

6-04-2020

Call for Tender

IncluCities Project | Communication support and services

Funded by the Asylum, Migration and Integration Fund of the EU (AMIF-2018-AG-INTE)

ABOUT CEMR

The Council of European Municipalities and Regions (CEMR) is the broadest organisation of local and regional authorities in Europe. Its members are over 60 national associations of municipalities and regions in 40 European countries. Together these associations represent some 100,000 local and regional governments. CEMR's objectives are twofold: to influence European legislation on behalf of local and regional governments and to provide a platform for exchange of information and knowledge between its member associations and their elected officials and experts.

ABOUT THE INCLUCITIES PROJECT

IncluCities is a project financed by the European Commission's Directorate-General for Migration and Home Affairs (DG HOME). It will be implemented between February 2020 and January 2023 by a consortium composed by CEMR (lead) and 8 partners (national associations of local and regional government) together with 8 cities (indirect beneficiaries) from the following countries: Spain, France, Italy, Sweden, Belgium, Greece and Latvia.

IncluCities (2020-2022) aims at improving the integration of Third-country Nationals by:

1. **Facilitating the exchange of knowledge** between 4 experienced (*mentors*) and 4 less experienced (*mentees*) middle-sized cities and 8 accompanying associations of local and regional governments in the fields of education and training, housing, access to basic services, active participation & social inclusion.
2. **Enhancing capacities of middle-sized cities and associations** of local and regional governments to better deliver policies on integration linked to the topics addressed, as well as strengthening the role of associations of local and regional government as pivotal actors in reinforcing multilevel governance, better regulation and knowledge-exchange.

Planned activities

- 1 kick-off meeting/conference (political) to present the project objectives, activities, outcomes and outputs and 1 final conference to discuss outcomes;
- 4 integrated mentoring-schemes (in pairs of two cities: one experienced city accompanies the other less experienced one) to elaborate Action Plans (each mentee will draft a plan in one of the abovementioned topics) following a concrete methodology through 12 study-visits;
- 4 thematic training academies (for partners and external participants) - each of them addressing one of the topics of the project - to be organized in the *mentor* cities;
- 4 transfer/methodological workshops to compare results between mentoring-schemes (and re-define action plans) organized back-to-back with the training academies.

Expected results

1. Improved long-term integration of third-country nationals in middle-sized cities;
2. Improved transnational local cooperation between cities and associations of local and regional governments as well as in scaling-up results to the EU policy level;
3. Increased capacities of cities and Associations of Local and Regional Government.

The general purpose of this call is to select a communication agency to provide services in the fields of graphic design, web development and maintenance. The below-mentioned communication products are subject to changes. For inspiration, this assignment could be based on the existing materials of other projects under AMIF, such as <http://www.integratingcities.eu/integrating-cities/projects/implementing>"

SPECIFIC DELIVERABLES TO BE DEVELOPED BY THE CONTRACTOR

Creation of a logotype, visual Identity¹ and guidelines (pdf²)

Logo

- Design of a logo for the new project INCLUCITIES
- Language versions with tagline (7 languages)
- Adaptation in different formats (including EPS, JPG, PNG, PSD)
- Adaptation in colour, black/white, with/without background
- Adaptation in low and high quality
- Co-branding with projects' partners logos
- Misuses of the logo (do's and don'ts)

Fonts, typography (and, in needed alternative typography for Office)

Colour palette and alternative colour versions – negative version

Templates

- Letterhead - Word format
- Electronic signature - email
- Meeting document (cover, backcover) - Word format
- Cover and inside slides (standard and widescreen format) – PowerPoint format

Publications template (A3 open format, A4 closed format)

- Examples of covers and backcovers
- Examples of interior page layouts and grid system for interior page layout

Creation and production of communication materials

Roll-up (85 cm x 200 cm - with logo, projects name and short text)

Animated logo

- 5 sec jingle for video (with animated logo and music)
- Adaptation in different formats

¹ The proposed logo and visual identity must be coherent with [CEMR's visual branding](#).

² All items and the visual guidelines must be made available in a toolkit folder.

