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# ETUCE

## European Trade Union Committee for Education EI European Region

### Call for Tender for subcontracting external expertise for the project

e-Speed – European Social Partners in Education Embracing Digitalisation: Challenges and opportunities for European Education trade unions and employer organisations in the digital era

Agreement number: VS/2020/0007

### Subcontracting external expertise to carry out a multi-media service

Brussels, 22 April 2020

SF/mr/10153

## 1. Background

The expert work to be carried out is part of the project “*European Social Partners in Education Embracing Digitalisation: Challenges and opportunities for European Education trade unions and employer organisations in the digital era*” (supported by the European Commission under the Call VP/2019/001/0018), a two year initiative ending on 31/01/2022.

ETUCE, the European Trade Union Committee for Education, represents 110 education organisations in the EU/EFTA countries and 21 education organisations in the rest of Europe and represents more than 11 million teachers at all levels of education (pre-primary, primary, secondary and higher education, vocational education and training). ETUCE is the European Region of Education International, the global umbrella organisation of education unions.

ETUCE is a Social Partner and the representative voice of education trade unions in Europe. Its main objectives are to support teachers to strive for appropriate working conditions, e.g. workplace, working time, workload, social protection, gender equality, to represent the interest of teachers vis-à-vis the EU Institutions, to promote high quality education for all in Europe and to inform the national education unions and respective affiliates about the development in the EU policies in education and employment.

In 2010, ETUCE together with the European Federation of Education Employers (EFEE) established the European Sectoral Social Dialogue Committee for Education. In this forum representatives of national education unions and education employers in Europe meet regularly to discuss and commit to relevant education/employment issues.

ETUCE is also a European Trade Union Federation within the European Trade Union Confederation (ETUC).

More information on the ETUCE projects is available at: [www.csee-etu.org](http://www.csee-etu.org).

The European Social Partners in the education sector, In their joint work programme for 2020/2021 ETUCE and EFEE have agreed to address and include the challenges and



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opportunities regarding education and the digital age in social dialogue and peer learning among ETUCE and EFEE members within the ESSDE context in order to contribute to quality education. In particular by gathering data on digitalisation in education, mapping challenges and opportunities of digitalisation in education, and gathering examples of practical and concrete ways to ensure the appropriate use of digitalisation, both for the improvement of education personnel's employment and working conditions and for better teaching and learning practices.

Indeed, digital technologies, including Artificial Intelligence (AI), are transforming the world at an unprecedented speed. They change how we communicate, live and work and they are changing our society and how we perceive it. Quality education has a key role to play in empowering everyone to join the transformation to the digital age, as it provides people with the skills they need for the society of the future

This project seeks to address the challenges brought to the education sector by the digital era, and social partners' views, experiences, and good practices implemented to take on these challenges. In particular, at a time when digital education and basic digital skills are increasingly vital for students in view to enter the labour market, this project will look at the impact of digitalisation, including artificial intelligence on the employment and working conditions of education personnel, as well as on teaching and learning practices. In addition, the project seeks to uncover good practices on harnessing digital tools to enhance inclusive education.

## **2. Purpose**

ETUCE requires a Contractor (multi-media expert), working on the production of digital communication tools to raise awareness on the inclusion of digital technologies in education institutions and its impact on the quality of education, the everyday work of teachers and other education staff and school leaders, from both an employment and working conditions, and a professional issues perspective. This task requires the following skills:

1. Professional experience with multi-media production and digital tools, video-making and web development;
2. Professional level of graphics and editing skills and the equipment means to accomplish these tasks successfully in a representative manner;
3. Ability to visualise concepts and use media, web and editing software to realise these concepts;
4. Understanding of media production aspects to help achieving the objectives of the project;
5. Experience with producing multi-media tools ideally on social, labour market and/ or educational issues (at European and national level);
6. Experience with producing multi-media tools to be used for advocacy purposes. The digital tools for online awareness and action should appeal to the general public and the whole school community;
7. Understanding of social partner joint initiatives at national and European level.

The Contractor contributes to the successful development of the project as a whole by actively participating in various project events. The project advisory group is the body

entitled to guide the project/media implementation as concerns its organisation and evaluation.

### **3. Tasks to be performed by the Contractor**

The multi-media expert in this project has the following tasks:

1. To implement the production and post-production of a short video in support of the project, in all respects on input from the project's Advisory Group and the ETUCE Secretariat (approximate time calculation for the budget proposal should include: one day meeting with project applicant, four one-day meetings with the advisory group, about 2 days of filming in each case study visit.
2. To work closely with the project's Advisory Group, the Project Coordinator and ETUCE Secretariat to implement the script and vision set out by them;
3. To participate with representatives from the Advisory Group and the Project Coordinator in case studies in Denmark and Romania and in each of them shoot a component of the final video under their supervision;
4. To provide transcripts of the case study interviews in English;
5. To create and deliver eight versions of the final short documentary: with English, French, German, Spanish, Russian, Danish and Romanian subtitles;
6. To attend and document the work of social partners in the two selected countries related to social partners' initiatives to promote the use of digital tools in view to increase inclusion and improve the working conditions of education personnel in schools;
7. To document the project through interviewing various stakeholders involved in the project such as education trade union representatives, employer organisation representatives, teachers, students, etc.;
8. To attend and film possible actions of the social partners in those two selected countries;
9. To document and film concrete good practices of the use of digital tools in schools as a tool towards more inclusive education systems and better working condition for education personnel;
10. To contribute to the successful development of the project as a whole, by actively participating in the advisory group meetings when necessary;
11. To finalise the video, taking into consideration additional information from the country case studies, the online survey or any other request by the advisory group. The final draft of the film should be presented during the Advisory group ahead of the Final Conference.

