

Public Tender

ToR: procurement of professional services
International Strategies in Metropolitan Spaces

Barcelona, 15th March, 2022

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.

Metropolis announces professional services for the development of a methodological guide that can inspire urban and metropolitan governments in designing their internationalisation strategies and policies.

2. Background¹

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.

¹ Extracted from De la VARGA, Octavi; Cited in "The internationalisation of metropolitan spaces" by TOMÁS, Mariona; Issue paper No. 09. Metropolis.

3. Objective

Elaborate a methodological guide aimed to help governments to design the most effective internationalisation strategy for their city or metropolis. This document should be able to respond, with specific and actionable recommendations and existing examples, to the following research questions:

1. What are the key elements in the design of an internationalisation strategy for a local or regional government? In particular:
 - Structures, resources, insertion in the administration and internal/external alliances.
 - The different areas to be addressed by the strategy (socio-demographic, R+D+I, tourism, cultural, business, urban quality and others).
 - Strategic local and regional stakeholders.
 - Articulation with the local/regional and territorial ecosystem.
2. How can metropolises measure the benefits of this internationalisation strategy?

This methodological guide should include, at least, the following elements:

- Evolution, current context and trends in the internationalisation of cities and metropolitan spaces.
- Identification and description of government areas:
 - Those are necessary for an effective internationalisation strategy of a city or metropolitan space.
 - Those foster the implementation of any internationalisation strategy of a city or metropolitan space.
- Identification and description of strategies to foster effective articulation between governments and the territorial ecosystem.
- Indicators that could help to monitor the deployment of the international strategy for each area identified.
- Helpful key indicators to evaluate the overall impact of the internationalisation strategy.
- Examples from the metropolis network describing how those areas and indicators are currently being deployed. (Examples should represent the geographical diversity of Metropolis).
- Policy recommendations addressed to policy makers and city managers.

Language: This guide should be delivered in English.

Length: The maximum length of the document should not exceed 20 written pages (approximately 56.000 characters). Appendix not included.

Editing, layout and release: The Metropolis Secretariat General will be in charge of editing and of the layout of the final publication in order to comply with the coherence of the collection, and will provide feedback to the author(s) during this process. Appropriate acknowledgements will be given in the final publication to the parties involved. All related files must remain confidential until the release of the final publication.

4. Deliverables and deadlines

Deliverable	Deadline
Draft description of the areas and possible indicators that will be used to build the methodological guide.	6th May 2022
First draft of the methodological guide	1st June 2022
Second draft with city examples and policy recommendations.	15th June 2022
Final document	1st July 2022

5. Budget

Budget up to 11.000 EUR (including VAT, if applicable).

6. Submission of the proposal and award

6.1. Required documents

- Name of the company and/or person or freelancer and contact details
- Detailed CV and examples of similar work carried out
- Motivation letter (one page, two sides) explaining how and why the internationalisation of cities and metropolitan spaces is relevant for the quality of life of its inhabitants.
- 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

Private or public institutions, universities, think tanks, consultancies, groups of experts, academics, or individuals with proven experience in the analysis and/or deployment of internationalization strategies of cities and metropolitan spaces.

6.3. Submission of the proposal

- Proposals must be addressed to Oscar Chamat-Nuñez, policy and research officer, by e-mail to **ochamat@metropolis.org** no later than **11th April, 2022 at 18h CET**.
- The subject of the email should be Ref: **Att. Methodological Guide Proposal**
- Language: English (preferably), Spanish and/or French
- We particularly encourage applications from women

6.4. ward

The resolution will be published on the same webpage as the tender announcement in the week starting 15th April

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	Plans, protocols and other measures committed to gender equality	1
3	A more economic offer	2
4	Awareness of Metropolis Association	2

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

Nº	Specific criteria ⁽²⁾ (associated with the proposal)	Maximum grade ⁽³⁾
1	Accredited experience in designing/implementing/analyzing the internationalisation process of public entities.	5
2	Multidisciplinary team	2
3	Technical proposal explaining the methodology that will be used during the project	4
4	Overall technical quality of the proposal document and level of concreteness of the work plan	4
5	Multicultural team	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 18 points.

In addition to the pertinence of proposals according to the specifications of the TOR, the following aspects will be considered:

- Gender parity in the research team / female individual applications
- Professionals from low income or lower-middle-income countries, according to the current World Bank country classifications.