

Call for tender: Communications support for Data Saves Lives initiative

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1. EPF - General Information

The **European Patients' Forum (EPF)** was founded in 2003 to ensure that the patients' community drives policies and programmes that affect patients' lives to bring changes empowering them to be equal citizens in the EU.

EPF currently represents 74 members, which are national coalitions of patients' organisations and disease-specific patient organisations working at European level. EPF reflects the voice of an estimated 150 million patients affected by various chronic diseases throughout Europe.

EPF's vision for the future is that all patients with chronic and/or lifelong conditions in the EU have access to high quality, patient-centred equitable health and social care.

2. Purpose of the Tender

The **Data Saves Lives** initiative (hereinafter known as "**DSL**"). The aim of the initiative is twofold. On the one hand it will create a **health data community**, a "safe place" where stakeholders can openly discuss their views and ideas on data and data policy at European and national level. The full potential of the use of health data will be analysed, along with the potential challenges and risks.

At the same time the core of the initiative is the development of an **informative web platform** that will provide lay-language information for patients and citizens who need neutral, understanding and comprehensive informative information on the topic of health data.

The purpose of this tender is to find a suitable communications support for developing, rewriting and maintaining the web portal and social media campaigns of Data Saves Lives Initiative.

3. Description of Services

The successful tenderer will provide high-quality services in the field of communications support to the Data Saves Lives project coordinator. The following tasks will need to be carried out:

Engagement creation

- Building on the DSL communications plan, create and implement a digital campaign to reach our target groups
 - Detect the online presence of our target audiences, and report opportunities to optimise the use of the most suited digital channels
 - Develop an editorial calendar, translate into different formats, create strong and engaging copy with CTA, the right tone of voice, work closely with graphic designers
 - Trigger interaction leading to engagement, using creative tactics and techniques
 - Monitor social networks, deduct information gaps and needs, monitor relevant topics and stories for us to comment on, and report these to be included in the content plan, define appealing soundbites

Web copywriting:

- Translating technical and scientific content provided by the content partner and the current website content into lay language, in web and SEO optimised language
 - Rework existing case studies and other new content received by the content partner
- Develop web articles linked to engagement creation
- Improve structure of the website, technical specs

Other:

- Support DSL project coordinator and the comms group in other relevant tasks for a successful campaign of the initiative

4. Participation in the Tendering Procedure

4.1 TENDER PROCESS

EPF reserves the right to conduct the tender process and select the successful tender. EPF is not bound contractually or in any way to a bidder to this request for tender until EPF and the successful winner have entered into a written contract.

4.2 TENDER SUBMISSION

Tenderers should submit the following documents:

- Tender submission form
- CVs of the person/people involved in implementing the tasks
- A list of references and examples of previous work

The offer should be submitted to Data Saves Lives project coordinator, Gözde Susuzlu at gozde.susuzlu@eu-patient.eu

4.3 TENDER EVALUATION

Participation in this tendering procedure is open on equal terms to all natural and legal persons fulfilling the abovementioned eligibility criteria and language requirements. EPF may, in its discretion, extend the closing date and time of the tender.

The selection procedure will be based on the principles of equal treatment, fairness and transparency and on expertise (70%) and price (30%).

All applicants will receive acknowledgement of receipt of their tender and will be informed of the outcomes of the selection process within 10 working days following the deadline date. EPF is not obliged to provide reasons for its decision to shortlist; accept or reject any particular tender.

Offers to the tender will be evaluated based on the following criteria:

Qualitative and Quantative award criteria	Points
Qualitative criteria 1: Expertise in translating technical/scientific concepts into lay person's terms	20
Qualitative criteria 2: Proven expertise in creating and handling social media accounts, websites and analytics tools	20
Qualitative criteria 3: Expertise in science communication, especially in relation to public health, and health data	10
Qualitative criteria 4: Verbal and written skills in English (mother-tongue level)	10
Qualitative criteria 5: Proven experience in working with multi-stakeholder projects (NGOs, industry, academia, etc.)	5
Quantitative criteria 1: A cost proposal - Most economically advantageous tender for an indicative budget	30
Quantitative criteria 2: Years of experience in the field of communications, journalism and Public Health and Science	5

4.4 EXCLUSION CRITERIA

Candidates or tenderers shall be excluded from participation in this procurement procedure if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the EPF can justify;
- d) they have not fulfilled 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 they are established or with those of the country of the EPF or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union's financial interests;
- f) following another procurement procedure or grant award procedure financed by the Union's budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

4.5 SCHEDULE

The assignment shall start as from the date of signature of both contracting parties and shall be completed by 02 March 2021.

Tender submission and schedule of the work:

Launch Tender	EPF	7 February 2020
Close of the Tender	Tenderer	14 February 2020
Selection of the tenderer	EPF	27 February 2020
Briefing meeting and signature	EPF - Tenderer	02 March 2020
Start of the assignment	Tenderer	02 March 2020
End of the assignment	Tenderer	17 March 2021

5. Terms of Payment

Prices must be fixed amounts in Euro and will not be subject to revision. The amount of VAT should be shown separately on the invoice.

EPF will reimburse any out of pocket expenses that may be incurred by the successful expert during the roll out of activities.

Costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.

6. Quality Issues

In delivering the service the tenderer shall ensure the highest quality standards of which EPF shall be the sole judge.

7. Confidentiality and Conflict of Interest

The Tenderer undertakes that they will not at any time, either before or after the termination of this service, use or disclose or communicate to any person confidential information relating to the affairs of EPF. This restriction shall continue to apply after the termination of the service without limit in point of time.

To ensure the independence of terms of their contract, the winning tenderer will sign a declaration certifying that they have no conflict of interests in relation to the tasks to be undertaken and undertake to inform EPF's Data Saves Lives project coordinator (Gözde Susuzlu) should this status change.

8. Terms and Conditions

EPF reserve the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this call for tender at any time

prior to the execution of the written contract. EPF reserves the right to waive any formalities in the call for tender process. EPF may respond to questions or provide information from tenderers and is under no obligation to provide such responses or information to all other tenderers.

By submitting a proposal, the tenderer agrees that:

- EPF may copy the proposal for purposes of facilitating the evaluation of the proposal and agrees that such copying will not violate the rights of any third party.
- It will not bring any claim or have any cause of action against EPF based in any misunderstanding concerning the information provided or concerning EPF's failure, neglect or otherwise, to provide the bidder with pertinent information as intended by this call for tender.

The accomplishment of a tendering procedure imposes no obligation on the EPF to award the contract. Should the invitation to tender cover several items or lots, EPF reserves the right to award a contract for only some of them. EPF shall not be liable for any compensation with respect to tenderers whose tenders have not been accepted. Nor shall it be so liable if it decides not to award the contract.

The estimated date for the signature of the contract will be 02 March 2020.

9. Contact Person

For more information, please contact:

Gözde Susuzlu

Data Saves Lives Project Coordinator

gozde.susuzlu@eu-patient.eu

Tel: +32 (0)2 2742934

10. Contracting Authority

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