



Request for Offers / Call for Tenders – Framework contract

Post title: Long-term contract for delivering the EDP's European-wide campaign “*European solutions*”

Location: Europe

Contract Amount: Above 10.000 EUR or above 60.000 EUR over 4 years

Start date: December 2021 until December 2023

## CALL FOR TENDER – FRAMEWORK CONTRACT “*European solutions*” campaign

### ABOUT THE ORGANISATION

The European Democratic Party (EDP) was founded by François Bayrou and Francesco Rutelli in 2004, and was promoted by Romano Prodi. As a centrist European political party, it brings together political parties and MEPs who all want a Union closer to the citizens who live in it. The EDP is a transnational political movement campaigning for a European democracy based on the shared values of peace, freedom, solidarity and education, while aiming to proudly affirm its culture in tomorrow's world.

The EDP currently has 11 MEPs from 5 countries and 18 Member organisations from 14 countries.

### ABOUT THE CALL FOR TENDER

The European Democratic Party wants to launch a Europe-wide communications campaign starting in January 2022 called “*European solutions*” (French title: “*L'Europe des solutions*”). **The campaign will be structured around a series of events, with each event highlighting a specific *European Solution*.**

The Party is therefore looking for a contractor that we could repeatedly use throughout this campaign to prepare the communication materials and the content of each event. This call for tender is therefore for concluding a **framework contract**, meaning the contractor would be paid for preparing and organising each event.

The campaign would be organised in different EU Member States and in multiple languages. The campaign has several objectives:

- Promote the numerous innovative solutions that have been found to tackle environmental, social and cross-border issues throughout Europe,
- Highlight projects that have benefitted from EU funds or support,
- Bring together citizens, local authorities, NGOs, political parties and business leaders to raise awareness of solutions that exist and how they could be brought up to EU level,
- Give the EDP, it's member parties, partners and network more visibility.

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#### EUROPEAN DEMOCRATIC PARTY

Rue Montoyer 25  
1000 Bruxelles  
Belgique

+32 2 213 00 13  
[info@democrats.eu](mailto:info@democrats.eu)  
[www.democrats.eu](http://www.democrats.eu)

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Each solution/event should highlight either a specific EU project which was developed, funded or facilitated by the EU, or a ‘solution’ that has been developed at local level that is both innovative and worth sharing Europe-wide. It is very important that each event includes local press, local partners or stakeholders, and – if the EDP has any – its member parties and MEPs.

The contractor should be able to research and propose a ‘solution’ that would then be presented at the event and made part of the campaign. The contractor would organise the event to showcase this solution. Hence why the EDP is looking for a contractor who has experience in event planning, can rely on an already established network of organisations (media partners, NGOs, local leaders, etc.), and is able to find these ‘solutions’ that will fuel this campaign.

The goal would be to **organise an event every 2 months until December 2023** in EU countries where the EDP is represented and where the EDP would like to recruit new members in the near future. The contractor therefore needs to be able to organise events in the local language.

### ***Communication aspects***

Everything that happens during this campaign will need to be published on the EDP's official website and be translated into our different working languages (English, French, German and Italian) and Spanish. This includes information about the solutions, general information about the campaign, press releases and social media materials. Events being live-streamed will also be an advantage to increase their reach and directly relaying them through our communications channels and local press.

Making sure that the campaign is relayed in media channels Europe-wide is crucial. This includes local newspapers, local partners, social media channels, informing local authorities, potentially interested NGOs, etc. The contractor needs to have a proven experience and capacity to both create (and sustain) momentum for campaigns over a long period of time. Moreover, a contractor's ability to leverage impact journalism organisations will be considered an advantage.

### ***Link with the Conference on the Future of Europe***

The campaign is also intended to be run within a broader European context: the **Conference on the Future of Europe**. The EDP wants this campaign to be at the heart of its contribution to the Conference, meaning that the contractor must organise and run the campaign with that in mind. In addition to each event highlighting a successful EU project or an innovative solution, the EDP would need help to organise citizen-

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focussed events as part of the Conference. This is why the contractor must ensure that ‘*European solutions*’ directly feeds into the COFEU in 2 ways:

- a) The online platform: the discussions and ‘*solutions*’ that come out of the campaign must then be shared on the platform<sup>1</sup>.
- b) Events: the events organised locally should also be used to promote these solutions and share the best practices that are identified during the campaign (see section below ‘*Organised events across the EU*’).

