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Sustainability Growth Innovation



Call for tenders for subcontracting external expertise

EU Social Partners' Project on "Implementation of European social partners framework agreement on digitalisation and support for Social Dialogue – Develop digital tool and support videos"

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1. Background

The EU cross-sectoral social partners (BusinessEurope, SGI Europe, SMEUnited and ETUC) have decided, as part of the upcoming Integrated Projects of the EU social dialogue 2022-2023, to conduct a project to support implementation of their [autonomous framework agreement on digitalisation](#). The agreement was signed in 2020 and the implementation period is three years. This project will be supported by funding from the European Commission.

The target groups of this project are the member organisations of the European Social Partners. The project will provide a resource for national social partners during the implementation period. This project will run alongside, and support, the implementation process outlined in the agreement.

Management of this project is shared by the ETUC and BusinessEurope (on behalf of the EU employer cross-sectoral social partners). BusinessEurope is responsible for the management of subcontracted expertise on behalf of the EU cross-sectoral social partners.

In the framework of this call, EU cross-sectoral social partners express their intention to select a subcontractor to carry out the 24-month activity to develop a digital tool to promote and support implementation of their digitalisation agreement. The project activities will commence on 1 August 2022 and ending on 31 July 2024, lasting for 24 months.

The tender specifications included in this document detail the background, tasks, price, and selection criteria and procedures regarding the subcontractor.

2. Overall project objectives and activities

The objective is to provide support to respective member organisations of the European cross-sectoral social partners to implement the digitalisation agreement in a partnership approach, by providing them with a dedicated resource, i.e. a digital tool, as well as opportunities for exchanges and learning between social partners within and between different countries.

The project also aims to raise awareness and promote the agreement as a useful tool for optimising the benefits and dealing with the challenges at work related to digitalisation, more broadly to social partners at different levels, e.g. in sectors and companies.

It also aims to promote actions taken to implement the agreement.

The project includes the following activities:

- Development of a digital tool, including a repository of examples of existing initiatives, practices and collective agreements to provide inspiration for implementing the agreement and to make visible/promote actions taken to implement the agreement. And a video to explain how to use the digital tool and to promote it.
- Individual country visits (social partners from 1 country) and cluster seminars (social partners from 4 different countries), to promote the agreement and raise awareness and improve understanding of employers, workers and their representatives of the opportunities and challenges in the world of work resulting from the digital transformation; facilitate learning between social partners; support national social partners implementing the agreement, taking into account national economic and social realities and industrial relations practices.

- A final conference to promote and disseminate the online tool, to promote and exchange on actions taken to implement the agreement, and to discuss the outcomes of the cluster seminars and country visits.
- A steering group, including EU social partner secretariats (and a small number of their members), to monitor the work of and liaise with the contractor, provide the content for the online tool and examples for the repository. Regular update meetings will be held to monitor progress and make sure that the work delivered by the contractor is on track and up to the required standards.

3. Purpose of the tender

The tender aims at finding a subcontractor to develop the digital tool and produce video/communication materials to support its use, as well as organising the hosting and maintenance of the digital tool and the repository of examples, including the technical management.

The other activities described in the previous section (cluster seminars, country visits, final conference), as well as collection and selection of the examples for the repository, are not part of this call for tender. These activities will be organised by the EU cross-sectoral social partners. Therefore, no travel fund will be available for the contractor, as they will not be involved in the country visits.

In order to ensure a large visibility for this tender, BusinessEurope, SGI Europe, SMEUnited and the ETUC will publish the tender specifications on their websites; they will each keep the tender online for one month.

4. Tasks to be carried out by the subcontractor

4.1. *Design of digital tool*

The subcontractor will be tasked with designing the functionality of the digital tool. This includes designing and then creating the different functions of the tool, in a way which incorporates the content of the social partners' framework agreement on digitalisation, whilst avoiding to interpret it. It also includes designing the visual appearance of the tool.

The design should take into account that the tool should be as much as possible:

- used on laptops/ PCs and mobile phones
- user friendly
- adaptable to different national, sectoral and company situations
- interactive, e.g. through use of checklists, interactive map
- fully GDPR compliant
- search engine optimized

The tool should help those implementing the agreement to better understand it. It should allow for social partners at different levels:

- to dig deeper into the topics it covers (i.e. Digital skills and securing employment; Modalities of connecting and disconnecting; AI and guaranteeing the human in control principle; and Respect of human dignity and surveillance)
- to better grasp and work with the partnership process included in the agreement and its different aspects on work organisation, work content and skills, working conditions and work relations. It should encourage a joint and dynamic management

of the process, as in the agreement. It should also allow some flexibility for those that decide not to use the process, but wish to identify challenges and opportunities, the key issues etc.

Applicants are invited to present their proposed best solution for the tool in their bid, which should get inspiration from existing relevant tools and provide links to them, where possible and appropriate.

4.2. Creation and maintenance of digital tool

The contractor should create the digital tool and find a solution so that it can be easily administered and maintained. The goal should be for the tool to provide a framework, which is more or less self-sufficient and coordinated with the existing trade unions and employers resource centres¹, only needing updating/maintenance from a technical point of view and updating examples in the repository. It should be made easy from a technical point of view for social partners to update aspects of the tool, where necessary. A system to keep track of visits to the digital tool (for example, but not necessarily, Google Analytics) should be put in place for social partners to be able to collect information on access to the tool.

