
EUROPEAN FOREST INSTITUTE

TENDER SPECIFICATIONS

PROCUREMENT REFERENCE NUMBER 5-15.2-2018-F-R

Writing and media services

1. TERMS OF REFERENCE

1.1. Background

The European Forest Institute (EFI) is an international organisation with 25 Members, and over 120 Associate Members. EFI's Headquarters is located in Joensuu, Finland. EFI has several Regional Offices across Europe, and FLEGT offices (Forest Law Enforcement, Governance and Trade) in Kuala Lumpur, Malaysia and Beijing, China.

EFI hosts the EU FLEGT Facility and the EU REDD Facility, which support partner countries, the European Commission, EU Delegations and EU Member States in the implementation of the EU FLEGT Action Plan and REDD+ Activities. The Facilities are located in Barcelona.

The EU FLEGT Facility supports efforts to combat illegal logging and promote trade in legal timber. It works with timber producing and exporting countries to develop systems to ensure the legal trade and export of timber products, aiming to improve forest governance. The Facility works in Africa, Asia and Latin America. The Facility provides this support through technical assistance in Voluntary Partnership Agreement (VPA) processes and other arrangements, through the facilitation of dialogue between the EU and timber exporting countries and other forms of cooperation.

The EU REDD Facility provides support to the development of REDD+ policies and actions. It assists both the EU and developing countries, supporting forest governance reform and providing advice for the development of EU-financed REDD+ related actions. The Facility builds synergies with FLEGT VPA processes, including taking lessons from the EU FLEGT Action Plan to address drivers of deforestation outside the forest sector.

1.2. Objective of the assignment

The objective of the assignment is to deliver key elements of the REDD and FLEGT Facilities multi-year communication strategies and work plans in relation to writing and media relations deliverables.

Scope and tasks

Provide writing and media relations expertise on demand to support implementation of the FLEGT and REDD Unit's communications strategies and the work plan, as follows:

- Research and write knowledge products about FLEGT and REDD+
- Draft and edit internal reports
- Adapt and repurpose content for various audiences and news media, including web content, speeches, publications, issue briefs, talking points, key messages, presentations, videos, illustrations
- Monitor and synthesize lessons and content from FLEGT and REDD+ activities, identify emerging trends, and develop key messages
- Contribute to the development and implementation of communications strategies and plans
- Design, implement, monitor and assess the results of media relation plans for influencing the discourse on FLEGT and REDD+

- Implement a protocol for managing contentious media issues
- Support the development and updating of the FLEGT and REDD Unit's external communications content
- Support the development and updating of FLEGT.org, the FLEGT Knowledge Portal.

1.3. Methodology

The communications expert will work in close collaboration with the EFI's EU FLEGT and EU REDD Facilities' communications team and other facility experts. The communications expert will also engage with stakeholders in VPA countries, news media and individuals and organizations implementing the EU FLEGT Action Plan.

1.4. Timetable and reporting

The contractor may be engaged up to 190 working days during a period of two (2) years with travel in Europe.

The tasks will be implemented through individual assignments as requested by EFI. Tasks, outputs, the amount of days needed and timetable/deadline for each assignment will be mutually agreed between the EFI and the Contractor. EFI may request the services of the Contractor, but is under no obligation to do so. All requests by EFI for services shall be made in writing to be valid.

The contractor will provide EFI quarterly progress reports indicating the results achieved with a list of produced deliverables and number of days worked.

EFI may send the contractor to missions according to the following:

- Up to four (4) times to Brussels, Belgium
- Up to two (2) times to Barcelona, Spain
- Up to two (2) to London, UK

The number of days of mission will be decided by EFI in each case prior to the mission. Each mission will be approximately three days.

2. TENDER DOCUMENTATION

2.1. Administrative Documentation

The tender shall include the following documentation, properly filled out and signed:

- Cover letter (Annex 1)
- Identification form (Annex 2) including supporting documentation
- Bank identification form (Annex 2a)
- Declaration on Exclusion Criteria and Absence of Conflict of Interest (Annex 3)
- Nomination of Expert form (Annex 4)
- Minimum criteria declaration (Annex 5)

The consortium agreement (Annex 6) shall be included, properly filled out and signed, if the tender is submitted jointly by a consortium of economic operators. The consortium agreement (Annex 6) shall not be included if the tender is submitted by a single Tenderer proposing subcontracting of tasks.