For each of these discussions with citizens, the outcomes of the discussions would need to be published on the COFEU’s online platform<sup>2</sup>. In addition, the contractor should propose ways to best get citizens engaged with the campaign, and suggest new ideas of how it can directly feed into the Conference.

### ***Highlighting the Mediterranean's value***

The contractor should be able to organise an event linked to the Mediterranean sea's impact on Europe's future by presenting a relevant ‘solution’. It could highlight one or several of the Mediterranean’s many important facets: sustainability, sea preservation, renewable energy, migration, maritime transport, etc.

## **TENDER REQUIREMENTS**

The EDP is funded by the European Parliament and is being regulated under the Regulation (EU, Euratom) No 1141/2014. All activities organised as part of this campaign must be in accordance with the rules European political parties need to follow.

### ***General requirements***

- The contractor must appoint a single person who will be the point of contact for the EDP. This person must be easily reachable, able to speak English and French, and be the contractor’s coordinator for the campaign. S/he will need to take instructions from the EDP team to make sure that the project remains consistent and in accordance with the EDP’s objectives.
- For all strategic and organisational issues, the contractor delivering the campaign must liaise directly with the staff of the EDP.
- The contractor must already have a network of organisations and partners it can rely on to fuel the campaign. These must include: institutional partners, national

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<sup>2</sup> <https://futureu.europa.eu/>



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& international media outlets, citizens movements, and leaders who could support the campaign's work.

### **Requirements for events**

- All the events organised must be held in the local language, including all communications materials.
- For each event, the contractor must ensure that the necessary stakeholders are associated: local press, our member party (if any), our MEP(s), EDP staff and any other person the EDP identifies as relevant.
- Each event must be organised professionally, with clear and effective communications materials (social media, EDP website and press release), and must then be summarised. The summary of the event, and especially the discussions held, needs to be sent in English and in the local language. This summary can then be used by the EDP on the COFEU's online platform.
- Whenever possible, livestreaming or filming each event will be appreciated.
- Events should be recorded and publicised in different ways: press releases, filmed and/or livestreamed online, a summary of discussions, etc.

### **Requirements for communications**

- All of the communications regarding the campaign and its events will need to be uploaded on the EDP's website and social media channels.
- Press releases will also need to be prepared for each event organised in Member States and the important milestone events held in Brussels.
- Like for the events, the use of the relevant European languages will be crucial: communications materials must be in the local language, and the outcomes must then be summarised English and at least one of the EDP's working languages.

### **What the contractor is not responsible for**

- The logistical aspects for each event: transport, room booking, accommodation, refreshments, technical aspects, etc. (local service provider will manage this)
- Contacting local press and following-up with inviting journalists (local service provider will manage this)

## **TENDER EVALUATION CRITERIA**

The criteria we will use to determining the best value for money are the contractor's:

1. Ability to meet the requirements set out above.
2. Availability, technical capacity and resources to organise professional and effective events as part of a Europe-wide communications campaign.

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3. Ability to organise 1 to 2-day events with a wide range of stakeholders (press, local officials, political parties, EDP staff, etc.) in different countries.
4. A proven technical and professional capacity: at least 5 years' experience in running communications campaigns and organising events in different European countries over the last 5 years preceding the tender submission deadline.
5. Ability to communicate in different languages, especially English, French, Italian, German and Spanish. Knowledge of Basque and other European languages will also be appreciated.
6. Ability to quickly produce summaries of events organised in different countries and languages.
7. Value for money.
8. Knowledge of the rules that must be followed by European political parties both at European and at national levels.

## TENDERING PROCESS

Interested contractors should submit their offer, together with their portfolio to show eligibility to the tender requirements and its Annex, by the **26<sup>th</sup> November 2021** to: [procurement@democrats.eu](mailto:procurement@democrats.eu) with the subject "EDP European solutions tender application".

Your personal data will be processed solely by EDP and only for the purpose specified in this call. It will be stored safely and securely following the GDPR laws. To ensure GDPR compliance please include the following sentence to the body of your email confirming your consent: *"I agree to the European Democratic Party processing my data for the purpose of the Call for Tenders procedure"*.

Review of the offers will take place during w/c 29 November 2021.

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