

Gdańsk, 28 January 2019

## REQUEST FOR PROPOSAL

### 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. The purchaser

Stowarzyszenie “Na Styku”

Address: Aleja Grunwaldzka 76/78, lok. 223, 80-244 Gdańsk

KRS: 0000182035, Regon: 192994891, NIP: 583 285 42 41

E-mail: [administracja@nastyku.org](mailto:administracja@nastyku.org)

Contact person: Dominik Krzywiński

#### 2. Background Information

Stowarzyszenie “Na Styku” is a Non-Governmental Organization (NGO) established in 2003, based in Gdańsk, Poland and aims at promoting diversity, human rights and social dialogue. The principles and aims of the organization are available on the website of Stowarzyszenie “Na Styku” [www.nastyku.org](http://www.nastyku.org)

From November 2017 Stowarzyszenie “Na Styku” has been a partner organization in implementing 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, co-financed by the European Union and 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 - Stowarzyszenie “Na Styku” is responsible for polish web site of the project, that will be closely linked with the Transnational central project website (in English language).
- 2) Implementation of a European-wide sensitization campaign through the web, social media, to build teacher awareness of, and committee to the Sustainable Development Goals and Global Citizenship Education – Stowarzyszenie “Na Styku” is responsible for the Polish part of the campaign.

### 3. Nature and scope of the service

Stowarzyszenie "Na Styku" is seeking for a qualified and competitive bidder who would be in charge for:

- Develop the Polish project web site,
- Creating and managing the social media content (Facebook, Instagram and Youtube),
- Design and implementation of the national raising awareness campaign in Poland and to monitor and promote the campaign locally.

#### 3.1 Development of a Polish project web site

The Polish 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 national raising awareness campaign in Poland on Global Citizenship education for teachers, in coordination with the social media tools: Facebook, Instagram and Youtube;
- IV. The creation of exchanges between students and teachers on the awareness raising actions they have realized in their local communities;
- V. The accountability and visibility of outcomes and outputs of the project;
- VI. The collection of news, teaching materials and the most interesting articles on GCE and SDGs, translated and posted by partners;
- VII. The project website will be in Polish, 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 CMS will be based on open source platform (Wordpress or Joomla!);
- VIII. The Polish website will be linked to the project central website. The coordinator, responsible of the central website, will provide a template and other guidelines for the realization of the national websites;
- IX. The national website will be reached through the Url: [poland.getupandgoals.eu](http://poland.getupandgoals.eu) - the domain address will be provided by coordinator of the European campaign;
- X. The Polish website will have a tracking code inside (provided by coordinator) in order to allow the coordinator to have the access to the data of visits to the site. Access will be read only and will allow the coordinator to view and analyze the global access data. On this basis, the bidder will produce a quarterly report for the first year, and half-yearly for the second, as well as an annual report and a final report;
- XI. The Polish national site will have the function to engage and communicate with the new and already engaged teachers of Poland, directly connected with the main European site (in English language) where they will find all the materials provided by all partners both in English and in local language. Polish website will be coordinated by the leader and connected to the European one, and the general design will be based on the template provided by the leader.
- XII. The bidder will provide the hosting and maintenance of the web site.
- XIII. The website should remain and be maintained for the minimum 3 years after the end of the project (counting from 31.10.2020).

#### 3.2 Creating and managing the social media content (Facebook, Instagram and Youtube)

The bidder will be responsible for:

- I. Creating the social page (Facebook, Instagram and Youtube) in Polish language. The bidder will have the role of administrator of the page and the coordinator will have the role of analyst, that means the coordinator will have access to the data of the visits of the social pages,
- II. Designing and localizing the institutional campaign (translating and adapting the campaign

- according to the cultural context of the country, creating new versions of the campaign) following the graphic-communicative guidelines provided by the coordinator,
- III. Writing posts on the social pages and take care of comments on them (or monitor and optimize posts and comments from partners),
  - IV. Re-launching the most significant national posts in the transnational social pages of the project in English and/or in the national language (the transnational social pages will be managed by the coordinator with the role of Administrator and local agencies or partners will have the role of Editor, i.e. they will post content in national language or in English on the transnational social pages to increase the visibility of the project on a global level),
  - V. Promoting content, campaign or posts in national language on the social pages, including editing posts through paid advertising programs.
  - VI. Upon the indication of the coordinator, monitoring the engagement and sentiment data of the national social pages in order to optimize the campaigns, posts and contents included in the national pages. The bidder have the task to statistically monitor the national digital campaign both quantitative and qualitative (sentiment and/or content analysis).
  - VII. Upon indication of the coordinator, producing a quarterly report for the first year, and half-yearly for the second, as well as an annual report and a final report.
  - VIII. Maintaining and feeding the social pages for the two years of project life (until 31.10.2020).

