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Call for tenders

For the project:

“Towards a Framework of Action on the Attractiveness of the Teaching Profession through effective Social Dialogue in Education”

Agreement number: VS/2020/0049

Subcontracting external expertise to carry out an audio-visual service

Brussels, 4 March 2021
SF/pc/10183

1. Background

The expert work to be carried out is part of the project “*Towards a Framework of Action on the Attractiveness of the Teaching Profession through effective Social Dialogue in Education*” (supported by the European Commission under the Call VP/2020/001 Support for social dialogue), a two-year initiative ending on 28/02/2023.

ETUCE, the European Trade Union Committee for Education, represents 127 education trade unions across 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 trade 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).

Acknowledging that quality teaching by well-trained and supported teachers is at the heart of quality education, ETUCE and EFEE, the European social partners in the education sector, in their joint work programme for 2020-2021, have agreed to work on the promotion of social dialogue at all levels and on the attractiveness of the teaching profession for those who work in the sector, and for the benefit of the learners and society as a whole.

Across Europe, there are common challenges for the teaching profession which is facing shortages, low attractiveness, recruitment, and retention issues. Adding to these challenges, the rapid developments in our societies, including as a result of the impact of the Covid-19 pandemic on education, are making it necessary to re-think teaching and learning environments and outcomes, and linked to this to increasingly focus on professionalism, appropriate professional autonomy, aspiration and teamwork as well as sustainable quality employment and working conditions in the context of more attractive career paths for teachers, trainers, school leaders and other education personnel. Well-functioning social dialogue at European and national level between education trade unions and education employers is vital for successfully overcoming the challenges facing the teaching profession to ensure quality education institutions that are inclusive, learner-centred, and sustainable organisations.

This project seeks to build the capacity of education trade unions for effective social dialogue, especially in countries with a more recent social dialogue tradition, and/or where social dialogue in education has come under an increasing pressure, and to build a sectoral approach on the definitions, challenges, principles, and possible actions to jointly undertake for a more attractive teaching profession, preparing the ground for a Framework of Action on the Attractiveness of the Teaching Profession.

More information on the ETUCE projects is available at: www.csee-etu.org.

2. Purpose of the contract

ETUCE requires a Contractor (expert on multimedia and audio-visual production), working on the production of a set of animated infographics depicting obstacles in the teaching career and reframing a positive narrative around an attractive and rewarding profession, challenging the low attractiveness/status of the teaching profession in society and for the younger generation, using the collected and analysed information from the project Advisory Group.

3. Tasks to be performed by the Contractor

The Contractor in this project will have the following tasks:

1. To implement the production of a set of animated infographics to give the project maximum visibility and to raise awareness on what is needed to make teaching an attractive profession;
2. To work in cooperation with the project's Advisory Group and with the ETUCE Secretariat to identify the vision and script taking into account national and European challenges identified at the occasion of the kick-off conference and the seminars (approximate time calculation for the budget proposal include: meetings with the Advisory Group, conferences and seminars, time for preparation and production)

3. To work closely with the project's Advisory Group, the project coordinator and the ETUCE Secretariat to implement the script and vision set out by them;
4. To create and deliver ten versions of the final animated infographics: produced in EN, FR, RU, ES, DE, IT, PL, RO, BCMS (Serbo-Croatian) and LV;
5. To contribute to the successful development of the project as a whole, by actively participating in the Advisory Group meetings if needed;
6. To finalise the animated infographics taking into consideration additional information from the national education trade unions in selected countries or any other request by the Advisory Group. The final animated infographics should be presented during the Project Closing Conference in Poland.

4. Expertise required

ETUCE requires the Contractor to have the following skills:

1. Professional experience with audio-visual production and post-production and all its associated elements;
2. Professional level of graphics and editing skills and the equipment means to accomplish these tasks successfully;
3. Ability to visualise concepts and use audio-visual production tools 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 audio-visual content ideally on social, labour market and/or educational issues (at European and national level);
6. Experience with producing engaging infographics to be used for advocacy purposes. The animated infographics should appeal to the general public, especially to the younger generation;
7. Understanding of social partners and their concerns and in particular with regards the needs of education institutions and its personnel in addressing the challenges to employment terms, low status and attractiveness of the teaching profession and/or the education sector.

5. Time schedule and reporting

The Contractor contributes to the successful development of the project as a whole by actively participating at various project events in Brussels (September 2021), Romania (January 2022), Latvia (May 2022), as well as the final conference in Poland (September 2022).

The launch of the production starts after the signature of the contract by the two parties and the first meeting with the ETUCE project coordination team (April 2021). Taking into account input from the Advisory Group (April 2021 and June 2022), the Contractor is expected to deliver a final set of animated infographics by early July 2022.

The project Advisory Group is the body entitled to guide the project as concerns its organisation and evaluation and to shape the script/vision of the final audio-visual product.

6. 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 (01/03/2021 – 28/02/2023) will be of maximum 18.000,00 € including all taxes (such as, e.g., VAT).

5.2 Other arrangements

Expenses: The expert is only 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 meetings, advisory group meetings, 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.

Processing personal data: The contracting party accepts that the contractor is free to use the data collected and the reports written in this project as part of their own academic reports and articles, as long as they include the relevant reference to the project.

However, in order to respect the modernized 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.

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 tracks record of professional experience with audio-visual production and post-production, preferably in the field of education (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

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

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 research activity 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 1 April 2021 at the latest at:

ETUCE

Subject: External expertise for **Towards a Framework of Action on the attractiveness of the Teaching Profession through effective Social Dialogue in Education**

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Annex

“Towards a Framework of Action on the Attractiveness of the Teaching Profession through effective Social Dialogue in Education”

Calendar of activities

Project activity	Date(s) proposed
1st Advisory Group Meeting	April 2021
Fact-finding Seminar	September 2021
1st sub-regional social dialogue capacity building seminar (Bucharest)	January 2022
2nd sub-regional social dialogue capacity building seminar (Riga)	May 2022
2nd Advisory Group Meeting	June 2022
Closing Conference (Warsaw)	September 2022
3rd Advisory Group Meeting	November 2022