

Request for Offers / Call for Tenders

Post title: Long-term contract for Graphic Design Services
Location: European Union
Starting date: May 2023 and for a period of 4 years

Contract Amount: Above 60.000 EUR

About the Organisation

The European Free Alliance (EFA) is a European Political Party, composed of forty-three (43) member parties across Europe. It works in close collaboration with its youth branch – EFAY - and with its think-tank foundation, the Coppieters Foundation; as well as with the EFA group in the European Parliament and the European Alliance Group in the European Committee of the Regions.

EFA's core value is the promotion of the right to self-determination of peoples and nations in Europe and the world. EFA is headquartered in Brussels.

About the Call for Tenders

EFA is seeking to engage in a long-term partnership for Graphic Design Services to support the organisation's operational activities.

EFA is funded by the European Parliament and regulated under the Regulation (EU, Euratom) No 1141/2014.

This call is also regulated under Article II.9 of the Funding Agreement between political parties and foundations and the European Parliament.

Basic Requirements

1. Design
 - a. Designing of still graphics to use for posts on Social Media platforms
 - b. Designing of still graphics for promotional materials to be used at EFA events and missions (banners, roll-ups, photocalls)
 - c. Designing of merchandising material (t-shirts, bracelets, pins, tattoos, stickers)
 - d. Designing of layouts for documents, leaflets, magazines...
 - e. Designing of templates for creation and editing tools (Canva, photoshop)
 - f. Adaptation of corporate identity for use in events and campaigns
 - g. Availability to work with diverse design tools (Canva, Illustrator, Photoshop, and other Adobe Creative Cloud tools)
2. Production and logistics
 - a. Production/printing of the designed material (promotional materials, merchandising...)
 - b. Material shipping on time to Brussels and to the European Union
 - c. Ability to work with other companies and suppliers
3. Language
 - a. Ability to work in English

Additional Requirements (plus but not required)

- Knowledge of last communicative trends (especially of trends in the EU political landscape)
- Ability to work in Spanish, Italian, German, French, Dutch and any other languages useful for our communications
- Creativity and innovation

Submit price offers should include the following:

- 1) Design and editing – per hour rate
- 2) Design and editing – per day rate
- 3) Production – price for producing 10 roll-up banners
- 4) Shipment – price for shipping 10 roll-up banners to EU (mainland) (average or range)
- 5) Shipment – price for shipping 10 roll-up banners to EU (outside the EU or island) (average or range)
- 6) Identify other or additional costs (project management fees, licenses)

Evaluation Criteria

The elements we will consider determining the best value for money are:

1. Contractor's technical capacity to provide the services
2. Price and economic advantage
3. Quality of the services provided
4. Portfolio

Tendering Process

Interested contractors/suppliers should submit **their offer, together with their portfolio and the annexed evaluation as proof of eligibility for the tender requirements**, no later than 23.59h (CEST) on **2nd April: info@e-f-a.org with the subject line "EFA 2023 Graphic Design Offer"**.

Your personal data will be processed solely by EFA and only for the purpose specified in this call. It will be stored safely and securely following the GDPR laws. To ensure GDPR compliance **please include the following sentence to the body of your email confirming your consent: "I agree to the European Free Alliance processing my data for the purpose of the Call for Tenders procedure"**.

Review of the offers and tenders is scheduled to take place during April 2023.

Note that European Free Alliance is an equal opportunity employer and does not discriminate on the basis of origin, religion, gender, ability, and/or sexual orientation. We welcome tenders from women and individuals from minority or oppressed groups.

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ANNEX FOR EVALUATION OF THE OFFERS:

CANDIDATE DATA:

- **Legal name of the company:**
- **Country:**
- **Website:**
- **Contact details:**

SERVICE EVALUATION:

1. Design

a) Technical capacity of the supplier.

Annually, EFA conducts 1 General Assembly and may conduct other important meetings or campaigns that require especial graphic image. In addition, throughout the year, we publish visuals and Social Media content which requires editing.

Description	Yes	No
Are you in the position to provide services for the following?		
1) Graphic design visual image for General Assembly?		
2) Graphic design visual image for a Congress?		
3) Graphic design visual image for frequent campaigns?		
4) Templates to use in Photoshop and Canva for square posts and portrait posts for use in Instagram stories?		
5) An original poster created with Illustrator?		
6) A layout design for a magazine?		
Do you have prior experience providing a service to a political party?		

b) Price and Economic Advantage

Description	Please use EUR (indicate VAT)
Price for design and edition – per hour rate	
Price for design and edition – per day rate	

Not including the basic fee, please identify any additional costs:	Please identify in terms of EUR per day or per hour, when applicable (indicate VAT)
Preparation	
Technical support costs	
Administrative costs	

Management costs	
Others, please specify:	

c) Quality of the services provided

To be able to value the quality of the services, we kindly ask you for some samples of materials that EFA may need to produce. We propose this exercise to be able to evaluate the quality of the graphic design provided, as well as the company's skills in graphically expressing the core concepts and values that we want to portray, including different elements as text, icons, colours, images. We will evaluate innovation and creativity in the proposals received. Please, avoid the use of our logo as the basis of design.

EXERCISE: EFA wants to produce a campaign to promote green energy in EU countries. The party is requesting the European Commission to favour small and locally distributed green energy initiatives over macro-scale projects. The core-values that EFA want to appeal to with this campaign are democracy and self-determination (democratising energy production empowers peoples to not depend on multinationals and powerful companies for their supplies), sustainability (producing green energy has to be a priority to mitigate the effects of climate change), emancipation and security (liberating European people of our current dependence on external actors as our suppliers). An example of a potential slogan for the campaign could be "EU local green energy strategy: power back to the people".

With this information, please create a draft of the graphic design proposal you would provide us for the campaign. You can deliver one or different proposals for a campaign poster as well as any additional material that you consider relevant.

You can attach the design to the candidacy.

d) Portfolio: Please attach your portfolio to the candidacy email.

2. **Production and shipping (please, indicate VAT in all the prices)**

a. Technical capacity of the supplier.

Description	Yes	No
Are you able to produce and print the material that you design?		
In case not, do you work with some company that can provide this service?		
Are you in the position to ship the material to Brussels?		
Are you in the position to ship the material to the EU (mainland)?		
Are you able to ship the material to outermost territories of the EU?		

b. Price and Economic Advantage

Description	Please use EUR
Price for production and shipping of 10 roll-up banners to the EU (mainland)	
Price for production and shipping of 10 roll-up banners to the EU (outermost territories)	

c. Quality of the services provided

How much time would it take to print 200 dossiers (150 pages each)?	
Please explain the procedure to follow if some of the material arrive defective	
Please explain the procedure to follow if some of the material gets lost during the shipping	

3. Other

EFA is an international organization, bringing together parties from more than 19 countries. English is the main language of communication, but we usually offer interpretation in different languages. Moreover, we highly value the possibility to use our mother tongues. Therefore:

Description	Yes	No
Do you have the capacity to work in English?		
Do you have the capacity to work in		
- French?		
- German?		
- Italian?		
- Dutch?		
- Spanish?		
- Any other language? (Which one?)		

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