

Terms of reference

Publication: Ten years of PLATFORMA

03/07/2018/v4 bt ms
DCI-NSA/2015/362-870

General background

PLATFORMA is the pan-European coalition of local and regional governments engaged in international cooperation for sustainable development.

PLATFORMA federates local and regional governments with their national, European and global associations, and is hosted by the Council of European Municipalities and Regions.

PLATFORMA is a hub of expertise on local and regional governments' international action, aiming to boost European local and regional governments' contribution to international sustainable development and EU Development policies.

Specific background (Tender context)

In the framework of the Specific Grant Agreement DCI-NSA/2015/362-870 “*Working together towards empowering local and regional governments for effective development outcomes in EU partner countries*” with the European Commission, PLATFORMA wishes to showcase 10 years of its work and achievements in a representative publication, which will be presented at a dedicated event to be held on 10 October 2018 in Brussels.

Objectives of the assignment

PLATFORMA is looking for an external Contractor to draft the content of a representative publication based on the assignment outlined in these Terms of reference.

The publication shall:

1. Showcase 10 years of work and achievements of PLATFORMA since the establishment of the network in 2008, and throughout its existence until 2018, based on results (outputs, outcomes, impact) of activities led both by the PLATFORMA Secretariat, and activities led by PLATFORMA partners, including advocacy.
2. Provide insight on principal decentralised cooperation activities and achievements of PLATFORMA partners beyond the scope of joint projects, including an evaluation of the contribution of international action of local and regional governments to sustainable development.
3. Be built around concrete (measurable, if possible) results, outcomes and achievements by PLATFORMA, demonstrating their contribution and impact on global development and decentralisation processes in EU partner countries.
4. Provide a forward-looking conclusion part, outlining the perspectives for
 - a. PLATFORMA's work in the next 10 years (2018–2028) based on the network's own vision on the future of decentralised cooperation and of PLATFORMA's role therein;
 - b. Decentralised development cooperation in the global context of the *2030 Agenda for Sustainable Development* and its *Sustainable Development Goals* and how PLATFORMA and its partners envisage to work with the EU to achieve common goals in its external policies, including with a highlight on the role of national associations.
5. Adopt an overall perspective, while putting forward a comprehensive narrative on development decentralised cooperation.

6. Be drafted in a comprehensive, yet easy-to-read visual format, including text frames (boxes), quotes, tables, as well as ideas for logos, illustrations, photographs, graphs, infographics and other illustrative content elements.
7. Put forward the visibility of PLATFORMA partners (cities, regions, national, regional and global associations), ensure that their diversity is represented, and that they are all mentioned in the publication. For instance, the use of quotes from local/regional elected representatives of their city, region or network will be welcomed.

Methodology

Research

Outline and Timeline. The Contractor will propose a comprehensive Outline of the future publication, along with a suggested Timeline of works, for comments and approval by the PLATFORMA Secretariat.

Questionnaire and Interviews. After approval of the Outline and the Timeline, the Contractor will provide the first draft of an information- and data-gathering Questionnaire. The Contractor will also provide a proposal for information- and data-gathering Interviews of past and current PLATFORMA partners or other stakeholders in order to supplement the written Questionnaire with additional input and contributions.

Desk research. In addition to the Questionnaire and the Interviews, the Contractor will gather additional source information and data through Desk research focusing notably on supplementary or supporting information, background documents, visual materials, quotes, tables and other illustrative examples showcasing PLATFORMA's and its partners' work and achievements in the past 10 years. The PLATFORMA Secretariat will provide access to relevant archival documents and will invite all partners to provide access to relevant documentation.

First draft. Based on input from the Questionnaire, the Interviews and the Desk research the Contractor will provide a first draft of the text of the publication, along with proposals for illustrative content.

Final draft. Based on the approved First draft, the Contractor will provide a Final draft of the publication including illustrative content (illustrations, photographs, tables, graphs, infographics, quotes, etc.)

Coordination

1st coordination meeting. The Contractor will meet the PLATFORMA Secretariat in order to discuss and approve (i) the Questionnaire, (ii) a proposal for Interviews, and (iii) a proposal for Desk research.

2nd coordination meeting. The Contractor will meet the PLATFORMA Secretariat in order to (i) present and discuss the proceedings of the Questionnaire, the Interviews, and the Desk research, as well as to (ii) discuss and approve a revised Outline of the publication based on the gathered information and data.

3rd coordination meeting. The Contractor will meet the PLATFORMA Secretariat in order to (i) discuss, fine-tune and approve the First draft of the publication. This meeting can be organised as a virtual meeting (telephone, Skype, etc.).

Expected deliverables

1. **Outline.** The Outline of the future publication will include (i) main principles and messages guiding the content of the publication; (ii) principal sections and sub-sections of the publication along with a short description of the objective and content of each section, (iii) an estimated count of pages¹/words per section or sub-section.

¹ At ~450 words per page.

