



Call for Tender

COMMUNICATIONS & PUBLIC RELATIONS SUPPORT FOR ZERO-CARBON CEMENT & CONCRETE COALITION

Application deadline: 11 February 2022 COB

ECOS Procurement and Purchase Policy

This tender complies with the ECOS Procurement and Purchase Policy adopted by the ECOS Executive Committee, and last updated in October 2021. This policy covers general principles relating to transparency and fairness, value for money, and non-discrimination. It specifies thresholds relating to a competitive negotiated procedure with at least a specified number of candidates either with tender or selection, and sets out the procedure to be followed by ECOS.

About ECOS

ECOS is an international NGO with a network of members and experts advocating for environmentally friendly technical standards, policies and laws. We ensure the environmental voice is heard when they are developed and drive change by providing expertise to policymakers and industry players, leading to the implementation of strong environmental principles. More at www.ecostandard.org.

Background

ECOS aims to build the case, advocate for, and help secure an ambitious and effective decarbonisation pathway for the cement and concrete (C&C) value chain, targeting (nearly) zero-carbon by 2040 through policy and standards work.

Our goal is to enable low-carbon innovations to break through the existing barriers of the EU policy and standards framework. To this end, we will set up a coalition, gathering progressive actors (industry representatives, think tanks, NGOs, etc.), who will join efforts to promote a common vision of a transformative zero-carbon roadmap. The coalition work will be backed up by key research and analysis, creating a common resource base and countering the imbalances in the ongoing debate.

The policy strategy will seek to ensure:

- Clean energy supply and reduced energy demand to decarbonise the cement and concrete sector
- Material innovation and creation of markets for low-carbon cement and concrete products, supported by sustainable finance and procurement
- Waste prevention and closing loop to eliminate cement and concrete construction and demolition waste.

The proposed standardisation activities should help achieve:

- Scaling-up of supply and demand for new low-carbon cement and concrete products through performance assessment and validation to support acceptance of alternative supplementary cementitious materials (SCMs).
- Fostering resource efficient design, use, and governance of concrete assets, and circularity at the end of life through appropriate use of materials, and validation of performance in-use and at the end-of-life.

Tender objective

ECOS seeks to subcontract a **public relations consultancy** to support the work of the Coalition for a period of 12 months, as outlined in the scope and output sections of this tender document.

Scope

The service will focus on all aspects related to the facilitation of a multi-stakeholder coalition, from its forming to designing its messaging, advocacy and outreach strategy, and work plan. The chosen tenderer will also be expected to represent the coalition in selected meetings and help ensure the smooth running of its work throughout the period of 12 months.

Tasks & Outputs

The contractor will be expected to assist the ECOS secretariat in the overall coordination of the Zero-Carbon Concrete & Cement Coalition, and especially regarding:

- Facilitation and support in the delivery of the coalition advocacy strategy and work plan, ensuring consensus within membership – the tenderer will be expected to:
 - Support ECOS in the drafting of the advocacy strategy;
 - Consult & ensure buy-in among coalition members;
 - Support ECOS in liaising with decision makers on behalf of the coalition and ensure integration of main messages in policies;
 - Draft and deliver the coalition work plan.
- Delivery of an EU and Member State policymaker and stakeholder mapping, to be updated by the tenderer every quarter.
- Delivery of the Coalition outreach & dissemination strategy – the tenderer will be expected to:
 - Coordinate the drafting of the coalition messaging and communication strategy;
 - Ensure a wide coverage of the coalition activities via an innovative outreach and media strategy;
 - Coordinate the implementation of this strategy by coalition partners.
- Facilitation of the drafting of coalition's key documents such as the Memorandum of Understanding, Manifesto, Roadmap, and signature by coalition partners when relevant.
- Official Coalition launch and major publications launch, including delivery of relevant public-facing/media outreach and event coordination – the tenderer will be expected to (list is not exclusive):
 - Draft articles, op-eds, press releases, social media kits, as needed throughout the duration of the contract;
 - Liaise with media on behalf of the coalition and ensure a good coverage of activities & messages;
 - Support in organising online and/or physical events, in particular the coalition launch.
- Secretariat coordination and management, i.e. coordination & facilitation of meetings, development of coalition procedures, including processes for joining.

The tenderer will be expected to work in close cooperation with ECOS, and, if needed, serve as an additional contact point for the Coalition.

Tender preparation

Tenderers are requested to **submit a proposal by 23:59 CET on 11 February 2022 to info@ecostandard.org** outlining:

- A description of the tenderer's understanding of the tasks and deliverables demanded, as well as outcome expected.
- A description of how close coordination with ECOS will be ensured throughout the project.
- Examples of previous work with a similar scope and main achievements.
- A proposed outline of activities leading up to the Coalition launch.
- Budgeting for each element of the work and proposed payment schedule.
- Biographies and time availability of the key staff delivering the work, their areas of expertise, as well as references if available.

Note that sub-contracting is accepted in cases where a delivery team involves individuals from different institutions or organisations. In this case, the lead tenderer retains responsibility for legal and financial arrangements for any sub-contracting.

Budget

The budget available for this work is a **maximum of €100 000 (including VAT)**, and all other costs will be incurred by the subcontractor. Please provide an indication of the percentage of time against the headlines of the different activities listed under Tasks & Outputs.

Project implementation

The project will involve an active contribution from and regular coordination with ECOS. The key milestones include:

- Signature of the contract
- A kick-off, interim & final meeting
- Delivery of the Coalition Advocacy & Outreach Strategy
- Delivery and signature of Memorandum of Understanding
- Official Coalition Launch
- Publication & dissemination of the Coalition Roadmap to zero-carbon cement

Throughout the implementation of the project, the subcontractor will be expected to carry out the activities as outlined above.

Timeline

The contract should be completed by the subcontractor by the end of Q1 2023. A kick-off meeting will be held with the successful applicant(s) during the week of 21 February 2022, depending on the management team and contractor's availability.

Tender Assessment

Assessment of the tenders will be made by an appointed selection committee, using a pre-agreed evaluation template. Only shortlisted tenderers will be contacted. The award criteria are:

- 70% quality:
 - delivery team expertise (CVs + relevant experience to be provided),
 - relevance of application,
 - expected impact of the activities proposed.
- 30% price

The fact of publishing a procurement procedure does not oblige ECOS to award the contract to a tenderer simply because its tender fulfils those criteria. It also reserves the right to decide not to award the contract to any tenderer and to cancel the procedure at any time before award.