

Tender Specifications

Expert work to support the project:
“Strengthen Social Dialogue to Improve Sustainable practices in the European Extractive Industries”

IndustriAll European Trade Union ([industriAll Europe](#)) and [Euromines](#) are pleased to announce the opening of a call for tenders to subcontract a Communication Expert/Agency. This engagement is within the framework of the EU-funded project *“Strengthen Social Dialogue to Improve Sustainable practices in the European Extractive Industries” - SODISEES* aimed at enhancing social dialogue and promoting sustainable practices within the European extractive industries.

The vacancy details will be available on the websites of both IndustriAll European Trade Union and Euromines from 11 March 2025.

Deadline for Submission of Bids: 10 April 2025 at 12:00 (noon) CET.

1. Context of the project

IndustriAll European Trade Union (industriAll Europe) and Euromines are spearheading the EU-funded project “Strengthen Social Dialogue to Improve Sustainable Practices in the European Extractive Industries”- [SODISEES](#). This initiative addresses the urgent need for sustainable practices in mining and extraction, vital for Europe's transition to a green and digital economy.

This project is set against the backdrop of the European Green Deal, which targets a climate-neutral economy by 2050. Europe’s reliance on imported raw materials for green technologies poses significant risks to its strategic autonomy and sustainability goals. To counter these challenges, the European Commission has launched initiatives to enhance domestic extraction and processing of minerals, promoting a stronger circular economy and supporting the Just Transition in mining regions undergoing economic transformation.

The project underscores the role of social dialogue—engagements among companies, workers, and governments—as a tool to overcome environmental and social challenges in the industry. While the importance of environmental sustainability is widely recognized, the social dimensions of sustainability initiatives often receive less attention in policy development.

The communication agency/expert engaged in this project will help articulate and disseminate the outcomes and best practices identified, aiming to enhance the visibility of successful social dialogue examples. These communications will highlight how inclusive dialogue and good industrial relations between employers and trade unions can lead to more sustainable mining practices that are both environmentally sound and socially fair across Europe.

According to the European Commission, ““Social dialogue” means all types of negotiation, consultation or exchange of information between, or among, representatives of governments, employers and workers, on issues of common interest relating to economic, employment and social policy. It exists as bipartite relations between labour and management, including collective bargaining, or as a tripartite process, with public authorities as an official party to the dialogue.” As a fundamental aspect of good governance, social dialogue helps establish the conditions needed to ensure decent work for everyone while fostering social stability, peace, and effective labor market regulation. It encompasses various forms of negotiation, consultation, and information exchange among representatives of governments, employers, and workers on shared concerns related to economic and social policies.

2. Outline of the overall project in which the work of the expert/agency will be included

The project is currently being implemented over 2 years, started on 1st November 2023 and ending on 31 October 2025.

The project is being carried out with the financial support by the European Commission, DG EMPL, under the contract number 101102326 — SODISEES — SOCPL-2022-SOC-DIALOG.

The initiative aims to showcase the key role of social dialogue in advancing sustainability within the European extractive industries. It seeks to update and disseminate a diagnostic report on social dialogue’s effectiveness in fostering sustainable practices across Europe, identifying challenges and sharing best practices. The project engages key stakeholders — including social partners and policy makers — to strengthen their ability to disseminate their expertise in public debates and policy making on sustainable mining practices.

The project consists of the following elements to achieve its objectives:

Diagnostic Report:

- **Objective:** To compile current and future initiatives and best practices in social dialogue that significantly impact sustainability in mining, focusing on critical areas such as working conditions, health and safety, and job transition. The report will integrate a gender perspective and will be developed through desk research, qualitative interviews, and insights from workshops (already undertaken by another consultancy).

- **Communication Role:** The communication expert/agency will develop materials to summarize and highlight key findings from the report (focusing on best practices identified within the report) making it accessible to a broad audience through infographics, executive summaries, and presentation decks.

