

## **EU project *Shaping generative AI for a sustainable and fair services economy***

### **Call for Tender for subcontracting external expertise**

#### **1. Introduction**

The project is implemented from 1 April 2025 to 31 March 2027 by a Consortium of European and national social partners of the services sectors:

- UNI Europa - The European Services Workers Union (UNI Europa) – Coordinator (COO)
- Connect Europe (before: ETNO) – Beneficiary (BEN)
- The European Banking Federation (EBF) – Beneficiary (BEN)

In association with the Association of Commercial Television in Europe (ACT) – Associated Partner (AP)

In addition, two national trade union organisations participate as associated project partners:

- Unionen (Sweden) – Associated Partner (AP)
- Ver.di, Germany – Associated Partner (AP)

#### *Aim*

The project aims at improving the capacity of the European social partners and their member organisations of the audiovisual, banking, and telecommunications sectors to address the economic and social impact of the development and deployment of generative AI.

#### *Specific objectives*

- 1) To carry out sector specific and a horizontal impact assessment to improve the understanding of the impact of generative AI and to identify priorities for social dialogue aiming at mitigating adverse impacts and amplifying positive effects.
- 2) Based on the impact assessments, organise three sector-specific workshops, to
  - i) Provide a platform for exchange among the European social partners and their member organisations on the role of social dialogue and regulation on shaping generative AI in the audiovisual, banking and telecommunications sectors.
  - ii) Identify, share and promote good practice among national and European social partners in these three sectors.
- 3) To organise a European social dialogue conference on the impact of generative AI in the services economy to
  - i) Initiate a dialogue between European social partners and the EU institutions on social dialogue and regulatory solutions that promote innovation, growth and quality jobs in the services economy.
  - ii) Identify priorities for regulation in support of a sustainable development of the services sectors.

## **Purpose of the Contract**

To achieve the project objectives, we are seeking External Experts to assist the project partners in achieving project objective 1. The project partners seek proposal from Experts

- To carry out sector specific impact assessment to improve their understanding of the impact of generative AI in the audiovisual, banking and telecommunications sectors.
- To carry out a horizontal impact assessment to identify the common impact of generative AI.

## **The impact assessments: methodology and deliverables**

### **3.1 Methodology**

The impact assessment will analyse the effects of the development and deployment of generative AI models in the audiovisual, banking and telecommunication sectors.

The objective is to obtain an impact assessment from an independent, neutral point of view that considers the expectations, views and assessments from both, employer and worker organisations. This independent expertise will be the basis for the dialogue between the European social partners throughout the different project phases.

To ensure the timely implementation of the impact assessments and quality as well as the independence of the external expertise, the project partners implement jointly the framework for contracting and steering the external expert(s).

The impact assessments should examine the technological, economic, social, ethical, and regulatory aspects, particularly focusing on the implications for companies, workers, and the entire ecosystem of each of the three target sectors.

The impact assessments are to be based on desk research using existing research, literature, and reports.

Proposals should include examples of an “adoption framework” for generative AI by companies, considering factors such as capability, benefits, costs, and risks involved in developing and deploying different types of generative AI models.

The impact assessments should include an analysis of various scenarios for social dialogue and regulatory actions, using criteria centred on a human-centred approach to AI, including reliability, safety, security, accountability, transparency, control, good governance, and skills.

### **3.2 Deliverables**

- Prepare the draft structure of the report and methodology for the realisation of the impact assessments;
- Prepare a presentation of the draft structure of the report and methodology for the Steering group;
- Prepare a draft impact assessments for dissemination to participants of the cross-sector workshops;
- Prepare a presentation of draft impact assessments and attend the cross-sector workshop, which is organised by the project partners;
- Redraft impact assessments considering the input received during the cross-sector workshop;

- Prepare the final impact assessment of minimum 40, maximum 50 pages;
- Attend the relevant project Steering group meetings (in-presence or online);
- Prepare a presentation and attend the final conference, organised by the project partners.

## 2. Payments and standard contract

The payments for this work will be made as follows:

- 30% upon signing the contract;
- 40% following the presentation of the draft impact assessments;
- 30% upon presentation of the final version of the impact assessments.

## 3. Price

The maximum price for the external expertise will be **25 000,- EUR, VAT included**. The Expert will further receive a lump sum of 750,- EUR to cover travel, accommodation and subsistence costs in relation to the presentation of the findings of the impact assessments during a cross-sector seminar. The expert is expected to organise all project related travel and accommodation themselves and to cover the costs through this budget.

## 4. Selection criteria

The contract will be awarded to the Tenderer whose offer represents the best value for money – taking into account the following criteria:

- i. Rigorous, objective and comprehensive approach;
- ii. Diverse and adequate choice of scenarios and options of social dialogue priorities;
- iii. Proper justification of the options selected in the light of the sector-specific and horizontal factors of the impact of generative AI;
- iv. Balanced and detailed analysis of the impact on the economic, social and ethical aspects of the introduction of generative AI at work;
- v. Clear and realistic schedule for completion of the assessments.
- vi. Expertise, knowledge and experience;
- vii. Experience in working with social partners;
- viii. Record of producing similar documents;
- ix. Record demonstrating experience of supporting similar projects;
- x. Excellent written and spoken English skills;
- xi. Evidence of experience in working in similar projects.

Further, the project partners will evaluate the price of proposal that will be measured against the following baseline: total workdays of maximum of 21 days for the sector impact assessments and 7 working days for the horizontal impact assessment with an average daily cost based on the cost of a senior policy director at UNI Europa (830 EUR/ day).

#### **Procedure and presentation of the bids**

Interested parties must submit their proposals to Sébastien Leclef, Director EU Projects, UNI Europa EU by email at [sebastien.leclef@uniglobalunion.org](mailto:sebastien.leclef@uniglobalunion.org), no later than **16 March 2025**.

The selection process will be completed by 31 March 2025.

#### **5. Tentative Timeline**

Start of contract: 1. April 202- End of contract 31. December 2025

Presentation of draft structure of the report and methodology for the realisation of the impact assessments: May 2025

Prepare a presentation of the draft structure of the report and methodology for the Steering group: May 2025

Prepare a draft impact assessments for dissemination to participants of the cross-sector workshops by end of September 2025

Prepare a presentation of draft impact assessments and attend the cross-sector workshop, which is organised by the project partners: October or November 2025

Redraft impact assessments considering the input received during the cross-sector workshop: November-December 2025

Prepare the final impact assessment of minimum 40, maximum 50 pages: December 2025