should explain what measures will the tenderer take to ensure inclusive communication free of discrimination based on, for example, gender, ethnic origin, social position, disability, etc. This part will account for at least 50% of the points.	60 points

Organisation of the workand resources	This criterion will assess how the roles and responsibilities of the proposed team and of the different economic operators (in case of joint tenders, including subcontractors if applicable) are distributed for each task. It also assesses the global allocation of time and resources to the project and to each task or deliverable, and whether this allocation is adequate for the work. The tender should provide details on the allocation of time and human resources and the rationale behind the choice of this allocation. Details should be provided as part of the technical offer. Preferably, unit costs/prices are to be included in the financial offer.	20 points
Quality control measures	This criterion will assess the quality control system applied to the service foreseen in this tender specification concerning the quality of the deliverables, the language quality check, and continuity of the service in case of absence of the member of the team. The quality system should be detailed in the tender and specific to the tasks at hand; ageneric quality system will result in a low score.	20 points
Total		100 points

The result of the technical evaluation is the sum of the points obtained based on the evaluation of each criterion (maximum 100 points).

Only those tenders that score:

- at least 50% for each criterion and
- at least 70% of the total points will be considered for the award of the contract.

Tenders not reaching the minimum quality threshold will not be further assessed. Their financial tenders will therefore not be considered for determining the cheapest referenceprice.

3.11 Award (ranking of tenders)

Tenders shall be ranked according to the best price-quality ratio in accordance with the formula below:

$$\text{Total score} = \text{Price Score} \times 5\% + \text{Quality Score} \times 95\%$$

Should the outcome of the formula lead to two or more tenders with the same result, the tenderer who has been awarded the highest marks for quality will be deemed to be the most economically advantageous tender. This approach will continue to be applied to each of the award criteria in the descending order listed in the award criteria under point 3.4.

3.12 Form of the tender: how to submit the tender?

Tenders are to be submitted via email only.

3.13 Content of the tender: what documents to submit with the tender?

The documents to be submitted with the tender are:

- *Technical offer*
The technical offer must provide all the information needed to assess the compliance with the tender specifications and the award criteria. Tenders which deviate from the minimum requirements or which do not cover all the requirements may be rejected on the grounds of **non-compliance with the tender specifications** and will not be further evaluated.
For the purpose of evaluation, the written submission shall include a clear and detailed description of the service provider, comprising its human and technical resources and the methodology proposed. Tenderers shall provide a practical and detailed description of the human and technical resources and services proposed to achieve the objectives and results set out.
The tender should provide details of the allocation of time and human resources and the rationale for this choice. Details should be provided as part of the technical offer, i.e. the allocation should be indicated for each task and should specify the role, the names and the estimated number of days/units for each member of the team should be specified. This is not a request for a budget, as the prices/fees should only be part of the financial offer.
- *Financial offer*
The financial offer must include the proposed allocation broken down at least by person/days devoted to the service

3.14 Confidentiality of tenders: what information and under what conditions can be disclosed?

Once the *Contracting body* has opened a tender, it becomes its property and shall be treated confidentially, subject to the following:

- For the purposes of evaluating the tender and, if applicable, implementing the contract, performing audits, benchmarking, etc., the *Contracting body* is entitled to make available (any part of) the tender to its staff and the staff of Union institutions, agencies and bodies, as well to other persons and entities working for the *Contracting body* or cooperating with it, including Contractors or subcontractors and their staff provided that they are bound by an obligation of confidentiality.
- The *Contracting body* may disclose the submitted tender in response to a request for public access to documents, or in other cases where the applicable law requires its disclosure. Unless there is an overriding public interest in disclosure, the *Contracting body* may refuse to provide full access to the submitted tender, redacting those parts (if any) which contain confidential information, the disclosure of which would undermine the protection of the tenderer's commercial interests of, including intellectual property.