

**COUNCIL OF EUROPE DEVELOPMENT BANK**

**PUBLIC CALL FOR TENDERS**

**N°2021/08/CEB/TAM/P-LD**

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**COMMUNICATION AND VISIBILITY SERVICES FOR THE STRENGTHENING HEALTHCARE  
INFRASTRUCTURE FOR ALL (SHIFA) PROJECT**

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**CONTRACT NOTICE**  
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**Deadline for submissions: 08 November 2021, noon (Paris time zone)**

## **Article 1. Presentation of the Council of Europe Development Bank (CEB) and object of the contract**

### **1.1. Presentation of the of the Council of Europe Development Bank (CEB)**

The Council of Europe Development Bank (CEB) is a multilateral development bank with a social vocation. Established on 16 April 1956 in order to bring solutions to the problems of refugees, its scope of action has progressively widened to other sectors of action directly contributing to strengthening social cohesion in Europe.

The CEB represents a major instrument of the policy of solidarity in Europe in order to help its 42 Member States achieve sustainable and equitable growth: it thus participates in financing social projects, responds to emergency situations and, in so doing, contributes to improving the living conditions of the most disadvantaged population groups.

The CEB contributes to the implementation of socially oriented investment projects through three sectoral lines of action, namely:

- Sustainable and inclusive growth;
- Integration of refugees, displaced persons and migrants; and
- Climate action: developing adaptation and mitigation measures.

The CEB is based on a Partial Agreement among Council of Europe Member States and, according to its Articles of Agreement, is subject to the Council's overall authority. Signed on 16 April 1956 by eight countries, the Bank is the first of the Partial Agreements to have been concluded. The CEB thus operates within the framework of the Council of Europe and supports its priorities but it has its own legal personality.

The CEB thus operates within the framework of the Council of Europe and supports its priorities but it has its own legal personality. At the end of 2020, 209 permanent staff members of 33 different nationalities were employed at the Bank all based in Paris. In March 2020, the CEB opened a project office in Ankara to oversee the implementation of the SHIFA project. The two official languages of the Bank are French and English.

### **1.2. Object of the Contract**

In 2020, the CEB and the Delegation of the European Union to Turkey agreed on a € 90 million health care infrastructure project, titled Strengthening Healthcare Infrastructure for All (SHIFA). The CEB will manage the EU funding, in close coordination with the European Union Delegation and with the Ministry of Health in Turkey, who will implement the infrastructure and supply components.

The overall objective of the SHIFA project is to improve the health status of the refugees and persons eligible for subsidiary protection in Turkey by an increased physical infrastructure and service capacity. The specific objectives of the project are:

- to continue increasing availability and accessibility of quality healthcare services in the provinces with a high density of Syrian refugees, through the construction of new and renovation of existing infrastructures and the supply of equipment, medical devices, and medical kits; and
- to support strengthening the sustainability and efficiency of the healthcare system for refugees and persons eligible for subsidiary protection as well as the policy framework.

In addition to the infrastructure and supply components, the SHIFA project shall include a communication and visibility work package, which consists of various activities, to be throughout the duration of the project and in line with the Visibility Guideline prepared for non- implemented humanitarian FRIT projects.

The contractor selected for this Assignment will support the CEB in delivering the activities and results included in this work package.

### 1.3. Scope of the tender

The contractor is expected to deliver the following as a minimum:

1. Target group analysis, including targeted messages (English; electronic);
2. Monthly social media plans (English; electronic) & adequate and timely contents (narrative, graphic, and video/audio) for the SHIFA social media accounts and for relevant refugee-relevant apps and platforms;
3. General SHIFA two-pager (electronic and print);
4. SHIFA quarterly e-newsletter (electronic);
5. SHIFA project roll-up and posters (electronic and print);
6. Narrative and/or graphic contents for specialist audiences; e.g. blog entries on lessons learnt; project impact data for journalists/policy-makers, as appropriate, i.e. in one/two/all of the languages used for the purpose of the Assignment;
7. Four high-level, stand-alone events for about 150 attendees/each with high media coverage;
8. Six short video and two audio testimonials;
9. Three project stories (narrative form);
10. Information campaign in four distinct phases;
11. Two exhibitions: one digital (English, Turkish, and Arabic) and one printed (English);
12. Media network/contact list (English);
13. Media monitoring report (English); and
14. List of high-level stakeholders and/or influencers (English).

Unless otherwise specified, all deliverables will be produced in English, Turkish, and Arabic.

#### 1.3.1. Objective

The overall communication objectives associated with the SHIFA project and with this Assignment are as follows:

1. To actively improve end-beneficiaries (refugees and persons eligible for subsidiary protection)' awareness of health infrastructure and services available and thus contribute to its sustainable use while;
2. Ensuring high visibility and improved general awareness of the EU as delivering on its commitment to assist Turkey with hosting one of the largest population of refugees and asylum-seekers in the world; and
3. Improving knowledge of refugee and asylum-seeker health issues among Turkish and EU citizens;
4. To keep key stakeholders informed of progress in implementing the SHIFA project.

#### 1.3.2. Expected Results

During the course of the assignment, the contractor will provide.

