

**Schedule 1**  
**Terms of Reference for**  
**Request for Proposal**

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**PROJECT TITLE: “Get up and Goals” Global education time: an international network of learning and active schools for SDGs**  
**PROJECT NUMBER: CSO-LA/2017/388-124**

**1. CONTACT DETAILS and information on CONTRACT TYPE**

1.1. This Request for Proposal is for

Liverpool World Centre  
 Toxteth TV, 37-45 Windsor Street  
 Liverpool L8 1XE  
[rfp@liverpoolworldcentre.org](mailto:rfp@liverpoolworldcentre.org)

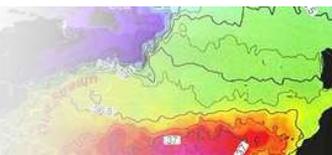
ID No./VAT: Company Number 434597 and Registered Charity 1100888/ not VAT registered

- 1.2. Contact for Request for Proposal should be addressed to Liverpool World Centre at above address
- 1.3. The type of procurement process is a “request for proposal”. The Request for Proposal (RFP) is used to purchase goods, services that may not be expressed in sufficient detail so as to allow for the use of an Invitation to Bid. An RFP must include a technical quotation compliant with the features specified in the tender documents, and an economic quotation. The system of the double envelope must be followed in this case.

**2. INTRODUCTION AND BACKGROUND**

**2.1. Project context**

- 2.1.1.** On October 2, 2017 CISP (Project Lead Partner) has signed a Grant Contract with the European Commission (EC) for the implementation of a three years project (hereinafter “the project”) named **GET UP AND GOALS! Global education time: an international network of learning and active schools for SDGs**. The project, framed under the EC DEAR (Development Education and Awareness Raising) initiative, is implemented in partnership with other nonprofit entities in the following EU countries: Italy, Republic of Ireland, Czech Republic, Bulgaria, Hungary, Portugal, The Netherlands, Poland, Austria, Romania, Spain and United Kingdom.
- 2.1.2.** The general objective of the project is “To contribute to structurally link formal education to Global Citizenship Education (GCE) and awareness on SDGs”, while the expected outcomes are the following:



- European teachers and other stakeholders (schools managers, institutions in charge for education) are aware of GCE and of the SDGs;
- Teachers participating in training have the competencies and the adequate materials to embed it in their teaching of SDGs;
- Students have improved their commitment on project issues through the participation in public awareness actions on SDGs; and
- Increased the coherence of quality assessment of GCE learning outcomes, in formal education, at a European level.

**2.1.3.** The main themes addressed by the project are: **Migration, Gender Inequalities, International Inequalities and Climate Change.**

**2.1.4.** The specific project objective relating to this proposal is to **build awareness and to commitment to the SDGs and Global Citizenship Education, amongst teachers.**

## 2.2. Business context

Liverpool World Centre (LWC) is co-applicant of the project GET UP AND GOALS! And it is in charge for the activities of the project to be implemented in UK.

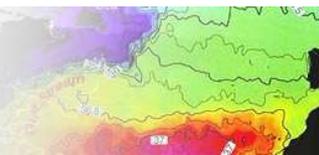
Liverpool World Centre (LWC) exists to make world issues relevant to the lives of young people. School is a crucial part of a young person's life, therefore LWC works with children and teachers to facilitate understanding of global issues and promote social change. LWC uses topics such as climate change, migration, values and citizenship to explore the relationships of young people with each other and those in the wider world. Such topics have been pulled together within the term "Global Learning", and LWC has developed expertise and resources for schools in this area.

Currently LWC has the following 4 organisational priorities:

1. Reach more people through events and media raise the profile of LWC and its Global Learning services
2. Influence decision makers and raise the profile of Global Learning both regionally and nationally
3. Develop a communities' strategy to connect LWCs schools work with parents and community organisations
4. Developing a clear strategy for increasing GL work with Higher Education Institutions (HEIs), targeting pre service teachers (i.e. people training to be teachers)

The campaign in the United Kingdom, described below is part of a European campaign, realized in each of the 12 countries targeted by the action, in accordance with the European guidelines and objectives at transnational level by the project co-applicants, with the support and technical coordination of a central media agency chosen by the lead applicant of the Get up project (CISP)<sup>1</sup>.

