



**The Multi-Educational Programme for Employment Promotion in Migration-affected Areas
(MEPEP) T05-EUTF-NOA-EG-01-06 (T05.255)**

**REFERENCE: T05-EUTF-NOA-EG-01-06 (T05.255) - CAV03.2021
CIG - Z623243F98**

**CONTRACTING AUTHORITY: Italian Agency for Development Cooperation (AICS – Cairo)
Multi-Educational Programme for Employment Promotion in Migration-Affected Areas
(hereinafter referred to as “MEPEP”)
Budget line: T05-EUTF-NOA-EG-01-06 (T05.255)**

**CALL FOR EXPRESSION OF INTEREST FOR
Communication and Visibility Agency**

ARTICLE 1 – DESCRIPTION OF THE PROGRAMME

The Multi-Educational Programme for Employment Promotion in Migration-affected Areas (MEPEP) falls under the scope of the “Enhancing the Response to Migration Challenges in Egypt Programme (ERMCE, Ref. T05-EUTF-NOA-EG-01) which is funded by the European Union Emergency Trust Fund for stability and addressing the root causes of irregular migration and displaced persons in Africa.

The MEPEP Programme is aligned to the Operational framework of the EU TF North Africa Window (EUTF NAW), is implemented by the Italian Agency for Development Cooperation (AICS) in the frame of the Contribution Agreement T05-EUTF-NOA-EG-01-06 (T05.255), with a planned three-year duration.

The Programme aims at enhancing economic and equal opportunities, in particular for vulnerable groups by improving the quality of the Technical and Vocational Education and Training (TVET) system in Egypt.

The Programme will be implemented in Sharkeya Governorate as its target area in consultation with local authorities. Sharkeya –is indeed one of the Governorates in Egypt that boast the largest number of Egyptian youths who wish to leave Egypt and illegally migrate to other countries. Secondly, the 10th of Ramadan Industrial Zone resulted being the most relevant intervention area due to the presence of a dynamic Egyptian and non-Egyptian industrial force on which the creation of a high-level and market-oriented TVET Centre can have the major impact. This area hosts the 10th of Ramadan Training Centre belonging to MoTI’s Productivity and Vocational Training Department (PVDT) that will be the target of the activities. This Technical School was chosen during the formulation phase by AICS Cairo together with the local Authorities.

The Italian Agency for Development Cooperation (AICS) - Cairo Office will work in close cooperation with the Ministry of Education and Technical Education (MoETE) and the Ministry of Industry and Trade (MoTI), namely the Productivity and Vocational Training Department (PVDT), as the main national entities mandated in the area of TVET.

ARTICLE 2 – PURPOSES

The Communication Agency will support the main activities scheduled in the framework of the Programme and provide the general communication services that may be required over the course of the contract.

ARTICLE 3 – SERVICES

Below is the expected list of activities (not limited to):

- 1- Recruitment of audio-visual experts for the organization of awareness campaigns.

- 2- Organisation of workshops, interactive trainings, conferences and events.
- 3- Compilation and diffusion of annual on-line newsletters.
- 4- Audio visual products additional to the awareness campaigns (quality photos and videos)
- 5- Preparation of reports and coordination activities.
- 6- Design and production of publications (brochures, booklets, banners etc.).
- 7- Digital Marketing for all social media channels (including paid ads).

ARTICLE 4 – ELIGIBILITY

4.1. Participation is open to all natural persons who are nationals of and legal persons [participating either individually or in a grouping (consortium) of tenderers] which are effectively established in a Member State of the European Union or in a eligible country or territory as defined under the Regulation (EU) No 236/2014 establishing common rules and procedures for the implementation of the Union's instruments for external action (CIR) for the applicable instrument under which the contract is financed. Participation is also open to international organisations.

4.2. Eligible Agencies who will be invited to submit their tenders will be requested, among others, at the time of the submission of the tenders to: (i) declare that that they are not in any of the exclusion situations listed in Section 2.6.10.1. of the practical guide and they do not fall in any of the exclusion situations listed of EU Early Detection and Exclusion System; (ii) sign an integrity agreement.