1. SHIFA project news and stories, including audio-visual material, are disseminated effectively and timely to each of the target groups, through multiple communication channels and in the most appropriate format and language;
2. Improved general awareness and visibility of the EU as delivering on its commitment to assist Turkey with hosting one of the largest population of refugees and asylum-seekers among all target groups; and
3. Improved knowledge of refugee and asylum-seeker health issues among Turkish and EU professionals and citizens, as a whole.

Online assessment forms and polls will be created to test results and progress against the objectives set for each of the target groups on a yearly basis. Printed forms may also be made available once the infrastructure is in place.

#### 1.4. Budget and duration of the contract

##### 1.4.1 Budget

The estimated budget for this contract is € 855 000 (eight hundred fifty-five thousand euros), excluding taxes.

##### 1.4.2 Duration

The duration of contract is estimated until 28 February 2025. It will include the provision of consultant services for that period of time, according to the requirements indicated in the Terms of Reference.

The CEB reserves the option to extend the duration of the contract for new services consisting in a repetition of similar services as those included in the contract.

#### 1.5. Provisional timetable

Deadline for submission of tenders	8 November 2021 noon (Paris time zone)
Notification of award	29 November 2021
Signature of contract	From 10 December 2021

#### Article 2. Pre-Qualification Criteria

The Pre-qualification questionnaire (Annex) includes the Pre-qualification criteria set by CEB in order to assess the Tenderer in terms of their technical knowledge and experience, capability/capacity, organisational and financial standing. In order to be selected, tenderers will be required to demonstrate that they fulfil the following selection criteria which are set out in the table hereafter:

<b>PQ criteria</b>	<b>PQ Sub-criteria</b>		<b>Description</b>
<b>Economic &amp; financial criteria</b>	1	Turnover	Minimum 1 600 000 EUR/year over the last 3 years
	2	Pre-tax profit/loss	Positive results at least 3 (three) years over the last 5 years
<b>Personnel</b>	3	Permanent staff working in the fields related to this contract (media relations, PR, strategic communication)	Minimum 15 (fifteen).
<b>Experience</b>	4	Prior Experience	Communication services in total value of at least € 855 000 in a single project or in a several projects (aggregate value of the provided services will be considered), finalized during the last 5 years before the deadline to

			<p>submit the offer for this call for tenders, which included at least 4 of the following elements:</p> <ul style="list-style-type: none"> <li>i. High-level events with good media/press coverage in Turkey</li> <li>ii. Integrated, regional/information campaigns, with due concern for accessibility of messages, contents, and designs</li> <li>iii. Production of online/in-person exhibitions</li> <li>iv. Communication activities for EU-funded projects</li> <li>v. Production of human stories in narrative, visual, and audio formats</li> <li>vi. Communication activities on migration / refugee matters</li> </ul> <p>The reference will have to be supported by <b>documentary evidence (statement or certificate from the entity which awarded the contract)</b> detailing its value and detailed description of the service. If a candidate has implemented the project in a consortium, the percentage that the candidate has successfully completed must be clear from the documentary evidence, together with a description of the nature of the services provided if the selection criteria relating to the pertinence of the experience have been used.</p>
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**Only those tenderers that meet the aforementioned pre-qualification criteria will have their offers evaluated.**

### **Article 3. JV or Consortium**

The JV or Consortium must collectively meet the administrative requirements of the tender mentioned in the Tender documents. Each partner must also meet these requirements individually. All group members are jointly and severally liable for the performance of the contract. The group will be represented by a single candidate who will act as sole representative of the group.

### **Article 4. How to obtain the tender file?**

Any interested bidder can request the **Tender File** requesting so at [TASHIFAtender@coebank.org](mailto:TASHIFAtender@coebank.org) until **22 October 2021**, indicating in the subject of their message **“COMMUNICATION AND VISIBILITY SERVICES FOR THE SHIFA PROJECT”**.

Any request coming after that date will not be responded to.

### **Article 5. Additional information before the deadline for submission of tenders**

Any potential bidders that would like to ask questions about this tender should do it in writing by email to [TASHIFAtender@coebank.org](mailto:TASHIFAtender@coebank.org), still indicating in the subject of their message **“COMMUNICATION AND VISIBILITY SERVICES FOR THE SHIFA PROJECT”**.

Any questions related to this tender should arrive by **25 October 2021 noon**. The CEB has no obligation to provide clarifications to questions that would be submitted after this date.

The CEB will provide answers to the questions received by **29 October 2021** at the latest.

**Article 6. Acceptance and rejection of tenders**

The CEB reserves the right to accept or reject non-substantive defects that might affect the tenders. The CEB will reject tenders received after the submission deadline, without any penalty or justification.

**Article 7. Modification or cancellation of the Call for Tenders**

The CEB reserves the right to modify or cancel, at any time, all or part of this tender as necessary, without having to justify its action or incurring any liability to potential bidders. In no event shall the CEB be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of this tender even if the CEB has been advised of the possibility of damages.

**Article 8. Confidentiality**

All information communicated to the Applicant within the context of the call for tenders or the assignments are confidential.

**Article 9. Extension of the submission date**

The CEB may, at its discretion, extend the deadline set for the submission of offers, in which case all of the rights and obligations of the CEB and the tenderers shall be governed by the new deadline.

**Article 10. Evaluation criteria**

Tenders that will be submitted by the tenderers will be evaluated on the basis of quality and price.

The weighting between quality and price will be on **80/20 basis**.