<sup>1</sup> The media agency in charge for the European awareness raising campaign will be contactable through the CISP (Project Lead Partner) based in Italy. More information to follow after the proposer has been appointed.



The campaign will aim to raise awareness on the SDGs (Sustainable development goals), with a special focus on target 7 of the SDG 4 1i . The central message will be that SDGs and Global Citizenship Education (GCE) are key dimensions of teaching and learning in a global world. Besides spreading these messages to a wide audience, the campaign will be one of the tools to facilitate the participation of teachers to this project. The campaign will mainly target pre-service and in-service teachers (at least 20,000 across Europe, with this proposal focusing on 2,000 targeted in the UK)

The campaign will use mainly You Tube (both video and presentations) and social media, platforms such as EDMODO, meetings, exhibitions, seminars during special occasion (UNESCO's day of teachers, Global Education week of the North South Centre etc.)

Teachers reached by the campaign will be invited to actively engage in GCE in schools, to share campaign messages with other teachers, to visit the project website. Website's visitors will be encouraged through interactive appropriate tools, to download the teaching and learning materials to use them in their classroom and to test their knowledge.

The campaign will be supported by the existing thematic platforms at the national level and at European level (e.g. CONCORD, GENE, EADI).

### 3. PROPOSAL REQUIREMENTS and SPECIFICATION

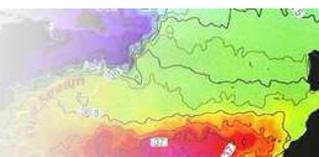
#### 3.1. Overview

Liverpool World Centre seek to commission an agency to plan, develop, deliver and evaluate a creative campaign to enable the delivery of the project objectives and outcomes. This will require a plan to ensure that project teaching resources<sup>2</sup> are seen as high quality by teachers, and Liverpool World Centre's brand is strengthened as the leading provider of Global Learning. Delivering this may require disciplines such as campaign planning, message development, research into audience, graphic design, PR, events, social media content and advertising.

#### 3.2. Audience

The main target audience will be young and pre-service teachers (i.e. trainee teachers). LWC has contact with trainee teachers at 3 of the major teacher training universities in the North West, and has a network of 500 schools who take on new teachers each year. LWC currently communicates to teachers through e-newsletter, but would seek to increase our profile on Facebook, especially through school subject groups and peer to peer messaging. This proposal welcomes other suggestions.

<sup>2</sup> Liverpool World Centre as part of the project is producing "Teaching Learning Units" (TLUs) which are short, guides to the project topics of SDGs, migration, climate change, gender inequality and inequalities



### 3.3. Messaging

The central message needs to stress the role of SGDs (particularly: migration; gender inequality; inequalities broadly and; SDG 4.7 on education) and Global Citizenship Education as fundamental to teaching in a global world. It will promote tools available through this project such as the Teaching Learning Units (a series of classroom teaching resources produced by LWC) and a Geo-History text book.

The message of the awareness raising campaign in UK will be in line with the central message of the European awareness raising campaign “GET UP AND GOALS!”. A continuous coordination work between the UK based media agency and the media agency in charge for the European awareness raising campaign responsible for communication of the overall EU project will be part of the delivery.

In order to achieve the message goal, and indeed the aim of the project, the proposal will need to consider how it improves the image of LWC, raises its profile and contributes towards LWC influencing region and national education policy.

The proposal needs to ensure that the SDG message is balanced and complements the LWC corporate messaging and branding.

### 3.4. Campaign structure and tone

The proposer is invited to outline their recommendations on what the campaign in UK should consist of. For example, will it target teachers in an informal way only using digital campaign using social media or seek coverage in the education sector trade press.

A requirement is that the campaign links with the central web/media agency of the project. This will be delivered in the national context but it will link to a European-wide campaign.

