**Content of the publication:** 2020 annual good practices handbook on citizens' awareness-raising on international cooperation

20/11/2020
DCI-NSA/2015/362-870

## 1. Context

### 1. 1 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.

During 2020, PLATFORMA pursued its objective of fostering EU citizens' understanding about why and how EU cities and regions engage in international cooperation for sustainable development

### 1. 2 Specific background (Tender context)

Development education and awareness raising (DEAR) strategies aim at transforming a community's attitudes and behaviour towards global sustainability, solidarity, equality and democracy. Local and regional governments (LRGs) and their associations are particularly engaged in DEAR initiatives. They are key actors when it comes to raise citizens' awareness on global challenges through their experience in international cooperation activities. The "local" nature of DEAR gives LRGs a strategic role; they are the closest level of government to people when it comes to supporting, articulating or promoting DEAR efforts in their territory. The local or territorial dimension is thus crucial to generate long-lasting and sustainable impacts.

However, the main challenge when discussing DEAR and the action of local and regional governments, is the extremely diverse range of concepts, views, policies and experiences co-existing in the European and global contexts in regard to the topics, modalities and objectives of education and awareness for sustainable development issues.

The publication is aimed to describe LRG practices on raising people's awareness about international cooperation using the last theoretical approach to DEAR/Global Citizenship and Education (GCE), some practices from PLATFORMA pan-European campaign (European Days of Local Solidarity), the database of EU projects financed by the DEAR programme, and the conclusions of previous PLATFORMA's publications on DEAR/GCE.

## 2. Objectives

### 2.1 General objective of the publication

**The general objective** of the publication will be to showcase the outcomes generated by LRGs and other several stakeholders active in DEAR/GCE.

### 2.2 Objectives of the assignment

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

The publication shall:

1. Briefly present DEAR/GCE literature review about how LRGs and other stakeholders working with LRGs are active in DEAR/GCE activities; illustrate the trends with the outcomes from interviews, desk research, cluster discussions, and identify projects financed by the EU under DEAR programme & other EC programmes, and their replicable elements.
2. Provide insight and collect data on how LRGs and their associations are using the 2030 Agenda as a guide to plan and implement projects at local level about global agenda and responsibility in their field of action
3. Clearly outline why LRGs are key actors in raising citizens' awareness with a focus on transformative actions carried out during 2020, the COVID-19 crisis in particular, and the change they created.
4. Demonstrate the added value of decentralised cooperation in Europe and abroad to raise citizens' awareness about international challenges and solidarity / how GCE and DEAR are embedded in decentralised cooperation
5. Be built around concrete (measurable, if possible) results, outcomes and achievements by PLATFORMA and other stakeholders or at least provide some recommendations/checklist on how to measure the impact of DEAR/GCE projects and initiatives.
6. Propose successful elements for a good DEAR activity using a check-list format.

## 3. Methodology

### 3.1 Research

**Outline and Timeline**. The Service provider will propose a comprehensive Outline of the future publication, along with a suggested roadmap and timeline with the main milestones (including comments and approval by the Client).

**Interviews**. After approval of the Outline and roadmap, the Service provider will provide a proposal for questions, data-gathering and interviews of 15 PLATFORMA partners from several European countries and other stakeholders...

**Desk research**. In addition to the Interviews, the Service provider will gather additional information and data through Desk research focusing on the different elements presented in the objectives of the assignment.

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

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

### 3.2 Coordination

Given the current COVID-19 situation, all the meetings will be organised virtually (telephone, Skype, Zoom, etc.).

**1st coordination meeting**. The Service provider will contact the Client in order to discuss and approve (i) the Timeline and roadmap, (ii) a proposal for online Interviews, and (iii) a proposal for Desk research.

**2nd coordination meeting**. The Service provider will contact the Client in order to (i) present and discuss the proceedings of 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 Service provider will contact the Client in order to (i) discuss, fine-tune and approve the First draft of the publication.

