



**Local & Regional
Europe**



Terms of Reference

COMMUNICATION SUPPORT AND SERVICES

30 March 2022

Council of European Municipalities and Regions - PLATFORMA

1. Background

a. About CEMR

The Council of European Municipalities and Regions ([CEMR](#)) is the broadest organisation of local and regional governments in Europe. Its members are over 50 national associations of municipalities and regions from 40 European countries. Together these associations represent some 150 000 local and regional authorities.

CEMR's objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange between its members associations and their elected officials and experts.

Moreover, CEMR is the European section of United Cities and Local Governments (UCLG), the worldwide organisation of local government.

b. About PLATFORMA

[PLATFORMA](#) is the pan-European coalition of local and regional governments, their associations at the national, European and global levels – all together representing more than 100,000 local and regional governments – active in city-to-city and region-to-region development cooperation. They are all key players of international cooperation for sustainable development.

PLATFORMA is an externally funded activity led by the Council of European Municipalities and Regions (CEMR). It was created in November 2008, with the support of the European Commission, to guarantee presence and advocacy of the local and regional governments towards the EU institutions on issues related to decentralised cooperation, to defend the key role of local and regional governments in development cooperation and to raise awareness on development cooperation actions led by EU cities and regions.

The PLATFORMA network counts more than 29 partner organisations.

2. Objectives of the contract

In 2015, CEMR signed a [Framework Partnership Agreement](#) (FPA) with the European Commission (to be renewed in May 2022), giving the PLATFORMA project a bigger dimension. While preparing for its 10th anniversary, PLATFORMA launched in 2017 a [new website](#), followed by a new visual identity.

Several major initiatives were also launched under the successive financing periods, including the [European Days of Local Solidarity](#) (EDLS), and the [PLATFORMAwards](#), all of them needing strong visual and communication components. Therefore, dedicated websites and communication tools were created. Since 2016, no less than 20 [publications](#) were also published, using a common visual layout.

Therefore, PLATFORMA is looking for a long-term assignment (until 31 August 2023) with a communication agency (service provider) for communication support and services that need to be externalised, to follow up all the initiatives launched over the past years.

This assignment must be based on all existing materials and particularly these resources:

- PLATFORMA [graphic charter](#) and [logo](#)
- [European Commission Communication and visibility manual for EU external actions](#)
- [European Commission Interinstitutional Style Guide](#)

- [PLATFORMA](#), [EDLS](#), and [PLATFORMAwards](#) websites and related paper-based materials (examples [EDLS](#), [PLATFORMAwards](#))
- [PLATFORMA newsletter](#)
- [PLATFORMA publications](#)

3. Assignment

1. Lot 1: Websites

The service provider should:

- **ensure the hosting, domain names, maintenance, security and back up** of the 2 existing websites (WordPress): <https://platformadev.eu/> (EN, FR, ES) and <https://connectfordevelopment.eu/> (EN)¹
- work with PLATFORMA press & communication officer to improve some of the features of the main website <https://platformadev.eu/> (e.g. adding a page with PLATFORMA spokespersons, based on the same model as the [team](#) page + including spokespersons on the partners pages, for e.g. [here](#))
- propose improvements to the main website

The maximum amount foreseen for this lot is **€3,000 including VAT** from the start of the contract until 31 August 2023. The service provider should present a detailed budget with lump sums or hourly costs with an estimated number of hours to provide the tasks.

2. Communication campaigns

PLATFORMA will launch communication campaigns on **two major initiatives**:

- **Lot 2: PLATFORMAwards**

The [PLATFORMAwards](#) were launched in 2017 to reward the best city-to-city and region-to-region development cooperation partnerships and projects. For the first edition in 2018, PLATFORMA has received 25 applications, representing 42 decentralised cooperation projects from 75 local and regional governments from 30 different countries. For the second edition in 2018, the 26 applications received by PLATFORMA represented a total of 74 local and regional governments from 11 EU member states and 19 partner countries.

In addition to the [dedicated website](#), communication materials such as [presentation brochures](#), [video animations](#) or [visuals for social media](#) were produced for the first and second editions.

The third edition of the PLATFORMAwards will be launched in early May 2022 with an award ceremony foreseen in November or December 2022. The application period will end by mid-July at the latest.

¹ The CONNECT project is on hold and no changes are foreseen on this website for the contracting period, but the website should remain fully operational until the end of August 2023 for visibility reasons.

The service provider will ensure the updates, hosting, domain names, maintenance, security and back up of the website (WordPress) <https://platformawards.eu/> (EN & FR).

Building on the existing campaign and communication materials, the service provider will **update and improve these materials for the 2022 edition**, and **deliver a realistic strategy and timeline** that aims at a high-impact campaign to build visibility for the PLATFORMAwards initiative. The service provider will propose the communication tools he deems relevant as from the proposal phase – these will be agreed upon before assigning the contract.

The service provider should also present ideas for a video presentation to be shared on the websites and social media.

The maximum amount foreseen for this lot is **€20,000 including VAT** from the start of the contract until 31 August 2023. The service provider should present a detailed budget with lump sums or hourly costs with an estimated number of hours to provide the tasks. Additional options with detailed budgets are welcome.

- **Lot 3: European Days of Local Solidarity (EDLS)**

The European Days of Local Solidarity ([EDLS](#)) were launched in 2016 to call on European cities and regions to raise their citizens' awareness on the challenges of global sustainable development and on the need to take action. From [12 cities and regions in 2016](#), [50 local and regional governments organised no less than 105 events in 2021](#). The 2022 edition will take place from 15 to 30 November but mobilisation events are also planned all along the year. Therefore, EDLS communication materials should be ready by mid-June 2022.