Communication Toolkit and Website Development:

- **Objective:** To create a comprehensive communication toolkit and a dedicated section on a participant's website, designed to equip stakeholders with necessary resources to advocate for sustainable practices through social dialogue. This toolkit will include practical guides, policy briefs, and case studies.
- **Communication Role:** The expert/agency will oversee the design and content creation for the toolkit and the website, ensuring they are user-friendly and effectively communicate the value of social dialogue in sustainability efforts.

Final Conference and Dissemination:

- **Objective:** To host a final conference that brings together a wide range of participants to discuss the project outcomes and their implications for European policies on sustainable extractive industries.
- **Communication Role:** The expert/agency will lead the promotional activities for this conference, managing the creation of all related communication materials, and coordinating the post-event dissemination strategy to maximise impact and reach.

With regards to communications tasks, the project is expected to generate positive changes to the role of social dialogue to improve sustainable mining in Europe, as follows:

- Raising awareness and enhance visibility of the vital role of social partners in reinforcing sustainable raw material extraction
- Promotion of social dialogue and good industrial relations for quality jobs in the sector to contribute to sustainable development in Europe and remain a leader in innovation
- Enhancement of the understanding of the challenges of sustainable raw material extraction in Europe (highlighting the role of social dialogue)
- Reinforcement of the image and public perception of the extractive industries through concrete examples of the role of social dialogue in delivering good quality job, engagement with local communities and respect of environment.

Indirectly communication-related

- Strengthening synergies and exchanges between national and European social partners
- Increase in the cooperation between employers and employees' organisations with the focus on the development of sustainable activities in the extractive industries
- Transfer of knowledge from large to small companies and vice-versa

- Building of a European database of social dialogue best practices, challenges, and opportunities for sustainable raw materials at European, national, sectoral and company level.

3. Work Plan of the project

The project is currently being implemented in **four stages**:

First stage (December 2023 – May 2025)

- Kick-off activities: setting up of the Steering Committee and first meeting to pave the way for the implementation of the project.
- Tender process for external expertise and the selection of the expert/agency for the data collection and analysis.
- Collection of examples of best practices of social dialogue in European sustainable extractive industries and the analytical work of the consultancy.
- Three Steering Committee workshops' preparation.
- Report publication expected in May 2025.

Second stage (May – September 2025)

- **Toolkit and Materials Development**
Development of a toolkit comprising best practices and communication materials that reflect the insights gathered from the initial report.

Communication Expert/agency's Role: Leading the design and content creation for the toolkit, ensuring that it is accessible and practical for all stakeholders. The expert/agency will also manage the development of a dedicated section on a participant's website to host these resources.

Third stage (September -October 2025)

- **Dissemination efforts and final conference.**
The conference will be the occasion to present findings and tools with a wider audience: participants from the social partners' organisations, representatives of the EU institutions (European Commission, European Parliament, national authorities, etc.).
- **Communication reporting**
Compiling all project communications and reports for final evaluation by the Steering Committee. This stage will also involve strategizing on follow-up activities based on the project's outcomes and feedback.

Communication Expert/agency's Role: Summarising the project outcomes (focusing on best practices identified and gathered in the report) and creating

a series of reflective and forward-looking communication materials that highlight the project's impact and next steps.

4. Tasks to be performed by the Communication Expert/agency (subcontractor)

The Communications Expert/agency plays a crucial role in the project as he/she is tasked with crafting and executing a strategic communications plan to effectively disseminate the project's findings, engage stakeholders, and enhance the visibility of the project's impact. The specific responsibilities include:

a) Strategic Communications Planning:

- Develop a comprehensive communications strategy aligned with the project's objectives, targeting key stakeholders and the broader public across Europe.
- Craft key messages tailored to different audiences, including policymakers in the EU institutions, industry stakeholders, and the general public.
- Identify relevant KPIs to support the communication strategy.
- Ensure visibility to the project's outcomes and best practices after its end, creating an ad hoc communication strategy and related communication materials.

b) Content Creation and Management:

- Produce a variety of content materials such as press releases, feature articles, newsletters, and updates for social media platforms, to communicate the project's progress and outcomes.
- Create engaging multimedia content, including videos and infographics, to elucidate complex topics related to social dialogue and sustainability in the extractive industries.
- Lead the design and creation of the communication toolkit.
- Lead the design and collaborate on the development of a dedicated section on a participant's website to host key media resources.

c) Dissemination effort:

- Disseminate the project's findings and the outcomes of the report via all available digital channels, printed materials, and at targeted events in line with the approved communication strategy.

d) Communication reporting:

- Collect all relevant information, statistics of the communication activities carried out to submit them for evaluation of the Steering Committee.

