

The Secretary General

Barcelona, 9<sup>th</sup> July 2015

**Subject: CALL FOR TENDERS**

Dear Tenderer,

United Cities and Local Governments, the world local and regional government organisation based in Barcelona, is looking for a partner to work with in developing and implementing its Congress communications strategy and enhancing its press and media relations. We wish to ensure a strong, professional, modern communications campaign that reflects the global aspects of the organisation as well as its mission.

We are pleased to publish an open call to **provide advice and assistance on UCLG's Congress communications and press relations** with ref. 04-2015 for the period october 2015- november 2016 (13 months). All the information related to the purchasing procedure is contained in Annexes 1 and 2. We kindly recommend you read it carefully and follow the instructions contained in these documents.

UCLG is the world organization representing local and regional governments and the contracting party in this tender will be the UCLG World Secretariat, based in Barcelona (Spain). The contract will be governed by Spanish law and the courts of Barcelona.

The principles of transparency, publication and dissemination, free access, equality, competition, economy and fairness will be respected by UCLG in this tender.

Yours sincerely,

Documents attached:

- Annex 1: Technical Terms of Reference
- Annex 2: Contractual References

Josep Roig

**100 YEARS OF ACTION**  
**100 LEVANTSE DE UNITE**

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**UCLG Sections**

Africa



Asia-Pacific



Euro-Asia



Europe



Latin America



Middle East-  
West Asia



North America



Metropolitan Section



Forum of Regions



## **Terms of reference for Communication Consultancy**

The 5th UCLG World Congress will take place in Bogotá, Colombia, from 12 to 15 October 2016.

The UCLG World Congress is organized every three years and gathers more than 3,000 elected officials and representatives of local and regional authorities from across the world.

The next World Congress will also be the occasion of the third *Local and Regional Leaders World Summit*, and will take place back-to-back with the Habitat III Conference, which will be held in Quito, Ecuador, from 17 to 20 October.

The World Congress will have a strong focus on discussions on “the human city” and our priorities for the New Urban Agenda, as well as its implementation and funding at the local level.

Interactive forums will open prior to the Summit through a dedicated portal, and strong links with civil society and grassroots organizations are foreseen prior to and during the Congress.

**To provide advice and assistance on UCLG’s Congress communications and press relations, the tasks of the communications consultants would include:**

### **Assistance to communication planning and campaigns**

1. Define and assist in the development, implementation and programming of UCLG Congress’s communication tasks, media and press relations strategy;
2. Advise on the definition of messages aimed at UCLG’s target audience and assistance to the design of the communication plans, both for communication campaigns and the UCLG World Congress 2016, including the identification of appropriate target groups, communication channels/tools, messages, partners and relay organisations, time schedules, targets for communication impact and monitoring tools etc. as part of an integrated strategy;
3. Buying, creating and updating lists of groups and bodies that could potentially be interested in particular Congress issues (international organisations, professional associations including journalists’ associations, non-profit and non-governmental organisations, and/or other types of organisation);
4. Promoting an activity among potentially interested groups and bodies by email, through websites and social media, direct distribution of promotional material (e.g. brochures) or any other relevant communication means;
5. Cooperating with potentially interested groups and bodies in the dissemination of information;
6. Assist in the selection, conception and drafting of UCLG’s communication documents (in French, Spanish and English);
7. Organising translation and interpretation;

### **Assistance to Media management**

1. Assist in the diffusion of UCLG's messages and communication materials to the press, in particular through providing up-to-date press lists, strategic advice on communication activities aimed at the audio-visual, social and online media (including blogs) and written press;
2. Monitoring and reporting the coverage of specific activities carried out by the UCLG community in the media outlets (TV, radio, web, social media etc.).
3. Advice and implementation of UCLG's press relations, including taking contact with journalists and arranging press visits and briefings;
4. Produce a bi-monthly press review which will be accompanied by a note providing analysis;
5. Preparing messages under the UCLG's lead to support specific media activities, and tailoring the messaging to specific target audiences/Local and Regional Governments;
6. Preparing and drafting press releases, memos and press packs and adapting the press material to national/regional and local situations and languages by using exclusively native speakers of the selected language;
7. Placing of articles, op-eds, advertisements or audio-visual products in any world media outlets, online and offline, under the guidance of the contracting authority;
8. Contacting and liaising with media and press associations of UCLG members (in the relevant language);
9. Distributing press releases and background materials to relevant written, audio-visual or online media and placing audio-visual material prepared by/in cooperation with the UCLG;

### **Web and Social Medias**

10. Regularly provide advice and monitor UCLG's web congress strategy in order to enhance the visibility of UCLG and increase the number of visitors;
11. Develop new on-line tools to support UCLG's congress activities;
12. Advise on the best choice of communications tools in order to implement UCLG's strategy.
13. Overseeing the development of online tools and content for campaigns related with the Congress under the key themes of the programme;
14. Building and managing the online community of the UCLG Congress;
15. Ensuring online links with other similar campaigns and political actions in the world
16. Support and advise the Communication Senior Management on the Global UCLG communication strategy.
17. Advising and organise social media campaigns to promote the UCLG Congress's activities;
18. Creating and managing the UCLG Congress social media profiles;
19. Creating and implementing tweet chats and promotional campaigns through social media;
20. Analysing impact and reach of the activities.



