



Call for Tenders – contract

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

Location: Europe

Contract Amount: between 100.000 EUR and 200.000 EUR over 2 years

Start date: September 2021 for a period of up to 2 years

CALL FOR TENDER: “*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 would like to organise a Europe-wide campaign starting in September 2021 called “*European solutions*” (French title: “*L'Europe des solutions*”). We are therefore looking for a contractor who would deliver this campaign effectively, in multiple languages and with events organised in different EU Member States.

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 to EU level.

The campaign needs to have a strong communications focus, and be organised around a series of events within EU member states in association with our member parties and our Members of the European Parliament (MEPs). Each event should highlight either a specific EU project which was developed, funded or facilitated by the EU, or a specific solution for Europe that is both innovative and worth sharing. It is very important that each event includes local press, our member parties, MEPs and local partners or stakeholders.

We would also be open for a "call for solutions" where local organisations, citizens, NGOs and business leaders share the 'solutions' they have developed to social and



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environmental issues locally. The contractor would then have a process by which they select the solutions that would be directly part of the campaign and organise an event with them.

The EDP is looking for a contractor who is able to rely on an already established network of organisations (media partners, NGOs, local leaders, etc.) and able to suitably find solutions/projects that can fuel this campaign.

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. This is why the contractor must ensure that ‘*European solutions*’ directly feeds into the COFEU in 2 ways:

- a) **The online platform:** the ideas and ‘*solutions*’ that come out of the campaign must then be shared on the platform¹.
- 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*’).

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.

Communication

Everything that happens during this campaign will need to be published on the EDP's official website, and consequently be translated in our different working languages (English, French, German and Italian). This includes information about the projects that are highlighted, general information about the campaign, press releases and social media materials. Events being live-streamed will also be an advantage in order 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, local authorities, 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.

¹ <https://futureu.europa.eu/>



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Organising events across the EU

The goal would be to organise an event in each of the 14 countries where the EDP is represented and possibly organise events in countries 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.

In addition to an event highlighting a successful EU project or an innovative solution, the EDP would need help to organise citizen-focussed events as part of the **Conference on the Future of Europe**. This does not need to happen for each event in all countries, but it would certainly be an advantage to do several throughout the Conference. For each COFEU event, the outcomes of the discussions would need to be published on the COFEU's online platform².

Journey around the Mediterranean Sea

We would also like the contractor to be able to organise a series of events linked to the Mediterranean sea's impact on Europe's future. These events could highlight one or several of the Mediterranean's many important facets: sustainability, sea preservation, renewable energy, migration, maritime transport, etc. Our MEPs are eager to promote these aspects through a 'journey around the Mediterranean' to attract a wider audience and add visibility. The contract should propose ways to do this effectively.

This call is also regulated under Article II.9 of the Funding Agreement between political parties and foundations and the European Parliament.

TENDER REQUIREMENTS

The EDP is funded by the European Parliament and is being regulated under the Regulation (EU, Euratom) No 1141/2014. It is therefore essential that all activities organised as part of this campaign be organised in accordance with the rules that must be followed by European political parties.

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 would be an advantage), 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.

² <https://futureu.europa.eu/>



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

Requirements for events

- All of the events that are organised in European countries 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, 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.

TENDER EVALUATION CRITERIA

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

1. Availability, technical capacity and resources to deliver the Europe-wide communications campaign.
2. Ability to meet the requirements set out above.
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.

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4. Knowledge of the rules that must be followed by European political parties both at European and at national levels.
5. Ability to communicate in different languages, especially English, French, Italian and German. Knowledge of Spanish, Basque and other European languages will also be appreciated.
6. Ability to quickly produce summaries of events organised in different countries and languages.
7. 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.
8. Value for money.
9. Legal and regulatory capacity: proof of enrolment in any relevant trade or professional register.

TENDERING PROCESS

Interested contractors should submit their offer, together with their portfolio to show eligibility to the tender requirements and its Annex, no later than midnight (CET) on **25 August 2021** to: 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 and tenders is scheduled to take place during the last week of August 2021, with the contract aimed to start in September 2021.

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