### **4. Payments and standard contract**

The contract signed between ETUCE and the Contractor is subject to the Grant Agreement signed between ETUCE and the European Commission for this project initiative.

Payment of the fees defined in the contract will be made in two instalments dependent on the expert carrying out the relevant stages of work as listed above:

1. A first instalment amounting to 50 %, issued after signature of the contract during the second month of the action
2. A second instalment for the remaining payment issued after completion, delivery and approval by ETUCE of the final outcome

Payments will be done by bank transfers to a bank account for which the Contractor will communicate the full details.

The contractual agreement is based upon and regulated by the European Commission's rules, provisions and requirements as set out in the project agreement with the European Commission, DG EMPL and applicable Belgian law. The Contractor is obliged to fulfil the described tasks and duties of work to receive the final payment according to the contract.

ETUCE has the right, based on Belgian Law, to terminate the contract when the Contractor cannot perform the agreed tasks and duties accordingly.

Any conflicts of interests or disputes concerning the validity of this arrangement, the construction of its terms, and the interpretation of the rights and duties of the parties in the contract shall be governed by Belgian Law.

The contract may not be transferred without the parties' written agreement.

## 5. Price

### 5.1 Agreed amount

Subject to change by the European Commission in the final Grant Agreement which is to be established between the European Commission and ETUCE for the purpose of this project, the total amount that the expert will receive in compensation for the tasks described here above during the project lifetime (01/02/2020 – 31/01/2022) will be of maximum 20.000,00€ including all taxes (such as, e.g. VAT).

### 5.2 Other arrangements

**Expenses:** The expert is reimbursed, on receipt of full documentation according to European Commission requirements the travel – economy flight and train tickets –and accommodation expenses and transfer to and from airport (by public transportation, taxis not reimbursed) for his/her participation in the preparatory meeting, advisory group meetings, case study visits and training seminars and the final project conference as project expert. These tasks are those previously set up in the Description of the Action only subject to the changes that may be decided by the advisory group.

**Project film product:** The ETUCE accepts that the expert is free to use the film product as part of his/her own advertising work, as long as he/she includes the relevant reference to the ETUCE project and indicates that the action has received funding from the European Union and shall display the European Union emblem in respect of Articles II.11.1 and II.8 of the Grant Agreement.

**Further arrangements such as to the film format, the copyright, the onscreen credits and any other details is subject to negotiations before close of contract. It is understood that those arrangements do not change, in any way, the above agreed compensation amount.**

However, in order to fulfil or respect the revised Convention 108 (the regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000) and EU General Data Protection Regulation (GDPR) on the protection of individuals with regard to

the processing of personal data by the Community institutions and bodies and on the free movement of such data:

- The Contractor must process personal data under the agreement in compliance with applicable EU and national law on data protection (including authorisations or notification requirements);
- The Contractor may grant its personnel access only to data that is strictly necessary for implementing, managing and monitoring the agreement;
- The Contractor must adopt appropriate technical and organisational security measures having regard to the risks inherent in the processing and to the nature of the personal data concerned.

## **6. Selection criteria**

The selection will be based 1) on acceptance of the price offering the best price-quality ratio and 2) on the availability during the two-year project for the requested tasks. The Contractor is selected according to the standards of selection that have been developed by ETUCE. Main selection criteria are the expertise and capacity to deliver the work tendered for, the price-quality relation, the methodological quality and the tenderer's work experience.

It should be noted that the contract will not be awarded to a tenderer who receives less than 70% on the award criteria.

## **7. Award criteria**

The contract will be awarded to the tenderer whose offer represents the best value for money, taking into account the following criteria:

1. Evidence track record of professional experience with audio-visual production and post-production in the field of digital technology for education purposes (at European and national level)
2. Language capacity
3. Understanding of the nature of the assignment
4. Capacity to work in a team project
5. Ability to meet deadlines
6. Ability to meet budget allowance
7. Availability to attend meetings

## **8. Content and presentation of the bids**

### *8.1 Content of the bids*

The bids should contain a detailed explanation of the qualifications and the expertise of the potential contractor, e.g. information on references from the contractor on similar projects already handled, to demonstrate his/her experience and capability to succeed in performing the tasks as set out in item 3 of this tender. The bids should include a detailed description of the methodology and tools applied to implement the audio-visual service as well as a project plan with detailed time and cost planning.

The external expert is requested to send a budget listing the costs by task including a fair estimation of the number of working days and the number of people participating in the tasks.

### *8.2 Presentation of the bids*

Replies have to be presented on **10 June 2020** at the latest:

ETUCE

Subject: External expertise (multi-media expert) for the project '**e-Speed – European Social Partners in Education Embracing Digitalisation: Challenges and opportunities for European Education trade unions and employer organisations in the digital era**'

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