ARTICLE 5 – QUALIFICATION REQUIREMENTS

5.1. Eligible Agencies shall:

- a) have an average annual turnover in the last three years of at least EUR 30,000.00.
- b) have employed or contracted in the last two years at least the following staff with excellent English-Speaking skills:
 - (i) n. 2 audio-visual experts.
 - (ii) n. 1 event organizer and planner.
 - (iii) n. 1 content developer and social media specialist.
 - (iv) n. 1 community outreach specialist.
- c) have a specialization in Communication, Marketing, Media, Video-Production.
- d) have carried out over the past 3 years at least three contracts with international aid donors (i.e., EU, International Governmental Agencies, UN, UN Agencies and Programmes) in the field of communication and visibility actions.

5.2. The Contracting Authority reserves the right to invite for tender only Eligible Agencies, who meet the qualification requirements.

ARTICLE 6 – MODALITIES FOR PRESENTATION

6.1. Eligible Agencies shall express their interest by submitting the following documents (**at this stage, no additional documents are requested**):

- a) Legal Binding Statement (ANNEX A) - Initialized on each page and signed.
- b) Expression of Interest (ANNEX B) - Initialized on each page and signed.
- c) Scanned copy of a valid Identification Document of the Legal authorized signatory of the Agency.

Please add to Annex B the following:

- CVs of n. (i) n. 2 audio-visual experts; (ii) n. 1 event organizer and planner; (iii) n. 1 content developer and social media specialist; (iv) n. 1 community outreach specialist.
- Company Profile in English.
- Recent Commercial Registration file of the company.

6.2. All documents may be submitted in a sealed envelope:

a) by registered mail or private courier service;
or

b) by hand-delivery;

at the following address:

**Italian Agency for Development Cooperation (AICS-CAIRO) – MEPEP Programme (PMU)
1081, Corniche El Nil St., Garden City, 26th Floor, Cairo – Egypt**

6.3 The outer envelope must bear the following reference: Communication and Visibility Services for MEPEP Programme.

6.4 All documents (PDF format not editable) may also be submitted by e-mail at procurement.mepep@eu-mepep.org enclosed in an electronic outer envelope with the same reference as per point 6.3.

6.5 The deadline for the submission is 18/07/2021 (11:00 am Cairo time) as evidenced by the date and time of dispatch, the postmark or the date of the deposit slip, the date and time of the email as recorded in the system of the recipient. It is encouraged to express the interest well before the deadline date, since heavy internet traffic or connection problems could lead to difficulties in submission. The Contracting Authority cannot be held responsible for any delay due to such difficulties.

ARTICLE 7 – RULES FOR THE REGISTRATION IN THE LIST

7.1. The Contracting Authority will first evaluate the following:

a) Compliance with the submission deadline. If the deadline has not been met, the Expression of Interest will automatically be rejected.

b) Eligibility as per Article 4.

c) Qualification requirements as per Article 5.

7.2. Eligible Agencies, meeting all qualification requirements, will then be inserted in the list in an alphabetic order. The list does not represent any classification and the related insertion does not imply any rights to be invited in the relevant bidding procedure and/or assign the subject-services.

ARTICLE 8 – SELECTION PROCEDURE

8.1. Eligible Agencies, meeting the relevant qualification requirements, will be invited to submit their best offer as per the EU PRAG (simplified tender procedure).

ARTICLE 9 – PERSONAL DATA

9.1. If processing your reply to the expression of interests involves the recording and processing of personal data (such as names, contact details and CVs), they will be processed¹ solely for the purposes of the management and monitoring of the tender and of the contract by the data controller without prejudice to possible transmission to the bodies in charge of monitoring or inspection tasks in application of EU law. Details concerning processing of your personal data are available on the privacy statement at: <http://ec.europa.eu/europeaid/prag/annexes.do?chapterTitleCode=A²>

ARTICLE 10 – RESPONSIBLE OF THE PROCEDURE

10.1. The Responsible of the Procedure is **Vladimiro Buso**.

10.2. For any further information, please contact the PMU administration at the following contact:

Email: procurement.mepep@eu-mepep.org.

¹ Pursuant to Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002/EC ('Regulation 2018/1725'), Official Journal L 205 of 21.11.2018, p. 39.

² This link will lead you to the 'privacy statement' published as annex A13 to the practical guide general annexes.