It would also be useful if the structure/functioning of the tool allowed it to be taken up by social partners at different levels in each country, who would potentially further develop it/fund it for their own use (or even that of their members), including making good use of EU and national opportunities for social partners capacity-building support to this effect. This would contribute to tailored implementation measures across Europe and also help to ensure the sustainability of the tool, including beyond the agreement implementation period.

4.3. Repository of examples

In addition to the agreement itself, the online tool will also include a repository of good examples, which could be presented via a map. The EU social partners would be in charge of gathering the examples from members, whereas the task of the contractor would be to design the repository from a technical and visual point of view, as well as creating the first overview of examples.

It would be important that EU social partners have access to add/edit examples in the repository, to avoid relying on external support.

4.4. Video trainings

The contractor would also have the task of creating tutorial video, to promote the tool and explain how it functions. This video should be short and clear, explaining the different functions of the tool from a technical point of view, and highlighting the benefits of using it. The contractor will also have the task of creating a video to promote the project activities overall.

5. Expertise and experience required

¹ [Home - Employers Resource Centre \(erc-online.eu\)](http://erc-online.eu); [All about the European Social Dialogue | Etuc resources center](#)

The contractor would need to have expertise and experience in developing and creating web-based tools and a higher level of IT/technical competences. They should also preferably have good knowledge and experience of working with social partners either at EU or national level.

Bidders must also demonstrate their ability to put in place a risk management strategy.

The contractor should be able to identify the best Content Management System (CMS) for the purpose, and develop it in line with the requirements and expectations of the EU cross-industry social partners.

The contractor should preferably have experience in video production and editing as well as search engine optimisation.

6. Time schedule and reporting

The subcontractor will be asked to work from the first Steering Committee meeting, expected to take place on 15/10/2022, to 31/12/2024. Work on the digital tool is to be spread evenly over the whole period. The precise modalities will be decided with the selected subcontractor.

The subcontractor will be responsible for remitting the deliverables foreseen within the above time frame.

The subcontractor will provide sufficient and timely information and updates on his/her actions to the Steering Committee of the project to support their work in meeting the obligations of the grant agreement, including on reporting.

7. Payment

The total maximum budget available for expertise is € 30,000.

The subcontractor will enter into a contract with BusinessEurope for a maximum total of € 30,000 (all taxes included). There is no additional reimbursement of travel, subsistence or other costs.

The modalities of payment will be decided upon with the selected subcontractor, taking into account BusinessEurope's usual practice of payment in 3 instalments (advance, interim and final) and fully in line with the Commission's financial guidelines and the grant agreement.

8. Form, structure and content of the tender

Tenders must be written in English. They must be signed by the tenderer or his duly authorised representative and be perfectly legible so that there can be no doubt as to words and figures. Tenders must be clear and concise and assembled in a coherent fashion.

Since tenderers will be judged on the content of their written bids, they must make it clear that they are able to meet the requirements of the specifications.

All tenders must include at least two sections:

- i) Technical proposal

The technical proposal must provide all the information needed for the purpose of awarding the contract, including:

- Specific information covering the technical and professional capacity, as required, in particular:
 - Description of relevant professional experience with emphasis on the specific fields covered by the invitation to tender;
 - Detailed curriculum vitae;
- Specific information concerning the proposed tasks and deliverables to be provided by the subcontractor (detailed in sections 2, 3 and 4).

ii) Financial proposal

Prices of the financial proposal must be quoted in euros. The maximum amount available for this contract is EUR 30,000 (all taxes included).

Prices shall be fixed and not subject to revision during the performance of the contract.

9. Selection criteria

The offers will be examined against the following criteria:

- Quality of the technical proposal;
- Proven track record of designing and creating similar digital tools;
- Verifiable expertise, experience and skills, as required and described above;
- Proven understanding of the tasks to be performed – to be highlighted in the technical proposal;
- Price not exceeding the amount stated above.

10. Award criteria

The contract will be awarded to the tender offering the best value for money, taking into account the specific objectives, requirements and selection criteria of the tender. The principles of transparency and equal treatment will be respected with a view to avoiding any conflicts of interest.

11. Transmission and selection of the bids

Offers must be received within 40 days of the date of publication of this call for tender by the social partners, i.e. by 30/09/2022. Offers must be sent to BusinessEurope (see contact address below).

To ensure confidentiality, bidders must submit their offer in a sealed envelope.

The relevant staff in BusinessEurope will record the date that each bid is received and whether it is admissible or not, including why any bid fails to comply with the stipulations of the tendering process.

The relevant staff in BusinessEurope will evaluate the tenders that have been deemed admissible. In case of multiple admissible bids, an evaluation report will be drawn up, and kept for future reference. This report will include the name of each subcontractor which has

provided an admissible bid; a brief overview of the positive and negative aspects of each of their bids; and the decision on the successful bid.

All candidates must either deliver their bid by hand or submit them by registered letter to:

<p>BusinessEurope Maxime Cerutti Director, Social Affairs Department Avenue de Cortenbergh 168 B – 1000 Brussels Belgium</p>

For requests sent by registered mail, the postmark will serve as proof of the date of dispatch.