Call for Expression of Interest

European Digital Academy

Consultancy on developing new, innovative online training content for citizens and SMEs

27 August 2020
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1. BACKGROUND

Digital technology has changed the way we work, interact and do business, opening new opportunities, boosting productivity and potentially bringing closer the different sectors of society. However, it can also increase inequality between those who can access digital technology and have at least basic skills to use it and those who lag behind – in a Europe where 43% of adults lack basic digital skills\(^1\) such as searching for information online or sending emails.

To address this gap, the European Digital Academy project (EDA) has been launched in early 2020, funded by the European Commission with the support of the European Parliament. Coordinated by European Schoolnet (a network of 34 ministries of education), EDA brings together organisations representing a large segment of industry and citizens organisations in Europe (DIGITALEUROPE, European DIGITAL SME Alliance and Public Libraries 2030) and the Finnish tech-company Reaktor, experienced in online learning technologies.

The core aim of the EDA project is to make basic knowledge about emerging technologies (for example, artificial intelligence, robotics, cybersecurity, blockchain) available and accessible to citizens and SMEs. The EDA seeks firstly to meet the needs of citizens of all ages and educational background, fostering understanding on how digital technologies are – and will increasingly be – part of daily life, such as health services, financial transactions, leisure and shopping. Second, the project will address the needs of SMEs in different sectors and contexts, whose employees face significant challenges in the process of digital transformation and making the most of digital technologies for most business processes, including communication, commerce, security and automation.

One of the core actions of the EDA are to develop innovative training modules on topics such as AI, Blockchain, robotics, cybersecurity and IoT for everyone, etc, which are to be hosted on the Digital SkillUp online training space. Furthermore, the project will build a core community representing key actors (citizens, civil society organisations, SMEs, training providers and content experts).

It is within this context that the European Digital Academy consortium has launched a call for expression of interests for experts to provide input in the process of development of the Digital SkillUp training modules to help European citizens and SMEs in understanding and using emerging technologies. Contributing experts will have the opportunity to be part of a community of experts and stakeholders around the topics of emerging technologies.

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\(^1\) Digital Skills for All European, European Union, 2019
2. THE SERVICES TO BE SUPPLIED

EUN Partnership is looking for experts to provide consultancy on the work on developing new, innovative online training modules (i.e. courses) tackling the topics of digital transformation and emerging technologies for citizens and SMEs. The content development work is planned to take place in the period September 2020 - February 2021. Each training course will be made available in 10 languages and will include a progressive succession of instructional materials and interactive educational contents. All the training modules will be licensed under Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0)\(^2\) and will be freely and openly available on the Digital SkillUp website.

The experts will be involved in the following activities:

- the definition of the general methodological framework and the learning design framework;
- identification and selection of core content for learning modules (source content).

The experts will work in close collaboration with the EDA project team overseeing the content development work. The work is to be delivered between September 2020 and January 2021. Exact duration of engagement would depend on the availability of experts and will be negotiated at the contract preparation stage.

More specifically, this call of expression of interest aims to engage the following expert profiles:

- Subject matter experts (from academia or practice) to provide content guidance in the area of digital revolution and in particular on one or more of the following topics:
  - computing – history, evolution and impact
  - software and applications – history, evolution and impact
  - internet and connectivity - history, evolution and impact
  - cloud computing - history, evolution and impact
  - industry 4.0 - history, evolution and impact

- Subject matter experts (from academia or practice) to provide content guidance in the creation of learning content on the topic of Digital Reality (Virtual Reality, Augmented Reality, mixed) and in particular theoretical background, use, history, evolution, spread, impact, etc.

\(^2\) [https://creativecommons.org/licenses/by-nc-sa/4.0/](https://creativecommons.org/licenses/by-nc-sa/4.0/)
• Field experts to provide relevant case studies and testimonials on the impact of the digital revolution to the way we live and work.

• Field experts to provide relevant case studies and testimonials on the application of Digital Reality (Virtual Reality, Augmented Reality, mixed) in life and work.

Upon availability and where relevant, experts will be involved in a kick-off meeting on scope and work plan with the project team – beginning of October 2020. The experts selected shall have substantial experience in the activities to be carried out, they should be able to work in English, and work during standard office hours.

For all outputs:
• The contractors are expected to do the work themselves;
• Experts will be required to waive IPR of content provided to EDA partners - EUN Patneship AISBL and Reaktor Innovations Oy.

The method of appointment of the experts and the contractual conditions are more particularly described in section 3 of this Call.

3. THE CONDITIONS

In order to reply to this call, the applicants should express their interest via email, providing the following information and details:

• A Curriculum Vitae in English, including:
  o Information on the expert’s education background and work experience;
  o Experience and examples of work carried-out, similar to the type of tasks and activities, outlined in this call for expression of interest.

• Brief description of the reason why you are responding to this expression of interest, mentioning relevant work, such as:
  o References to academic work published on subjects of relevance;
  o Public speaking experience on the subjects of relevance;
  o Training/pedagogical experience on the subjects of relevance

• Daily rate in Euros.

The selection of the successful applicant will be based on the following criteria:

• The experience of the expert in relation to the services to be performed;
• The cost of the services concerned and the timeliness of the delivery of outputs.

The project Evaluation Committee may decide, at its entire discretion, to give a weighting to the various selection criteria.

In terms of the fees and charges they must be comparable with market prices and values.

Please note that the Evaluation Committee is not bound to make a selection if the offers received are not of sufficient quality or the prices quoted are not within the budget allocated by the funding body. In such circumstances, the consortium may re-issue this Call or cancel it completely.

The project Evaluation Committee may, at its entire discretion, decide to call the highest scoring candidates for an online interview, in order for them to present their offer directly to the Evaluation Committee and to resolve any outstanding issues or questions.

Upon completion of the process of evaluation the results of the selection will be communicated to all the applicants both successful and unsuccessful. Individual contracts will be signed with the successful applicants. No legal obligation will arise until the expert concerned has signed a contract with EUN Partnership.

4. EXCLUSION CRITERIA

Applicants will be automatically excluded for selection and from an award if it falls within one of the situations listed below:

(a) They are subject to a conflict of interest;

(b) 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 proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

(c) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;

(d) They have not fulfilled 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;

(e) They have made false declarations in supplying information required by any public organization as a condition of participation in a procurement procedure or grant award procedure or fail to supply this information.
(f) They have been guilty of grave professional misconduct proven by any means which can be justified.

The applicant shall also be automatically excluded if the application together with attached CV is not received by EUN by the deadline listed in the section, Timescales and Deadlines.

5. TIMESCALE AND DEADLINE FOR EXPRESSION OF INTEREST

The deadline for receipt of applications is 17.00 CET on 15 September 2020 by e-mail.

Interested suppliers may send questions until 07 September 2020 17.00 CET to the address below and answers will be provided by email by 09 September and will be published on the page of the call here: http://www.eun.org/about/vacancies

Following evaluation of the submitted expressions of interest, the decision will be communicated via e-mail to the experts which have submitted their expression of interest.

Interested applicants are invited to send their expression of interest with the information requested in section ‘Conditions’ by e-mail to EUN Partnership at the following address:

Tomislava Recheva - tomislava.recheva@eun.org