



Request for Offers / Call for Tenders

Post title: Long-term contract for an external consultant on communications work

Location: Europe

Contract Amount: Above 10.000 EUR or above 60.000 EUR over 5 years

Starting date: 1 September 2024

Publication date: 25/07/2024 – indicated deadline: 3 weeks

ABOUT THE ORGANISATION

The European Democratic Party (EDP), founded in 2004 by François Bayrou and Francesco Rutelli, is a centrist European political party that brings together political parties and MEPs who want a Union that is closer to the citizens who live in it. As a transnational political movement, the EDP aims to build a European democracy rooted in the shared values of peace, freedom, solidarity and education, with the ambition of proudly affirming its culture in the world of the future.

ABOUT THE CALL FOR TENDERS

The European Democratic Party is seeking a long-term partnership with an external communications consultant to support the development and enhancement of our teams. In view of our strategic outlook for the next five years, following the 2024 European Elections, we are looking to advance our organisation's strategy.

The EDP is funded by the European Parliament and is being regulated under the Regulation (EU, Euratom) No 1141/2014.

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

TENDER REQUIREMENTS

Following the 2024 European elections, the EDP is seeking for technical assistance in the field of communication. The contractor(s) will be required to provide the following services:

- Providing strategic advice to the EDP Secretariat on coordination with member parties.
- Developing and managing the overall communication strategy and, preparing and planning regular communication campaigns.
- Improving the visibility of the EDP's top leaders and overseeing and improving the communications of the EDP Secretary General and EDP President when they speak as such.

EUROPEAN DEMOCRATIC PARTY

Rue Montoyer 25
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Belgique

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info@democrats.eu
www.democrats.eu

With the
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- Evaluating and improving EDP's traditional communications such as (but not limited to) press, online press and events; digital communications such as (but not limited to) social media, advertising and data management.
- Managing the EDP's social media, press office and the website, as well as the communicating EDP's activities
- Defining and managing promotional and advertising strategies (digital and other)

The contactor will provide a monthly service of 200 hours for an activity mainly based in Brussels in the EDP offices. Some activities may require travel outside Brussels with the approval of the EDP Treasurer and the EDP Secretary General.

EVALUATION CRITERIA

The elements we will consider determining the best price-quality ratio are:

- Ability to communicate in different languages, especially in the EDP working languages (20%)
- Time required to deliver the requested deliverables (20%)
- Price and economic advantage (25%)
- Technical merit (35%): the consultant's profile should be:
 - More than 5 years of experience in the area of political party work,
 - Extensive experience in providing strategic advice to elected officials, senior staff and grassroots activists and volunteers.
 - Understanding of European politics.
 - Experience in voter identification and communications programmes for political parties and skills in developing messaging plans and persuasive storytelling.

The exclusion criteria are set out in Annex II: Declaration on the tenderer's honour concerning the exclusion and selection criteria. This declaration must be completed and signed by the tenderer.

Only tenderers (all participating entities, including subcontractors and consortium members) which are not in one of the situations listed in Annex II, including

- Bankruptcy or suspension of payments
- non-payment of taxes or social security contributions;
- grave professional misconduct
- fraud, corruption, involvement in a criminal organisation, etc;

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- serious breach of contract can participate in this tender process.

EDP is interested in a long-term relationship and will offer a 1-year contract, renewable at the latest 1 August each year, until 31 August 2028, with a performance review every 6 months.

TENDERING PROCESS

Please apply by sending a detailed proposal in French or English, including all the below elements:

1. Overview of your company/consultant, including its background, experience, and expertise in providing communications services
2. Methodology and approach to ensure accurate and timely communication work.
3. Annex I – Pricing template
4. Annex II – Selection and exclusion criteria

Interested contractors/suppliers should submit their offer, together with their portfolio to show eligibility to the tender requirements and its Annex, no later than midnight (CET) on 16 August 2024 to: procurement@democrats.eu with the subject line "EDP Long-term Communications work".

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".

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