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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) – ECV10.2022

CIG - Z2C37CBA89

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

CALL FOR EXPRESSION OF INTEREST FOR
Communication, Visibility and Partnership Expert

ARTICLE 1 – DESCRIPTION OF THE PROGRAMME

- 1.1. 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 implemented by the Italian Agency for Development Cooperation (AICS) with a planned three-year duration.
- 1.2. 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.
- 1.3. 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 Trade and Industry’s (MoTI), namely the Productivity and Vocational Training Department (PVDT), as the main national entities mandated in the area of TVET.
- 1.4. The Programme will be implemented in Sharkeya Governorate as its target area. 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 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.

ARTICLE 2 – PURPOSES

- 2.1. The Italian Agency for Development Cooperation (AICS) in Cairo, with the financial assistance of the European Union, intends to set up a list of experts in Communication, Visibility and Partnership to provide a technical assistance to the Contracting Authority in implementation of the Communication, Visibility and Partnership related activities of the Programme and support the main activities scheduled in the framework of the Programme and provide the general communication and partnership services that may be required over the course of the contract.

ARTICLE 3 – SERVICES

Below is list of the expected services from the Expert:



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

- 3.1. Support the Team Leader of the Programme in the implementation of the Communication and Visibility Plan of the Action, in consultation with relevant AICS and Embassy officials in Cairo and in accordance with the directives of the AICS Cairo.
- 3.2. Promote communication and information activities, and assist the AICS Cairo in media relations, and in organizing different types of events (as required) related to the Action and the visits by the EU Delegation and other institutions, in order to facilitate the dissemination of good practice in relation to other projects managed by other Donors and/or the EU Delegation.
- 3.3. Oversee the design and editorial content of the website and intranet, ensuring that content is regularly updated and promoted and maintained by the website implementing company;
- 3.4. Monitor the proper implementation and execution of the communication and visibility component at the level of each grant and procurement contract;
- 3.5. Monitor the proper implementation and execution of the contract with external communication agencies and printing company (including performance-based results and financial monitoring);
- 3.6. Prepare and arrange for the production of printed materials (brochures, newsletter, leaflets posters) as indicated in work plans and/or Communication and Visibility Plan;
- 3.7. Draft press releases, statements, news summaries and ensure print and electronic media coverage for the events;
- 3.8. Assist the Contracting Authority in establishing partnership and synergies with other initiatives by organizing focus-group discussion, bilateral meetings with stakeholders
- 3.9. Perform other relevant activities as required.

The Expert is required to submit an achievement report along with timesheet including all implemented activities/plans for reaching the results of the stated-above services.

ARTICLE 4 – LOGISTICS AND TIMING

4.1 Location

- Contracting authority premises: **Italian Agency for Development Cooperation (AICS-CAIRO) – MEPEP Programme (PMU) 1081, Corniche El Nil St., Garden City, 26th Floor, Cairo – Egypt**
- Home based upon approval of the Team Leader of the Programme.

4.2 Tentative start date and period of assignment

Starting date: Mid of October, 2022

Expected Number of Working days: not less than 150 days up to 160/165 (subject to extension based on the performance of the expert and needs of the Contracting Authority)

Expiry date: End of August, 2022

ARTICLE 5 – ELIGIBILITY

- 5.1. Expert(s) engaged by the tender may be of any nationality.
- 5.2. Candidates, tenderers or applicants will be excluded from participation in procurement procedures 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



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

- proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they, or persons having powers of representation, decision making or control over them, have been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata; (i.e., against which no appeal is possible);
 - c) they have been guilty of grave professional misconduct proven by any means which the Contracting Authority can justify, including by decisions of the European Investment Bank and international organisations;
 - d) they are not in compliance with their 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 Contracting Authority or those of the country where the contract is to be performed;
 - e) they, or persons having powers of representation, decision making or control over them, have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity, where such an illegal activity is detrimental to the EU's financial interests;
 - f) they are currently subject to an administrative penalty referred to in Article 103(1) of the Financial Regulation (for budget-funded programmes)/Article 99 of the Financial Regulation (for 10th EDF-funded programmes).