### 4. Expected deliverables

1. **Outline**. The Outline of the future publication will include: (i) principal sections and sub-sections of the publication along with a short description of the objective and content of each section, (ii) an estimated count of pages/words per section or sub-section.
2. **Timeline and roadmap**. The Timeline will include final delivery dates by the Service provider of each deliverable listed in this section (1-6).
3. **Interviews**. The proposal for online Interviews should include (i) a short methodological description of the Interviews, including their objective; (ii) identification of at least 15 targeted PLATFORMA partners active in DEAR, stakeholders or personalities to be interviewed (iii) draft interview questions.
   The Client will propose suitable interview candidates. The Service provider will provide PLATFORMA with all input collected through the Interviews.
4. **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 Interviews; (ii) identification of specific types or examples of information, documents, and data to be gathered. The Service provider will provide the Client with a list of documents or sources used for the publication.
5. **First draft**. The First draft of the publication shall be based on the information and data gathered through 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, graphs, infographics, etc. In addition, it will include an executive summary and recommendations towards local governments and EU institutions a check-list with successful elements and steps to follow for a good DEAR activity/project with a special focus on how to raise citizens' awareness in a COVID-19/post-COVID-19 world.
6. **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 Client.

## 5. Service provider profile

The Service provider should ideally

- have +5 years of experience carrying out research studies in the field of DEAR/GCE and development cooperation
- have thorough knowledge and understanding of:
  - DEAR/GCE theories and studies besides practical experience in this field;
  - decentralised development cooperation,
  - European development and international cooperation policy,
  - global development context and global challenges which local and regional governments are facing, including the 2030 Agenda for sustainable development and its Sustainable Development Goals, as well as the New urban agenda, and the Paris Climate Agreement
- Have previous experience working for DG DEVCO projects

## 6. Service provider - Technical specifications

**Language**. All deliverables shall be provided in UK English. The Service provider 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, including text frames (boxes), quotes, tables, as well as ideas for illustrations, photographs, graphs, infographics and other illustrative content elements. 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[1].

**Format**. All deliverables shall be delivered electronically, by electronic mail or as downloadable documents (links). All files shall be delivered in Word format.

**Intellectual property and data protection**. The Service provider 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 Service provider, as well as the final publication, shall be released under the Creative Commons Attribution-Non-Commercial-Share Alike 4.0 International License[2].

**Volume**. The final publication after layout shall not exceed 30 pages of content, plus 4 pages of cover, with the paper size according to the ISO 2016 A4 specification. PLATFORMA may ask to 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.

## 7. Administrative information

**Meetings**. It is suggested that all interviews and coordination meetings be organised virtually through the Internet. Physical meetings with the Service provider, if any, shall be held at the offices of PLATFORMA (Square de Meeûs 1, 1000 Brussels) or any other agreed location.

---

[1] *Interinstitutional style guide*. European Union (2011 and subsequent updates)

[2] CC BY-NC-SA 4.0

**Deadlines**. The Final draft shall be delivered by the Service provider no later than **25 February 2021**.

**Budget.** The maximum amount for the offer shall be **€ 12,470.00** VAT excluded.

### 7. Service provider 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 and roadmap 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).
4. **Proofs of good execution** from previous assignments or certificates of satisfaction (if available)
5. a **Proof of registration** and VAT regime

**Deadlines**. Service providers shall submit their bids no later than **6 December 2020 at 23:59**. The selection process will take place the week of 7 Decembre.

Service providers can send their doubts on the process to lur.fernandezsalinas@ccre-cemr.org or call the +32 2 842 67 75 no later than 4 December 2020. The client will select an offer providing the most advantageous combination of cost, quality and sustainability to meet the requirements.

The contract will be signed between the service provider and the Council of European Municipalities and Regions (CEMR), which is legally representing PLATFORMA, by 16 December.

**Contact person**. The bids, and any other communication related to the tender, shall be sent to application.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.

←
END