### **Requirements and work methodology**

- These different tasks will be carried out so that they facilitate the development of know-how within UCLG on communications issues.
- The advice will be provided by bilingual (English, French or Spanish) mother-tongue communications experts.
- The Consultants will dedicate permanent staff member(s) as the contact point(s) for UCLG staff on communications.
- There will be regular conference calls between the consultants and the UCLG team.
- The presence of the consultants might be required in major UCLG events.
- The consultants will have access to a worldwide network of offices around the world that can provide advice on communications in specific national and regional settings.
- The rest of terms and conditions of the contractual process is included in Annex 2.

## ANNEX 2            **CONTRACTUAL BINDING CONDITIONS**

Ref. Tender:            **04 -2015**

<b>Publication date:</b>	09-07-2015	<b>Deadline for submitting tenders:</b>	14-08-2015 18:00
<b>Document:</b>	Contract notice. <b>Communication Consultancy</b>		
<b>Name and address of the Contracting Authority:</b>	ORGANIZACION MUNDIAL DE CIUDADES Y GOBIERNOS LOCALES UNIDOS (UCLG) Avinyó 15 08002 Barcelona (Spain) Tel: +34 933428750 Fax.: +34933428760 e-mail: tender@uclg.org		
<b>Short Description:</b>	<b>To provide advice and assistance on UCLG´s Congress communications and press relations</b>  <i>More information included in Annex 1</i>		
<b>Contract type:</b>	Service Contract		
<b>Duration of the contract:</b>	October 2015-november 2016 (13 months)		
<b>Procedure type:</b>	Open procedure		
<b>Budget:</b>	Not defined. Please, see selection criteria		
<b>Language of the services and communication:</b>	English, Spanish and French		
<b>Language submission (preference)</b>	English, Spanish or French		
<b>Status:</b>	Open		
<b>Notification of award to the successful tenderer:</b>	30 days after deadline for tenders		

- 1) The contractor is responsible for implementing the task entrusted to it in the Terms of Reference (see Annex 1)
- 2) Legal aspects:
  - UCLG may require information on the Tenderer to be in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of its country.
  - Following the notification of award, tenderer(s) to which the contract is to be awarded, must supply evidence about fiscal residence in its country.

- The Tenderer and its staff must comply with human rights and undertake not to offend the political, cultural and religious mores of the country(ies) where the action is implemented. In particular and in accordance with the applicable basic act, tenderers who have been awarded contracts must comply with core labour standards as applicable and as defined in the relevant International Labour Organisation conventions.
- 3) Drafting and content of the tender documents to be submitted by the tenderer. Tender documents must contain the following provisions and information:
- Description of the Tenderer (Organization, Expert, Consultant, Company...) and the persons having powers of representation, decision making or control.
  - Key experts and CVs, in case individuals involved.
  - Technical offer according to Annex 1 requirements.
  - Financial offer including indirect tax if applicable.
  - All the financial identification information including the financial identification number. In a later phase of the contract drafting, the bank account details will be provided to UCLG.
- 4) The Tender set of documents need to be sent to UCLG no later than the date and time indicated at the deadline set up above by e-mail to: [tender@uclg.org](mailto:tender@uclg.org). It will not be accepted any tender beyond the submission date, except that otherwise informed in the web site.
- 5) In case additional information is required to submit the proposal, we kindly invite you to contact UCLG in the e-mail address [tender@uclg.org](mailto:tender@uclg.org). Only relevant questions in writing concerning clarifications of the Tender will be answered.
- 6) Tenderers are entitled to withdraw their offer at any time.
- 7) Tenderers will received an automatic answer from the system informing of the reception of the Tender documents.
- 8) UCLG might request additional information of the proposal in case unclear concepts raised to UCLG. If this is the case, the tenderers whose submissions require clarification, will be asked to reply within a reasonable deadline set by the assessment team. If the tenderer submits a self-declaration/statement as documentary proof, the contracting authority reserves the right to ask for further documentary evidence.
- 9) If UCLG suspects that a candidate, tenderer or applicant does not comply with the rules, it must ask the candidate/tenderer/applicant to provide evidence demonstrating actual compliance with the applicable rules.
- 10) Evaluation Criteria: UCLG will take care that the awarded tenderer does not have a potential conflict of interest with the organization and will decide whether or not the submitted proposals:
- Comply with the essential requirements of the tender dossier: technical, administrative and financial.
  - Satisfy the requirements set in the tender dossier
  - Contains the complete documentation
  - Language required by the tender dossier has been used

The selection criteria concern the tenderer's capacity to execute the contract. The successful tenderer will be the one submitting the least expensive tender classified as 'technically compliant' during the evaluation.

**11)** The tenders will be assessed according to the eligibility and the financial, economic, technical and professional capacity of the tenderers. Tenders will be compared and the contract awarded. The decision of who is the successful tenderer will be final.

**12)** Choice of contractor:

As a result of its deliberations, UCLG will decide on the following recommendations:

- Award the contract to the tenderer which has submitted the least expensive offer and complies with the formal, technical, administrative and financial requirements
- Cancel the tender procedure:

Once award of the contract the successful tenderer will be notified.

**13)** Once the tenders have been analysed, they are compared and the successful tenderer is chosen. No negotiation is allowed.

**14)** UCLG must ensure equal treatment of tenderers and keep the tenders confidential.