2.2. Technical Proposal

In order to evaluate the tender against the minimum criteria and the award criteria A.I. – A.II in section 3.1. and 3.2., the Tenderer shall submit a technical proposal consisting only of the following elements:

1) A nomination of the following Expert to carry out the tasks in the Terms of Reference:

- **One Writing and Media services expert**

The Technical Proposal shall include CV's of the nominated Expert.

The Tenderer shall be able to certify the information contained in the CV's for the nominated Expert at EFI's request.

The CV shall have all the information as in the EuroPass CV

<https://europass.cedefop.europa.eu/documents/curriculum-vitae>

2) A description of no more than **two pages**, showcasing Tenderer's understanding of:

- Forestry and international development policy and processes in relation to FLEGT and REDD+.

3) A presentation of no more than five pages addressing the following elements of the assignment:

- Measures to ensure the readability, accuracy and usefulness of content to target audiences.
- Approaches to developing content collaboratively with experts from different disciplines, institutions and cultures in complex and politically sensitive issues with a large range of stakeholders with different views and needs.
- Approached to monitor and synthesize lessons and content from FLEGT and REDD+ activities, identify emerging trends, and develop key messages.
- Measures to implement a protocol for managing contentious media issues.

2.3. Financial Proposal

The Tenderer shall submit a financial proposal, which shall be completed by using the form in annex 7 and by following the instructions therein.

The full general conditions applicable to the payment of fees and per diem as well as the reimbursement of costs can be found in annex 8 (model contract).

3. EVALUATION OF TENDERS AND AWARD OF THE CONTRACT

3.1. Minimum Criteria

The Expert nominated must meet the following criteria:

N°	Criteria description
M.I.	Minimum 12 years of experience writing content for knowledge products and/or in journalism.
M.II.	Minimum five years of experience working with writing and communications in relation to forestry, international development, natural resource governance and climate change.
M.III.	Minimum five years experience working with media relations and/or supporting journalists in reporting about forestry and/or development and/or climate change issues.
M.IV.	Master's degree in environmental sciences or communication.
M.V.	Experience working with developing countries.
M.VI.	Understanding, speaking and writing English as demanded with respect to all tasks covered by the Terms of Reference in this Tender.

Tenders not fulfilling the minimum criteria will be rejected.

3.2. Award Criteria

Tenders which fulfil the minimum criteria will be evaluated using the following award criteria:

A. Technical component (maximum 70 points)

N°	Award criteria	Max points
A.I.	Understanding of forestry and international development policy and processes in relation to FLEGT and REDD+	20
A.II.	Presentation	50
i.	Measures to ensure the readability, accuracy and usefulness of content to target audiences.	15
ii.	Approaches to developing content collaboratively with experts from different disciplines, institutions and cultures in complex and politically sensitive issues with a large range of stakeholders with different views and needs.	15

iii.	Approaches to monitor and synthesize lessons and content from FLEGT and REDD+ activities, identify emerging trends, and develop key messages.	10
iv.	Measures to implement a protocol for managing contentious media issues.	10

The Technical component (TC) is calculated according to the following formula:

$$TC = A.I. + A.II.$$

Tenders must receive a score of more than half of the maximum Technical component to be considered qualitatively acceptable.

Tenders not considered qualitatively acceptable will not be considered further.

B. Financial component (maximum 30 points)

Tenders presenting a total financial proposal (Fo) superior to the maximum contract value of EUR 123,000 will not be considered further.

For tenders being considered, the Financial component (F) is calculated according to the following formula:

$$F = (Fmin / Fo) \times 30$$

where

Fmin is total sum in the tender in the evaluation with the lowest total financial proposal; and

Fo is the total sum in the financial proposal being considered.

C. Most economically advantageous tender

A combined score (CS) will be calculated according to the following formula:

$$CS = TC + F$$

The Tenderer with the highest combined score (CS) for Technical component (TC) and Financial component (F) will be awarded the Contract.

Where two or more tenders have an equal combined score the contract will be awarded according to the highest score for the financial component (F).

ANNEXES

Annex 1	Cover letter
Annex 2	Identification form
Annex 2a	Bank identification form
Annex 3	Declaration of exclusion criteria and Absence of Conflict of interest
Annex 4	Nomination of Expert form
Annex 5	Minimum criteria declaration
Annex 6	Consortium agreement
Annex 7	Financial Proposal form
Annex 8	Model contract