### **3.3 Design and implementation of the national raising awareness campaign in Poland and to monitor and promote the campaign locally.**

The campaign will aim to raise awareness on the SDGs (Sustainable development goals), with a special focus on target 7 of the SDG 4. 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. It aims to ensure that 20,000 new European teachers (further than those already achieved with class work) go to the European site, download the materials (teaching and learning units on project themes, self-assessment tools, a geohistory textbook) and use them. It is therefore an engagement campaign, not a communication-only campaign.

The bidder will be responsible for the adaptation of the transnational European image campaign in Poland and will have the promote and advertise the national image campaign. The campaign will be based mainly on social media and Internet tools but there will be other activities.

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 and to test their knowledge.

The coordinator will provide the pillars of this campaign, but the bidder will translate into Polish and add new pictures, reinforcement, messages and supporting activities that greatly enhance the message and make it close to the language and culture of teachers in Poland. The coordinator will have the right to coordinate and supervise the national campaign.

Besides the digital campaign, the bidder have to use the conventional advertising tools and to organize the unconventional activities. Activities like: events, flash mobs, street actions, public art performance. Conventional advertising tool: design and produce promotional materials as posters and gadgets whose production will meet the principles of sustainable development.

## **4. How to apply**

Interested applicants are invited to submit to Stowarzyszenie "Na Styku", only through e-mail sent to the address [administracja@nastyku.org](mailto:administracja@nastyku.org) writing in the subject **"Request for proposal - Communication Service"** no later than **February 11th, 2019 at 24:00 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 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:
  - 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 entity explicitly recognise that Stowarzyszenie "Na Styku", the EC and any third body designed by them has the authority to monitor its activity during the implementation of the assignment.
- VII. Declaration on Honour on exclusion criteria and selection criteria that is an attachment to this request for proposal.

#### **5. Further procedures to be applied**

Stowarzyszenie "Na Styku" will assess the appropriateness of the proposal in accordance to the following criteria:

- a) Years of experience in areas relevant to the assignment - (10%)
- b) Quality of the projects performed - (10%)
- c) Innovative approach - (10%)
- d) Competitiveness of the financial offer (best value for money) - (70%)

#### **6. Additional information**

1. The purchaser - Stowarzyszenie "Na Styku" reserves the right to cancel the proceedings according to the internal regulations of public procurement of Stowarzyszenie "Na Styku".
2. The purchaser also reserves the right to change the contract concluded as a result of the Request for Proposal in the following cases:

- a. Force majeure, preventing the execution of the subject of the contract within the time limits specified in the contract,
  - b. changes in the generally applicable provisions of law in the scope affecting the implementation of the contract,
  - c. creating discrepancies or ambiguities within the meaning of the terms used in the contract, which cannot be removed in any other way, and the change will enable removing discrepancies and clarifying the contract for the purpose of the parties' clear interpretation of its provisions.
3. The selected bidder will be paid only for the tasks actually performed on the basis of written reports, including a list of tasks performed in a given month - drawn up according to the template provided by the purchaser.
  4. The purchaser reserves the right to delay the payment in case of, not depending on the purchaser, waiting for the next tranche of European Commission funds under the Get up and goals project.
  5. The bidder bears all its own costs related to the preparation and submission of the offer, regardless of the outcome of the proceedings.
  6. The offer validity period is: 30 days from the day of the deadline for submission of bids specified in the Request for Proposals.
  7. Submission of an offer as part of the Request for Proposals is tantamount to acceptance of the above rules.

Gdańsk, 28.01.2019

Signature of legal representatives:

*Dobrowa Aleksiak*  
Dobrowa Aleksiak

*Dominik Krzyński*  
Dominik Krzyński