



Rome, June 19, 2018

OPEN TENDER

Communication Service in the framework of the project “GET UP AND GOALS! Global education time: an international network of learning and active schools for SDGs”

1. Background Information

Comitato Internazionale per lo Sviluppo dei Popoli – CISP (International Committee for the Development of Peoples) is a Non Governmental Organization (NGO) established in 1983, which has its headquarters in Rome, Italy. The principles and aims of the organization are summarized in the Declaration of Intent and Code of Conduct for Cooperation Programmes, available on the website of CISP www.sviluppodeipopoli.org.

The Declaration of Intent is titled “Rights, Change, Sustainability” and is inspired by the 2030 Agenda and its 17 Sustainable Development Goals.

In co-operation with national and international, public and private partners, CISP has implemented and implements projects in the areas of humanitarian assistance, rehabilitation and development in more than 30 countries in Africa, Latin America and Caribbean Region, Middle East, Mediterranean Region, Asia and Eastern Europe.

In the countries of the European Union CISP carries on awareness raising activities, promotes international solidarity and supports initiatives aiming at fighting against social exclusion in support of vulnerable groups, including migrants, refugees and asylum seekers.

On October 2, 2017 CISP has signed a Grant Contract with the European Commission (EC) for the implementation of a three years project (hereinafter “the project”) named **GET UP AND GOALS! Global education time: an international network of learning and active schools for SDGs**. The project, framed under the EC DEAR (Development Education and Awareness Raising) initiative, is implemented in partnership with other nonprofit entities in the following EU countries: Italy, Republic of Ireland, Czech Republic, Bulgaria, Hungary, Portugal, The Netherlands, Poland, Austria, Romania, Spain and United Kingdom.

The general objective of the project is “To contribute to structurally link formal education to Global Citizenship Education (GCE) and awareness on SDGs”, while the expected outcomes are the following:

- European teachers and other stakeholders (schools managers, institutions in charge for education) are aware of GCE and of the SDGs;
- Teachers participating in training have the competencies and the adequate materials to embed it in their teaching of SDGs;
- Students have improved their commitment on project issues through the participation in public awareness actions on SDGs; and

- Increased the coherence of quality assessment of GCE learning outcomes, in formal education, at a European level.

The main themes addressed by the project are: **Migration, Gender Inequalities, International Inequalities and Climate Change.**

Two important components of the project consist in:

- 1) Development of a project web site;
- 2) Implementation of a European-wide sensitization campaign through the web, social media and you tube, to build teacher awareness of, and committee to the Sustainable Development Goals and Global Citizenship Education.

2. Nature and scope of the service

CISP is seeking for a qualified and competitive bidder, with an outstanding knowledge of English language, who would be in charge for:

- Develop the project web site; and
- Design and implement the European-wide sensitization campaign

2.1 Development of a project web site

The project web site will be instrumental to:

- i) The dissemination of the information related to the action;
- ii) The dissemination of educational materials produced by the project;
- iii) The realization of a European-wide sensitization campaign on Global Citizenship education for teachers, in coordination with the social media tools (see point 2);
- iv) The creation of exchanges between students and teachers on the awareness raising actions they have realized in their local communities;
- v) The capitalization of Global Citizenship Education debate and resources of each partner country, at European level;
- vi) The accountability and visibility of outcomes and outputs of the project;
- vii) The collection of news, teaching materials and the most interesting articles on GCE and SDGs, translated and posted by partners

The project website will be in English, easily accessible and available on mobile devices. It will be developed using interactive tools, dealing with visitor knowledge and providing opportunities for self assessment of knowledge improvement.

The project central website will be linked to each of the partners' country websites of the project.

Target group of the website will be: at least 20.000 European Teachers in addition to the general audience.

2.2 Implementation of a European-wide sensitization campaign through the web, social media and you tube, to build teacher awareness of, and committee to the Sustainable Development Goals and Global Citizenship Education

The campaign will be realized in each of the 12 countries targeted by the action, in accordance with the general guidelines and objectives at transnational level by the project co-applicants, with the support and technical coordination of a central media agency chosen by the lead applicant (CISP).

The campaign will aim to raise awareness on the SDGs (Sustainable development goals), with a special focus on target 7 of the SDG 4¹.

The central message will be that SDGs and Global Citizenship Education (GCE) are key dimensions of teaching and learning in a global world.

Besides spreading these messages to a wide audience, the campaign will be one of the tools to facilitate the participation of teachers to this project.

The campaign will mainly target pre-service and in-service teachers (at least 20.000)

The campaign will use mainly You Tube (both video and presentations) and social media, platforms such as EDMODO, meetings, exhibitions, seminars during special occasion (UNESCO's day of teachers, Global Education week of the North South Centre etc.)

Teachers reached by the campaign will be invited to actively engage in GCE in schools, to share campaign messages with other teachers, to visit the project website. Website's visitors will be encouraged through interactive appropriate tools, to download the teaching and learning materials to use them in their classroom and to test their knowledge.

The campaign will be supported by the existing thematic platforms at the national level and at European level (e.g. CONCORD, GENE, EADI).

3. How to apply

Interested applicants are invited to submit to CISP, only through e-mail forwarded at the address cisp@cisp-ngo.org writing in the subject "CISP Consultancy for Communication Service" no later than **July 9, 2018 at 05:00 pm** CET time :

- i) Agency CV and any attachment considered appropriate demonstrating years of experience;
- ii) Documentation on relevant examples of previous campaigns and websites developed in English and in Italian languages in the last 5 years;
- iii) Summary of the Website development plan and of the campaign communication plan, inclusive of a monitoring plan (max. 6,000 characters , spaces included);
- iv) Financial offer, all inclusive (personnel, consultants, running costs, materials and equipment, fiscal costs, etc.). The financial offer should clearly indicate the cost for the development of the website and the cost for the implantation of the campaign;
- v) Proof of registration in a UE member state in accordance to the laws of the country;
- vi) Declaration signed by the legal representative of the bidding entity (see note)²;

¹ *By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development*

² *Declaration to be signed by the legal representative*

- *The entity is not bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;*
- *Persons having powers of representation, decision making or control over the entity, have not been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata;*
- *The entity has not been guilty of grave professional misconduct;*
- *The entity is in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established;*
- *The entity or persons having powers of representation, decision making or control over it have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such an illegal activity is detrimental to the EU;*

The submission of a draft logo and graphic line of the project will be highly appreciated.

4. Further procedures to be applied

CISP will establish a selection committee to assess the appropriateness of the candidates in accordance to the following criteria:

- Years of experience in areas relevant to the assignment;
- Quality of the projects performed;
- Innovative approach (see point 3.iii)
- Competitiveness of the financial offer (best value for money).

Should the committee consider it necessary, competitive bidders will be asked to provide additional information and/or documentation. "Ad hoc" meetings could be arranged in order to further discuss and analyse the contents of the offers.

Finally, CISP will select the consultant agency and propose it to sign a contract in accordance with the laws of Italy and the norms regulating the grant contract signed by the EC and CISP.

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- *The entity explicitly recognise that CISP, the EC and any third body designed by them has the authority to monitor its activity during the implementation of the assignment.*