

## Public Tender

ToR: procurement of consultancy services  
Content review  
Diploma in Internationalization for local  
authorities' course

**Date of publication:** 24 February, 2025

**Date of modification:** 03 March, 2025

**Deadline for submissions:** 17 March, 2025

***(Please note that the deadline to submit has been extended)***

**Announcement of selected applicant:** 21 March, 2025

**Timeframe:** 24 March – 16 May 2025

## 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 160 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.

Metropolis announces professional services to assess the content of an already existing offline course of internationalization especially for the review of the current content

## 2. Background<sup>1</sup>

As it currently stands, local policy management and the exercise of the corresponding powers by local government entails the need to build connections with international stakeholders and incorporate them in this field. In conjunction with this, international agendas are settings for decision making in which representation, visibility and influence must be put into practice, considering the repercussions and challenges that result from decisions taken in the local sphere. However, in a context of scarce resources and pressing social and economic challenges, outside action cannot be seen as a "luxury" by local governments, and must instead be seen as a robust and effective mechanism to provide citizens with better living conditions. In a dynamic in which major cities and metropolitan areas stand to gain from their participation in the international arena, what can these cities and areas provide global citizens in return?

Recent changes to the international action of local governments are the result of several concurrent phenomena. Not only are we observing an exponential growth of international activism, but an evolution of how local governments relate to the rest of the world. The latter include the increasing professionalisation of local government offices of international relations and a broadening of focus, no longer restricting local government as beneficiaries or donors of international cooperation, but also as stakeholders involved in the global agenda. Internationalisation has gradually gained crosscutting space within the institutional, political, and territorial objectives of local administrations, moving towards becoming strategic action and, eventually, public policy.

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<sup>1</sup> Extracted from De la VARGA, Octavi; Cited in "The internationalisation of metropolitan spaces" by TOMÁS, Mariona; Issue paper N° 09. Metropolis.

Taking this context into consideration and building on its almost 40 years of experience at the service of local authorities, Metropolis has been offering, since 2023, the Metropolis Diploma in Internationalization for Local authorities, to provide the participants the tools and knowledge to foster international action in their territory.

**With the present Terms of Reference (ToR), the Metropolis Secretariat General opens a call for tenders to carry out the update of the learning content of the Metropolis training course on internationalization for local authorities .**

### 3. Objective

Metropolis has been organizing two editions of an on-site course on internationalization for local authorities in Barcelona. The objective of this tender is to update the contents of the theoretical part of the Metropolis training course on internationalization for local authorities **under Metropolis supervision and based on the outlined Study plan as detailed below.**

The training course has a **duration of 15 teaching hours (5 days course)** and is structured around theoretical content through lectures by experts (not part of the tender) as well as practical content (skills sessions), case studies from cities members of Metropolis and with field visits. The course aims to offer a basis for training, updating and deepening the concepts and skills of civil servants working in international affairs departments in the early or mid-career stages of professional development, but also:

- To understand if international action can add value to their city/metropolitan area
- To learn how to build an internationalization strategy
- To provide participants with tools that enable them to propose strategies and practical solutions for the internationalisation of their local authority.

The consultancy services will provide the following elements:

- 1) Review, assess and update the theoretical content of the course in a way that it provides the theoretical foundation of the Course .
- 2) For each of the five lessons of the course, it should offer structured learning points for the students as well as an outline of teaching notes for a 1h session to the instructors.

The topics of the 5 lessons are the following:

- a) City diplomacy in a changing international context
- b) Strategies for Internationalization
- c) Economic Development and attracting finances
- d) Measuring results and impact
- e) Communicating the value of international engagement

The updated content should ensure consistency in style and diversity of sources of the original content of the course Metropolis will provide the current course textbook of the course as well as two publications which may serve as references, though the final deliverable, to be validated, should also include materials from other sources correctly cited :

- The first publication **“Monitoring internationalisation strategies in cities and metropolitan areas”** is an attempt to systematise and bring together the practical learnings of five Metropolis’ members, and to summarise them in a format that can help other city administrations begin to respond to these questions above.
- The second one **“The Internationalisation of metropolitan spaces” (Issue Paper 09)**, aims to contribute towards knowledge management about international action in metropolitan spaces, inviting reflection on the contributions that metropolises can make to the planet, and presenting new ideas to the debate on international action taken by local governments.

#### 4. Conditions

**Language:** All the deliverables should be delivered in English. Once delivered, Metropolis reserves its right to translate to any other languages the content of the course, without prior consultation to the consultancy service.

**Ownership:** Metropolis will remain the sole owner of all intellectual property delivered through the consultancy services. Metropolis reserves its right to edit and adapt the course content to any other format it sees fit.

**Editing and layout:** The Metropolis Secretariat General will be in charge of editing and layout of any content.

All related files must remain confidential.

#### 5. Deliverables

Deliverables	N° of deliverables
Deliverable nº 1 to 5 Updating the theoretical content for each Unit of the course in structured learning points for students (of the Course)	5
Deliverable nº 6 to 10	5

Based on Deliverables 1 to 5, for each of the course Unit, a Structured outline of teaching notes for a 1h session for the instructors (of the Course)	
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The Metropolis Secretariat General will provide active feedback to the consultancy services prior to validating the final versions of the deliverables.

## 6. Deadlines

Subject	Deadline
<b>Advanced Drafts of deliverables nº 1 to 5 &amp; nº 6 and 7</b>	<b>25th April 2025</b>
<b>Final Versions of the 10 deliverables</b>	<b>16<sup>th</sup> May 2025</b>

## 7. Budget

Budget up to 7.500 EUR (including VAT, if applicable).

## 10. Submission of the proposal and award

### Required documents

- Name of the company and/or person(s) or freelancer(s) and contact details
- Detailed CV(s)
- Examples of similar work carried out
- Work plan considering the deliverables and timetable detailed in section 5
- Economic proposal (VAT included, if applicable)
- **Optional:** Motivation letter (one page, two-sided) explaining what a course on internationalization can bring to municipal officials in their work and how learning from the experiences of other cities can be of benefit at the local level.

### Profile required

Private or public institutions, universities, think tanks, consultancies, groups of experts, academics, or individuals with proven experience in the analysis of internationalization strategies of cities and metropolitan spaces and who have also been involved in the creation of a course content

### Submission of the proposal

- Proposals must be addressed to **Hélène Jourdan**, Programs officer, by email to **hjourdan@metropolis.org** no later than **17th March, 2025 at 18h CET**.
- The subject of the email should be Ref: **Att. Diploma in Internationalization for local authorities**
- Language: English
- We particularly encourage applications from women

## 11. Ward

The resolution will be published on the same webpage as the tender announcement in the week starting 21<sup>st</sup> March 2025.

Proposals will be evaluated according to the following selection criteria:

N°	General criteria	Maximum grade: 4
1	Alignment with the organization's mission and vision and adherence to <a href="#">Metropolis' Code of Ethics</a>	1
2	Commitment to practices of sustainability, gender equality and positive impact on its business operations	1
3	Cost-effectiveness of the economic proposal	2

N°	Specific criteria (associated with the proposal)	Maximum grade: 10
1	Accredited experience in designing/analysing the internationalisation process of public entities.	5
2	Accredited experience in research and/or teaching	3
3	Quality and level of concreteness of the work plan	2