Several ready-to-use campaign and communication materials were developed over the past years. Building on the [existing materials](#), the service provider will **update these materials for the 2022 and 2023 editions**. The service provider will propose the communication tools he deems relevant as from the proposal phase – these will be agreed upon before assigning the contract.

The service provider shall also ensure the hosting, domain names, maintenance, security and back up of the website (WordPress) localsolidaritydays.eu

The service provider should also present ideas for gif/video presentations to be shared on the websites and social media and a set of visual materials to be shared on Twitter.

The maximum amount foreseen for this lot is **€26,000 including VAT** from the start of the contract until 31 August 2023. The service provider should present a detailed budget with lump sums or hourly costs with an estimated number of hours to provide the tasks. Additional options with detailed budgets are welcome.

3. Lot 4: Publications

20 paper and pdf [publications](#) were published over the past years by PLATFORMA and its partners, with [two types of layouts](#) reflecting consistency and continuity: partner publications and secretariat publications. At least three new publications are foreseen for the upcoming period, including an annual publication on the localisation of the Sustainable Development Goals (SDGs) (2 editions, in 2022 and 2023) and a mapping of decentralised cooperation projects.

Following the COVID-19 pandemic and the difficulties to promote printed publications, PLATFORMA has decided to move to online publications, taking the example of [CEMR Terri report](#) or [UCLG/GTF report to UN75](#).

The service provider should make concrete proposals for three online publications equivalent to 12 standard pages of word text (+/-400 words per page) with a dozen of infographics. Costs should be detailed for additional pages. The 2023 SDG publication could be envisaged as an update of the 2022 edition. All creative ideas are welcome.

Final texts of the SDG publication will be available on 20 May (EN) and 27 May 2022 (FR) for a final product to be ready on 10 June 2022, and by May 2023 for the final product to be ready on early June 2023.

The maximum amount foreseen for this lot of three online publications is **€20,000 including VAT** from the start of the contract until 31 August 2023. The service provider should present a detailed budget with lump sums or hourly costs with an estimated number of hours to provide the tasks. Additional options with detailed budgets are welcome.

4. Lot 5: Graphic design

PLATFORMA needs **graphic design support**, for example for [stand background visuals](#) for international events such as the annual European Development Days (EDD) in Brussels. Requests for support will depend on the effective organisation of physical events with stands between the start of the contract until 31 August 2023.

The service provider is expected to provide a cost per visual (unit cost) or an hourly rate with an estimated time per visual.

4. Proposal & selection criteria

Interested service providers must send detailed descriptive and financial proposals for one or several lots of this call for interest. For Lot 2 (PLATFORMAwards) and Lot 3 (EDLS), interested service providers must also send concrete visual proposals as mentioned in the relevant sections.

The tender procedure is open on equal terms to all tenderers effectively established in an EU Member State or a country, territory or region mentioned as eligible in [Annex A2a to the practical guide 2021.0](#).

A selection committee will select one or several service providers for one or several lots, depending on the complementarity of the offers. The **main criteria** for selection would be the price, the evidence provided to carry out the work under this contract and the content of the offers. The originality of the proposals, the knowledge and understanding of the subjects and past experiences in the EU bubble will also be taken into consideration. PLATFORMA will sign the contract(s) with one or several service providers offering the best value for money.

All candidates who have applied by the deadline will receive an automated or manual confirmation.

5. Contract details

Interested service providers can apply for one or several lots. The contract(s) will be signed between one or several selected service providers (no more than one per lot) and CEMR (legal entity of PLATFORMA) as the client.

Signing the contract binds the service provider to lump-sum, hourly or unit costs until 31 August 2023, with a possible extension beyond the final date if the duration of the Grant contract CSO/LA 2021/430 – 156” concluded between CEMR and the European Commission, Directorate-General for Directorate General for International Partnerships (DG INTPA) was extended.

Tasks in “Lot 5: Graphic design” are subject to the acceptance of stand proposals by third-party organisers.

Signing the contract does not give the service provider(s) any exclusivity on the communication aspects of the project.

6. Coordination of the contract

The service provider will assign a senior staff member to coordinate all aspects of the contract. The proposal must include a CV proving this person’s experience in similar assignments. This person must be able to communicate fluently in both English and French.

The tasks requested from the service provider(s) will be coordinated by PLATFORMA Press and Communication officer. In specific chapters of the contract, other PLATFORMA staff and possibly other partner organisations will be involved. The service provider(s) must have the flexibility and openness to work in a multi-stakeholder, and a multi-cultural context.

All meetings between the service provider(s) and the client will be held in Brussels or over online platforms.

7. Requirements

- The service provider must provide a proof of registration in the EU or that it meets eligibility criteria mentioned in point 4, a short description of the company, examples of similar tasks, and a list of previous clients.
- A CV of the senior staff member who will coordinate the contract.
- **Detailed financial and technical proposals (narrative, graphic when required and budget) for one or several lots should be sent in French or English by Friday 15 April 2022 at midnight Brussels’ time (CEST) to application.platforma@ccre-cemr.org**
- Any question should be addressed by email in French or English to PLATFORMA Press & Communication officer Hervé Devavry: herve.devavry@ccre-cemr.org before Monday 11 April 2022 at midnight Brussels’ time (CEST).

Contact

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About CEMR

The Council of European Municipalities and Regions (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 50 national associations of municipalities and regions from 41 European countries. Together these associations represent some 150 000 local and regional authorities.

CEMR's objectives are twofold: to influence European legislation on behalf of local and regional authorities and to provide a platform for exchange between its member associations and their elected officials and experts.

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