

The Secretary General

Barcelona, 22 April 2016

Subject: CALL FOR TENDERS

Dear Tenderer,

United Cities and Local Governments, the world local and regional government organization based in Barcelona, is looking for a partner to offer an interactive material to deepen the understanding and to raise awareness of SDG 5 and 11.

We are pleased to publish an open call to **provide Video Animation on SDG 5** with **ref. 002-2016**. 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



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Ref. 002-2016 - Annex 1

Terms of reference

The Production of Video Animation on SDG 5

BACKGROUNDS

- United Cities and Local Governments (UCLG) is the largest world organization of local and regional governments. Headquartered in Barcelona, UCLG's mission is "to be the united voice and world advocate of democratic local self-government, promoting its values, objectives and interests, through cooperation between local governments, and within the wider international community".
- UCLG has increased its support to member associations by seeking to understand how Cities and municipalities learn, share and exchange good practice at a local level and how local government associations can support them.
- In September 2015, the United Nations unanimously adopted 17 Sustainable Development Goals (SDGs) to be achieved by 2030. This roadmap comes on the back of the Millennium Development Goals (MDGs) and serves as a conceptual framework of future development agenda for the local government. (For the details of SDGs, please refer to the webpage <http://www.un.org/sustainabledevelopment/sustainable-development-goals>.)
- This suggests that as the world is becoming more decentralized, the role of local governments is unprecedentedly significant in achieving those goals. For this, it is important that municipalities understand the SDGs as such, but more importantly relate it to their own challenge priorities and agenda.
- UCLG, a catalyst for the partners including the UN to bring cities into successfully contributing to the implementation of SDGs, wants to elaborate interactive material for engaging the SDG process.

OBJECTIVE

The objective is to produce a video animation for SDG 5 “Achieve gender equality and empower all women and girls”, that explains why the goal matters to local and regional governments. It should explain how the targets of the goal are related to the daily work of local and regional governments and what they can do to help achieve it.

EXPECTED AUDIENCE

- The video clips will be targeting local governments and their partners, including training institutes, United Nations, local government associations, etc.
- The video is envisaged to be launched in EED and in the UCLG Congress Bogota.
- On top of that, the material will be posted on UCLG websites and be accessible to those who are interested.

KEY MESSAGES

- The goal of SDG 5: Achieve gender equality and empower all women and girls.
- Keywords of SDG 5
 - a. **End discrimination:** Local governments can act as a model of good practice in gender equality and the empowerment of women through providing equal access to services to all citizens and fair employment practices in public institutions.
 - b. **Eliminate all forms of violence and harmful practices:** Local governments are on the front line of identifying and tackling violence and harmful practices against women. They can do this through urban planning (particularly the creation and maintenance of public spaces), effective local policing, and providing services (e.g. refuges, advice, economic support) to women affected by violence.
 - c. **Equal access to economic resources:** Regional governments and rural municipalities can identify and tackle barriers to women’s equal access to land control and ownership.
 - d. **Participation and leadership:** As the level of government closest to the people, local governments are ideally placed to promote the participation of women in decision-making processes. Fewer than 20% of councillors and 5% of mayors worldwide are women. Local governments can run programmes to encourage and support women to stand for local elected office, and develop policies to retain them once elected. This is often the first step to regional or national political office.
 - e. **Sound policies and enforceable legislation:** Local governments can mainstream gender equality across all areas of their work (municipal budget, urban planning, service provision, participation processes, procurement, cultural policy, public communication) in order to tackle the multiple barriers to women’s empowerment

CHARACTERISTICS

TYPE & LENGTH: Video animations of maximum of 120 seconds

LANGUAGE: English (Voiceover & subtitle)

METHODOLOGY

1. Develop the example of the script with the accordance of UCLG team and partners
2. Select graphic material (photos, info-graphic illustration)
3. Fix narrative to be shared with partners
4. Story board and mood board: development of the script & conceptual work on how to represent the ideas graphically. Preliminary version including frame by frame with text lines should be presented to UCLG team.
5. Design of animation scheme: creation of all the backgrounds, static graphics and elements that will be later used in the animation such as thumbnail and cover images.
6. Complete animation and sound with appropriate license
7. Final acceptance and formatting for uploading

DURATION OF THE ASSIGNMENT

16 May – 10 of June 2016 tbc

COPYRIGHTS

UCLG holds all the copyrights to the animations and all their elements.

PREFERRED COMPETENCIES

- Able to understand the concept of SDGs
- Able to make overall project management: development of the script, management and administration, etc
- Able to translate text provided by UCLG into a story
- Able to make storyboards and to develop text lines (scripts) frame by frame
- Able to proceed with the changes of storyboards if necessary
- Able to make animations with the elements, including creation of the backgrounds, static graphics, thumbnails, cover images, etc.
- Able to edit music with license, and English voiceover
- Able to manage the licenses regarding music, software, fonts, etc.
- Able to manage other technical matters regarding producing and uploading the materials

ANNEX 2

CONTRACTUAL BINDING CONDITIONS

Ref. Tender: 002 -2016

Publication date:	22-04-2015	Deadline for submitting tenders:	06-05-2015 18:00
Document:	The Production of Video Animation on SDG 5		
Name and address of the Contracting Authority:	ORGANIZACION MUNDIAL DE CIUDADES Y GOBIERNOS LOCALES UNIDOS (UCLG) Avinyó 15 08002 Barcelona (Spain) Tel: +34 933428750 Fax.: +34933428760 e-mail: tender@uclg.org		
Short Description:	<p>UCLG, a catalyst for the partners including the UN to bring cities into successfully contributing to the implementation of SDGs, wants to elaborate interactive materials for engaging the SDG process especially on SDG. In this regards, UCLG calls to produce video animation clips to deepen the understanding, raise awareness, and make effective linkage between the local government and the SDGs.</p> <p><i>More information included in Annex 1</i></p>		
Contract type:	Service contract		
Duration of the contract:	1 month		
Procedure type:	Open procedure		
Budget:	No specific		
Language of the services and communication:	English		
Language submission (preference)	English		
Status:	Open		
Notification of award to the successful tenderer:	15 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 Labor Organization conventions. Intellectual property originated by the awarded tenderer shall be the sole and exclusive property of UCLG.
- 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. 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. 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) 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.
- 8) 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.
- 9) 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.

10) 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.

11) 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.

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

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