ARTICLE 6 – QUALIFICATION REQUIREMENTS

- 6.1. Master's level university degree in communication, journalism, marketing, media, or related fields (level 7 European Qualification Framework EQF). Other degrees of the same level may be taken into consideration if accompanied by sector- specific experience;
- 6.2. At least 4 years of post-graduate working experience, in media relations, communication and visibility matters;
- 6.3. At least 2 years of post-graduate working experience with international organizations and/or governmental aid agencies in communication and visibility related matters;
- 6.4. Proficient English user (C2 Level - Common European Framework of Reference);
- 6.5. Proficient in written and spoken Arabic (C1 Level - Common European Framework of Reference);
- 6.6. Proficiency in the use of Microsoft Office applications;
- 6.7. Broad Experiences in promotional activities in different social media channels including content creation and post designing

6.8. Preferred Qualifications:

- 6.8.1. Post-graduate diplomas (University Master, PhD or other Higher Education Courses recognized in the sector of interest) additional to the minimum requirements indicated in point 6.1 above;
- 6.8.2. Previous working experience at the Directorate General for Development Cooperation and / or the Italian Agency for Development Cooperation (AICS);
- 6.8.3. Previous experience with EU and / or EU-funded projects, including knowledge of EU communication and visibility procedures and requirements;



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

6.8.4. Similar professional experience carried out in the country indicated in this call for expression of interest;

ARTICLE 7 – MAXIMUM BUDGET ALLOCATED

The maximum budget allocated for this contract is 19,500.00 EUR all-inclusive all services required and respecting the proposed duration of the contract.

ARTICLE 8 – MODALITIES FOR PRESENTATION

8.1. Applicants shall express their interest by submitting the following documents (no additional documents are requested at this stage):

- a) dated and signed Expression of Interest/Legal Bidding Statement (Annex A);
- b) dated and signed Curriculum Vitae in English (Europass format is recommended), including authorization to process personal data;
- c) scanned copy of a valid Identification Document;
- d) completed, signed, Annex B - Information on Procurement Procedure and Client;
- e) completed, signed, Annex C - Informative Note on the Protection of Personal Data;
- f) completed, signed, Annex D - Self-Declaration Form;
- g) completed, signed, Annex E - Registration Form;
- h) completed, signed, Annex F – “**Financial Identification Form**” to indicate the bank account into which payments should be made if the tender is successful;
- i) completed, signed, Annex G - Statement of Exclusivity and Availability;

8.2. Financial offer

- a. Financial offer signed and dated (Annex G – Budget Breakdown Template), applicants are reminded by the maximum budget allocated as per article 7

8.3. Documents may be submitted:

- a) by email (PDF format not editable, enclosed in an electronic outer cover note with the reference as per point 7.4);
at the following email address:

procurement.mepep@eu-mepep.org

8.4. The outer cover note must bear the following reference: Call for Expression of Interest for Communication, Visibility and Partnership Expert for MEPEP Programme – ref: T05-EUTF-NOA-EG-01-06 (T05.255) – ECV10.2022.

8.5. The deadline for the submission is 10/10/2022 (11:59 pm Cairo time) as evidenced by 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 9 – RULES FOR THE REGISTRATION IN THE LIST

9.1. 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 5.
- c) Qualification requirements as per Article 6.



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T05-EUTF-NOA-EG-01-06 (T05.255)

- 9.2. Eligible applicants, 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 committed the contracting authority to implement the contract.

ARTICLE 10 – SELECTION PROCEDURE

- 10.1. Eligible applicants, meeting the relevant qualification requirements, may be invited for a short interview, then an award letter will be issued to the selected applicant, meanwhile, a reserve-list will be established for 2nd, and 3rd applicants who will be notified by keeping their application in the reserve-list.

ARTICLE 11 – PERSONAL DATA

- 11.1. If processing your reply to the Expression of Interest 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: <https://wikis.ec.europa.eu/display/ExactExternalWiki/2.+Basic+rules²>

ARTICLE 12. SAFEGUARD CLAUSE

- 11.1 AICS Office in Cairo reserves the right to revoke the announcement for any reasons, discretionally evaluated. The AICS Cairo office reserves the right not to proceed with the assignment due to the lack of candidates' adequate requirements or the availability of financial resources.

ARTICLE 13 – RESPONSIBLE OF THE PROCEDURE

- 13.1. The Responsible of the Procedure is **Mr. Vladimiro Buso**.

- 13.2. For any further information, please contact the PMU administration at the following contact email: **procurement.mepep@eu-mepep.org**.

ARTICLE 14 – LIST OF ANNEXES:

- a. Legal binding statement (annex A);
- b. Intergity Agreement in ENG CVAP;
- c. Informative Note on the Protection of Personal Data
- d. Self-Declaration Form;
- e. Financial Identification Form (to indicate the bank account into which payments should be made if the tender is successful);
- f. Statement of Exclusivity and Availability;
- g. Budget Breakdown template

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.