5. Guidance and indications on tasks execution and methodology

The research and reports are to be meticulously crafted, aligning with the overarching goals of the project. The subcontracted Communications Expert/agency will operate under the close supervision and guidance of the industriAll Europe and Euromines project teams, as well as the project's Steering Committee.

Collaborative Review Process: The expert/agency will maintain direct and continuous communication with both industriAll Europe and Euromines. All drafts of research and reports will be collaboratively reviewed and revised by these organisations before any public dissemination.

6. Payment procedure

The contract will be drawn up between industriAll Europe and the contractor. A regular contract will be signed, including the description of the activities and conditions included in the present invitation to tender. Terms of payment will be similar to those provided by the European Commission. They will be specified in the contract to be signed.

7. Funding

The maximum funding for this work is 15.000 EUR (all taxes and charges included).

8. Requirements

Experience and Expertise:

- Proven track record in strategic communications, particularly in sectors related to extractive industries, social dialogue, and European industrial relations.
- Demonstrable experience in handling EU-funded projects, with a strong emphasis on communication, dissemination and stakeholder engagement.
- Prior involvement with trade unions, employers' organisations, or similar entities is highly advantageous.

Knowledge and Understanding:

- Comprehensive understanding of the European extractive industry sector, including its challenges and the role of social dialogue.
- Familiarity with social dialogue mechanisms and industrial relations across different levels (European, national, sectoral, and company levels).
- Insight into EU policies, particularly those affecting the extractive industries and sustainable practices.

Communication & Dissemination Skills:

- Exceptional ability in crafting clear, persuasive, and targeted communication materials.
- Demonstrated creativity in message formulation and delivery across various media platforms.
- Ability to propose innovative approaches for disseminating project outcomes to maximize impact and visibility.
- Proven ability to develop and implement comprehensive communication strategies that effectively engage diverse audiences, including policymakers, industry stakeholders, and the public.
- Strong skills in digital communication strategies, including handling of social media platforms, website content management, and online campaign execution.
- High proficiency in English, with the capability to produce high-quality written and oral presentations.
- High capability to synthesize research findings into actionable insights and communication outputs.

Project Management Competencies:

- Demonstrated ability to manage complex communication projects within tight deadlines and budget constraints.
- Experience in organising and promoting events, conducting workshops, and facilitating stakeholder engagements.

Collaborative and Interpersonal Skills:

- Proven track record of successful collaboration with project teams and stakeholders.
- Willingness and availability to travel across Europe for project needs, including attendance at workshops and conferences.

9. Award criteria

The contract will be awarded on the basis of the contractor that submits the bid demonstrating the best value for money taking into account all the selection criteria and no award will be made if the bidders fail to achieve 70% in the evaluation of the bids against the selection criteria.

10. Application criteria

- Candidates must submit a detailed CV demonstrating relevant experience and expertise (max. 2 pages).
- A proposal outlining their approach to managing the project's communications, including examples of past work or case studies.

- An interview or presentation may be required to further assess the candidate's capabilities and understanding of the project's aims.

11. Submission & Deadline of the bids:

The bids should be submitted in English to Ms Sophie Grenade (industriAll Europe) sophie.grenade@industriall-europe.eu and Mr Fernando Sanchez sanchez@euromines.be (Euromines).

The complete application should be sent to the above-mentioned e-mail addresses with a request for confirmation of receipt at the latest on 10th of April, at 12:00 (noon) CET.

The short-listed candidates may be invited to present their bids to the project's team composed of the secretariat of Euromines and industriAll Europe.