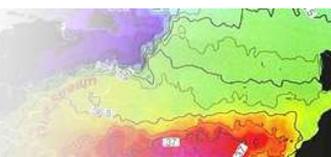
- 3.4.1.** Successful proposals will need to be sensitive to publication outlets and discuss with LWC anything that may compromise LWCs values and image.

### 3.5. Desired outputs and outcomes

Proposals will need to consider how a creative campaign would be planned, developed, delivered and evaluated to successful in achieving the indicative results:

*Note these are indicative outputs and outcomes and may be changed*

Output/ Outcome/ KPI	Description	Implementation phase
Output/ outcome 3.2.1	Demonstrate understanding of audience, and what engages them (in relation to project)	1



Output/ outcome 3.2.2	Present communication plan for successful campaign that integrates project message within wider LWC profile	1
Output/ outcome 3.2.3	Refresh of LWC website to ensure consistent feel and message relating to the promotion of SDGs and GET UP AND GOALS! Project (this project), linking to project website (not yet live).	1
Output/ Outcome 3.2.4	To improve the image of Liverpool World Centre as provider of quality SDG materials which this campaign will promote	1
Output/ outcome 3.2.5	LWC social media branding and messaging to have consistent feel (twitter, Facebook, LinkedIn, YouTube).	2
Output/ outcome 3.2.6	Four (4) videos promoting SDGs (2-3mins) using content provided by Liverpool World Centre and the project GET UP and GOALS!	2
Output/ outcome 3.2.7	2000 teachers reached by campaign (likes, views, followers, friends) and messages shared with others	2
Output/ outcome 3.2.8	400 teachers to have signed up to LWC project (this is part of the 2000 teachers 3.2.4)	2
Output/ outcome 3.2.9	To target policy makers and senior educationalists for an end of project event (2020)	3

The proposal will not be expected to deliver on the visual identity of the project as a whole (across Europe), since it will be given by the media agency in charge for the European awareness raising campaign, but rather be appropriate and tailored to the national context.

#### 4. LWC resources

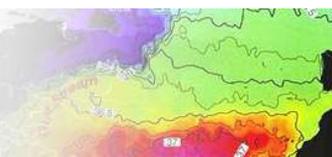
The providers of the successful proposal will report directly to LWC Director for the purposes of finalising work plans and contractual matters. In terms of delivering the proposal, the provider will work with Project Officer.

Liverpool World Centre has website, twitter, Facebook and Linked in profiles which the proposer may want to consider in the proposal.

#### 5. SUBMISSIONS of PROPOSAL

##### 5.1. Format of Proposals

Proposals will consist of:



- 5.1.1.** “Technical quotation” of written submission: This will be titled “Request for Proposal – Get up and Goals Sensitization Campaign” (max 2000 words). **THE STRUCTURE TO BE FOLLOWED SHOULD MAP AGAINST THE AREAS DESCRIBED IN THE SECTION BELOW “EVALUATION OF SUBMISSIONS: 8.1”.** Failure to respond to the four areas (relevant experience; understanding of brief; monitoring, evaluation and reporting; value for money) will result in points not being awarded. The submission should be informed by the whole document, and in particular the section on “Desired outputs and outcomes”. This submission must be provided in a separate envelope (attachment) to the economic quotation
- 5.1.2.** Further examples of work can be submitted in any format, but will only be considered if referenced in the written submission (For example you may write... “we contacted teachers with twitter post (see example 1); and designed a guidebook (see example 2)”.
- 5.1.3.** “Economic quotation” or financial quote. This must be provided in a separate envelope (attachment) to the technical quotation.
- 5.1.4.** Proposals must include a signed statement confirming organisation is a legally constituted organisation operating in the UK (EU) (e.g. registered with Companies House/Charity Commission etc.)
- 5.1.5.** All submission documents are to be emailed to [rfp@liverpoolworldcentre.org](mailto:rfp@liverpoolworldcentre.org) before the deadline provided. An acknowledgement of receipt will be provided within 24 hours of closing date.

