



Public Tender

***ToR : procurement of communication
professional services***

Metropolis, Through Children's Eyes

23 March 2021

1. Introduction

Metropolis has been an independent association since 1985 and is a platform for the most prominent metropolises in the world to **connect, share experiences and respond deftly to emerging local and global challenges**. With over 140 local and regional government members from over 60 countries, our organisation fosters global cooperation, dialogue and sharing knowledge and solutions, grounded in the experience and empathy of its members.

A loyal ally for city leaders: we influence 140 mayors and political leaders from global cities around the world by building a strong case for the importance of sound metropolitan governance. We provide our members with **advice, connection, a sense of humanity**, and support their cities to reach their potential. We provide metropolitan communities with the tools they need to take better decisions, without leaving anyone or any region behind.

Metropolis announces a professional services engagement for the development of the Metropolis, Through Children's Eyes initiative.

2. Background

The crisis caused by the Covid-19 pandemic can and should be a turning point for a paradigm shift in the way we think about our metropolises. Prioritising people-centred urban design and planning for safe, resilient and inclusive cities will prepare metropolises for climate change and possible future pandemics, among other crucial challenges to come. **Given that nearly a third of the 4 billion people living in urban areas today are children** (UNICEF, Child Friendly Cities initiative), it is obvious that this urban transformation process will only succeed if it is carried out with a child-friendly approach.

Rethinking our metropolitan environment gives us an opportunity for local and regional governments to work side by side with children, listen to their experiences and needs, and involve them in urban design and planning.

It is now more important than ever for cities to **actively listen to children** in order to ensure their perspectives are included in **local decision-making** to tackle the challenges we face now and in the future. This idea is directly linked to the concept of **child participation**. This notion—recognised in the Convention on the Rights of the Child (CRC), and in the New Urban Agenda—goes to the core of Metropolis' vision, as we “envision metropolitan spaces as territories of peace where ongoing and meaningful political participation empowers residents to raise their

voices and inspires political leaders to listen". We believe that when an urban space is planned and built to meet children's needs, the space also has a direct impact on the quality of life and health of the rest of society. Engaging with children in the design, implementation and monitoring of policies and programmes that address their wellbeing is essential to encourage inclusion and comply with the **principles of the SDGs**.

3. Objectives

Metropolis, Through Children's Eyes is a Metropolis' initiative that has been developed under the Call to rethink our metropolitan spaces, launched in mid-2020 to challenge cities to use their responses to the Covid-19 pandemic to act as a catalyst for new solutions that can transform metropolitan spaces over the long term. The objective of this initiative is to:

Include **children's voices at a local and regional level** to establish what matters most to children at this critical stage of transformation in urban societies following the pandemic.

We aim to promote awareness and spark a conversation on how children's lives have changed during the pandemic and how they play a central role in **rethinking metropolitan spaces**.

We will call on **children aged 5 to 14** (living in an urban area that is part of the Metropolis network) to draw a picture based on four concepts related to their city: what they like, what they don't like, what worries them and what affects them.

The winners of the contest will be announced during the virtual 13th Metropolis World Congress in October 2021. Following the competition, the participants' opinions and proposals will be shared with political representatives from the Metropolis network, helping them to strengthen and adapt urban policies and plans for children in a post-pandemic urban society.

4. Deliverables and deadlines

- **Creation of the narrative & graphic materials:**
 - A description of the initiative with texts focused on children as the main audience; terms and conditions of the drawing competition to be available on the website (it must comply with child protection regulations)
 - A set of texts and graphic cards for the promotion of the competition on social networks
- Creation and management of a **microsite** (English & Google Translate Web ES, FR) dedicated to the competition, including a repository of drawings and a voting system open to the public

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- **Management of the drawings received:** publication on the competition website and management of the votes (from the public) received
 - **Support** in the coordination/contact with the members of the jury which, during the 13th World Congress of Metropolis, will vote for the finalist drawings by public vote
 - Proposal of a **digital communication strategy** for the competition.

The company and/or the person selected will carry out the above activities under the coordination of the person responsible for the Metropolis team initiative and with the collaboration of the technical team in charge of the 13th Metropolis World Congress.

All deliverables will be presented in English, (and some of them will later be translated into French and Spanish).

It has been estimated that these services will be carried out initially from 26 April to 31 October, and the following indicative delivery dates have been established:

7 May: Drawing contest narrative (including Terms & conditions of the drawing contest).

21 May: Competition website proposal (design, functionalities, contests and brand identity)

28 May: Propose a general marketing strategy and specific activities to be developed for the promotion of the campaign

28 June: Official launch of the drawing contest and the website

From June to October: Update of the website and collection of the applications received

5. Budget

Budget up to EUR 12,000 (including VAT, if applicable).

6. Submission of the proposal and award

6.1. Required documents

- Name of company and/or person or freelancer and contact details
- Detailed CV and examples of similar work carried out
- Motivation letter, explaining how the profile of the company and/or person, and the proposal fit the selection criteria explained in point 6.4.

- One page (maximum 1 side) with a first draft of the proposed work plan considering the deliverables and timetable detailed in section 4.

6.2. Profile required

- Communication professional, agency and/or communication consultant
- Languages competences: English, Spanish and French
- Valuable: multidisciplinary and international profile and commitment to social responsibility

6.3. Submission of the proposal

- Proposals must be addressed to Marta Briones, communication officer, by e-mail to **communication@metropolis.org** no later than **9 April 2021 at 18h CET**.
- The subject of the email should be: Ref: **Att. Marta Briones_MTCE Proposal**
- Language: English (preferably), Spanish and/or French
- We particularly encourage applications from women

6.4. Award

The resolution will be published on the same webpage as the tender announcement in the week starting April 19.

Proposals will be evaluated according to the following selection criteria:

Nº	General criteria	Maximum grade (total 6)
1	Relevance of the offer to the mission, the vision, and the objectives of the association.	1
2	Assistance to communities at risk of social exclusion (1)	1

3	Plans, protocols and other measures committed to gender equality	1
4	Environmental measures	1
5	A more economic offer	1
6	Awareness of Metropolis Association	1

[1] Depending on the profile of people included in the Social Public Procurement Guide of the Barcelona City Council.

Nº	Specific criteria (2)	Maximum grade (total15) (3)
1	Accredited professional experience in communication projects related to children's rights and/or public policies focused on fostering child participation.	4
2	Professional language skills in the three working languages of the association: English / Spanish / French	4
3	Creativity of the proposal	2
4	Gender mainstreaming, child participation and partnerships approach on the proposal	3
5	Overall technical quality of the proposal document and level of concreteness of the work plan	2

(2) Note down the specific selection criteria detailed in the specifications

(3) Each specific criterion needs to be scored at its discretion, but the sum of all these criteria must not exceed the maximum of 15 points.