Leaflet (conception, production and printing)

- Brochure (A4 open format, A5 closed format)
- Language version : English, French, Spanish, Greek, Swedish, Greek, Latvian
- 6 pages folded with specific cut-out (see example [here](#))
- Content: text and a few visuals
- cyclus offset 140gr cover : cyclus offset 300 gr - full colour
- Printed on uncoated eco-friendly paper
- Print: (1,000 x EN) + (500 x 6 languages)
- Delivery address and date: Address in Brussels (1 July)

Website design, development and maintenance

Design

- Design of the whole website (homepage and inside pages) in line with visual guidelines
- Include responsive design for mobile, tablet and desktop viewports

Website structure (subject to some changes)

- **Homepage**
Newsfeed
Short visual presentation of IncluCities
Short section with partners' logos and hyperlinks to dedicated page on website
Twitter widget
- **About us**
CEMR
- The EU
Team
- **Partners**
- **IncluCities**
Visual presentation of IncluCities step by step with the 4 themes
- **Calendar of events** (include iCal option)
- **Resources**
Newsfeed
(documents sorted according to a series of criteria + filter tool)
Videos
Gallery
- **Include small menu bar with contact, links to social media, webex....**
- **Search engine**

Security and technical aspects

- The website is in English only.
- Secured website using Hypertext Transfer Protocol Secure (HTTPS)
- Ensure compatibility with and readability on mobile devices
- Easy to use CMS (provide an analysis with arguments supporting the choice of the CMS and framework)
- Organise a training on how to use the CMS and back office
- Ensure feasibility to create/edit new sections/pages
- Google analytics and live statistics tools to measure website's impact and numbers of visits
- Ensure optimisation of the website
- Ensure SEO/SEA (search engine optimisation/accessibility)
- GDPR compliance and updated cookie policy clause

Maintenance and hosting (for the full duration of the project - until Mid-2023)

The contractor is required to register a domain name (www.inclucities.eu), maintain the website, provide and manage web hosting services required for the uninterrupted and fast access of users to the website and all actions they can perform on the website.

The cost for the above services must be included separately and mentioned in detail in the proposal.

BUDGET PROPOSAL AND TIMELINE

Tasks to be carried out:	Lump-sum or unit cost
Creation of a logotype, visual Identity and guidelines <ul style="list-style-type: none"> - Creation of a logotype, fonts and colours - Templates - Publications template 	
Roll-up <ul style="list-style-type: none"> - Design - Production and delivery 	
Animated logo <ul style="list-style-type: none"> - Design 	
Leaflet <ul style="list-style-type: none"> - Design in EN - Adaptation in 6 other languages - Print EN (1,000x) - Print 6 other languages (500x) - Delivery in Brussels 	
Website design, development and maintenance (English only) <ul style="list-style-type: none"> - Design - Production/development - Maintenance (yearly) - Hosting (yearly) - registration of domain name (yearly) <p>Hourly cost and <u>clear estimated time</u> per task mentioned above)</p>	

The interested service provider should propose a realistic timeline:

Tasks to be carried out:	First elements	Final version
Creation of a logotype, visual Identity and guidelines	Early June 2020	End of June 2020
Roll-up	Early June 2020	End of June 2020
Animated logo	Early June 2020	End of June 2020
Leaflet	Early June 2020	End of August 2020
Website design	Early June 2020	End of June 2020
Website development/production	Early July 2020	End of August 2020

COORDINATION OF THE CONTRACT

The service provider should assign a senior staff member to coordinate the contract. This person must be able to communicate fluently in English. The tasks requested from the service provider will be coordinated by the project's Communication Officer. All meetings between the service provider and the client will be initially over online platforms.

REQUIREMENTS AND SELECTION CRITERIA

All elements of the BID shall be delivered electronically in Word and PDF formats with:

- a) the following information: organisation name, name of the tenderer if self-employed, the VAT number and the registration number; contact person and contact details;
- b) An indicative list of past contracts (for companies) demonstrating the bidder's background and experience relevant for the assignment.
- c) A short technical offer of no more than 2 pages summarising ideas on how to deliver the tasks described in the tender, while getting some inspiration [here](#);
- d) The expression of interest must include a clear proposal how to answer the different parts of the assignment. A first outline of the visual/graphic identity, the website and the final version of the leaflet is expected for early June, including very clear timing and tools in max. 2 pages (including graphic suggestions).
- e) The interested service provider must propose a detailed budget stipulating the different costs (the table below is indicative). The suggested costs must clearly distinguish the prices. The prices should be fixed and can't be changed until February 2023.

CEMR will select the offer providing the most advantageous combination of cost, quality and sustainability in order to meet requirements and deliver results. All bidders will be informed about the result of the selection process end of April or early May.

CONTACT, DEADLINE AND LANGUAGE

- The Contractor shall be responsible for correct language and grammar. Documents with apparent mistakes in spelling, grammar or style shall be rejected.
- Proposals should be sent in English **by Friday 24 April 2020 at midnight Brussels' time** to application@ccre-cemr.org
- For questions, please contact: pierre.vanderauwera@ccre-cemr.org

INTELLECTUAL PROPERTY AND DATA PROTECTION

The Contractor shall ensure the delivery of all outputs (or their constituent parts) under its responsibility, with applicable intellectual property legislation and personal data protection legislation.