## 6. Implementation period

The work will start on 20<sup>th</sup> September 2018 and end no later than 31<sup>st</sup> July 2020. It is anticipated that the delivery will be in 3 phases as follows:

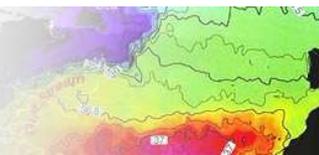
Phase 1: September – December 2018

Phase 2: January – April 2019

Phase 3: January – April 2020

## 7. Process

- Publication on LWC website: 14<sup>th</sup> August 2018
- Deadlines for clarification questions: 3<sup>rd</sup> September 2018, 9am (UK time)
  - Email questions to [rfp@liverpoolworldcentre.org](mailto:rfp@liverpoolworldcentre.org)
- Responses published on website: 17<sup>th</sup> August 2018 (responding to questions received up to 16<sup>th</sup> August) and 4<sup>th</sup> September 2018 (response to questions 17<sup>th</sup> August - 3<sup>rd</sup> September)
- **Deadline for submissions: 10<sup>th</sup> September 2018, 9am (UK time)** marked “RFP GUAG UK”
  - Email submission with attachments to [rfp@liverpoolworldcentre.org](mailto:rfp@liverpoolworldcentre.org)
- Review and evaluation of submissions: 12<sup>th</sup> September 2018
- Meetings with shortlisted suppliers to discuss proposals (if required): 14<sup>th</sup> September 2018



- Preferred supplier appointed: 17<sup>th</sup> September 2018 (notification by email)  
(SUBJECT to approval by Lead Project Partner)

## 8. Evaluation of submissions

8.1. Submissions will be evaluated against the following criteria

### Relevant experience (40%)

- Research – understanding of market profile **or** demonstration of how proposer would better understand audience
- Graphic design – examples of relevant work
- Advertising, social media – evidence of how proposer has targeted a similar audience, with examples. If proposer does not have examples, an outline of how the audience would be targeted.
- Experience of working in geographic area – experience of working in North West (esp. LCR), and in particular with educationalists/policy makers. Experience of UK wide messaging would be desirable.

### Understanding of the brief (30%)

- Outline of approach - how the proposer would approach planning, developing and delivering a campaign.
- Credibility - Demonstration of how actions would be linked to outputs and outcomes (what factors would be considered).
- Coherence of proposal with LWC and project GET UP AND GOALS! vision and aims – understanding of LWC operational aims demonstrating how proposal fits and enhances this.

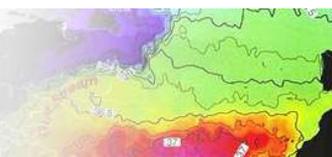
### Monitoring, evaluation and reporting (20%)

- Evaluation – understanding of how changes in outputs and outcomes can be measured. Please provide examples of previous work.
- Reporting – outline of how progress will be reported throughout and what will be provided to summarise the work at the end of the campaign.

### Value for money (10%)

- Competitiveness of the financial offer (best value for money).
  - The amount for the delivery is 18,000 Euros. Proposals will be scored on best value for money, including what “added value” the proposer can bring.

*NOTE: It is not anticipated that proposers will provide comprehensive creative design proposals.*



## 8.2. Scoring

Proposals will be scored out of a total mark of 50, with each items a- j above carrying a total of 5 marks. These 5 marks will be awarded:

- 0 – demonstrates no evidence
- 1 – demonstrates limited level of understanding, experience and skills
- 3 – demonstrates adequate level of understanding, experience and skills
- 4 - demonstrates high level of understanding, experience and skills
- 5 – demonstrates high level of understanding, experience and skills, as well as application to wider organisation and proposal

## 8.3. Eligibility

**IMPORTANT: Proposals must include a signed statement confirming organisation is a legally constituted organisation operating in the UK (EU) (e.g. registered with Companies House/Charity Commission etc.)**

## 9. Payment schedule

This is the indicative payment schedule:

- 35% on completion of phase 1
- 35% on completion of phase 2
- 30% on completion of overall project (end of phase 3)

-END-



This project is part of the GET UP AND GOALS! project CSO-LA/2017/388-124 and is co-funded by EC. The contents of this document are the sole responsibility of Liverpool World Centre and does not necessarily reflect the views of the European Union.