2. **Timeline.** The Timeline will include final delivery dates by the Contractor of each deliverable listed in this section (1–7).
3. **Questionnaire.** The Questionnaire should be short and concise, and cover a timeframe of the last 10 years. It should include questions on (i) what the interviewed partner could achieve thanks to PLATFORMA; (ii) which best practices in decentralised cooperation the partner would like to showcase; (iii) what are the partner’s views on the future of decentralised cooperation, and (iv) on the evolution of partners’ activities within the horizon until 2030. The Contractor will provide PLATFORMA with all input collected through the Questionnaire.
4. **Interviews.** The proposal for Interviews should include (i) a short methodological description of the Interviews, including their objective, and how the Interviews will supplement information gathered by the Questionnaire; (ii) identification of targeted partners, stakeholders or personalities to be interviewed, (iii) draft interview questions. Partners or stakeholders targeted by the Interviews shall include, among others, (i) past and current partners of PLATFORMA; (ii) selected European Union Delegations in partner countries; (iii) selected members of the European Parliament; (iv) high-level European Commission representatives. The Contractor will provide PLATFORMA with all input collected through the Interviews.
5. **Desk research.** The proposal for Desk research should include (i) a short methodological description of the Desk research, including its objective, and how it will supplement information gathered by the Questionnaire and the Interviews; (ii) identification of specific types or examples of information, documents, and data to be gathered. Documents targeted by the Desk research shall include, among others, (i) past and current papers and publications by PLATFORMA and its partners; (ii) historic project reports, evaluation reports and other documents. The Contractor will provide PLATFORMA with a list of documents or sources used for the publication.
6. **First draft.** The First draft of the publication shall be based on the information and data gathered through the Questionnaire, the Interviews, and the Desk research. In addition to plain text, it should be enriched with proposals for illustrative content, such as text frames (boxes), quotes, tables, logos, illustrations, photographs, graphs, infographics, etc.
7. **Final draft.** The Final draft of the publication is the principal deliverable of the assignment. It will be considered delivered upon final approval by the PLATFORMA Secretariat.

Contractor profile

The Contractor should ideally

- have thorough knowledge and understanding of
 - decentralised development cooperation,
 - European development and international cooperation policy,
 - global development context, including the *2030 Agenda for sustainable development* and its *Sustainable Development Goals*, as well as the *New urban agenda*,
- have demonstrated experience in drafting publications, conducting research and/or redacting policy analysis;

Ideally the Contractor will be familiar with the PLATFORMA network and/or PLATFORMA partners.

Technical specifications

Language. All deliverables shall be provided in English. The Contractor shall be responsible for correct language and grammar. Documents with apparent mistakes in spelling, grammar, or style shall be rejected.

Style. The publication shall be drafted in a modern, fresh and light reading style, avoiding complicated or very technical terms, if possible. All used acronyms shall be explained in footnotes

or in a separate section. The text shall adhere to the reference style published in the European Union *Interinstitutional style guide*².

Format. All deliverables shall be delivered electronically, by electronic mail or as downloadable documents (links). All files shall be delivered in the Microsoft Office file format (Office Open XML), OASIS file format (OpenDocument), or any other open format for storage and transmission of digital data.

Intellectual property and data protection. The Contractor shall ensure the compliance of all deliverables, or their constituent parts, with applicable intellectual property legislation and personal data protection legislation. All original contribution by the Contractor, as well as the final publication, shall be released under the *Creative Commons Attribution-Non Commercial-Share Alike 4.0 International License*³.

Volume. The final publication after layout shall not exceed 28 pages of content, plus 4 pages of cover, with the paper size according to the ISO 2016 A4 specification. PLATFORMA may shorten, amend, or modify the Final draft in order to meet the required text volume for layout of the publication, in one or in several languages.

Administrative information

Meetings. It is suggested that all interviews and coordination meetings be organised virtually through the Internet. In case physical meetings are judged necessary by the Secretariat, the costs of travel and accommodation shall be borne by PLATFORMA. Physical meetings with the Contractor shall be held at the offices of PLATFORMA (Square de Meeûs 1, 1000 Brussels) or any other agreed location.

Deadlines. The Final draft shall be delivered by the Contractor no later than on **Friday 17 August 2018 12:00**.

Contractor selection process

Bids. Interested bidders are invited to submit the following documentation:

1. A **cover letter** including
 - a. an explanation of the bidder's approach to the assignment,
 - b. a first proposal for the Outline of the publication and for the Timeline for research and coordination,
 - c. a final price proposal including all fees, expenses, charges, taxes, fees or any other costs and expenses,
2. a **curriculum vitae** demonstrating the bidder's background and experience relevant for the assignment,
3. a **list of publications** authored or co-authored by the bidder(s).

Deadlines. Contractors shall submit their bids no later than on **Friday 13 July 2018 12:00**.

Contact person. The bids, and any other communication related to the tender, shall be sent to Ms. Céline Bloch, Administrative Assistant (platforma@ccre-cemr.org).

Communication. An automated or manual confirmation shall be sent to bidders upon the receipt of the bid submission. After the selection process, all bidders shall be notified about the outcome of the selection process.

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² [Interinstitutional style guide](#). European Union (2011 and subsequent updates)

³ [CC BY-NC-SA 4.0](#)