

Terms of Reference (ToR)

Report – design, publication and printing

Date of publication of the study: 01 SEPTEMBER 2024
Deadline for submissions: 15 MAY 2024
To be sent to: communications@ccre-cemr.org
Subject: “EU Green Deal Study Publication”

1. About CEMR:

CEMR is the largest and oldest organisation for local and regional governments (LRGs). We help build a more peaceful, inclusive, just, and resilient Europe by unlocking the power of local democracy. We endeavour to become the main network of territorial leaders with a vision to ensure local and regional governments are best equipped to drive the transitions of their territories and communities towards Europe 2050 and address global challenges.

2. About the mission:

To this end, CEMR is looking for an experienced and creative agency capable of creating, designing and printing high-quality documents such as brochures, leaflets, manuals and studies.

The received offers will be compared based on the most advantageous combination of cost, quality, communication, and design to meet the below-mentioned expectations.

3. Expected results:

CEMR would be grateful if you could send us a quote for the following service:

- I. Layout of a 30-page publication (more or less)
 - a. Introduction with key messages (1-2 pages);
 - b. Political perception of Green Deal implementation in LRG/LRG including survey outcome, infographics (7-10 pages);
 - c. Technical snapshot of 13 legislations (1-page per legislation including scope, objective, measure for LRG, challenges, CEMR advocacy, best practice) (13 pages);
 - d. Conclusions (1-2 pages).
- II. Possible promotional 1-2 pager document to promote the full study (key messages and key findings). Needs to be a sneak preview.

4. Steps:

- i. Agree on terms and conditions;
- ii. Draft publications to be reviewed by selected CEMR members;
- iii. Provide the deliverable agreed on the timeline planned:
 - a. Start of the project (early June): Discussion on format and objectives;
 - b. Content (mid-June): text and written content delivered and agreed;
 - c. Delivery (mid-July): Draft of publication and final touches;
 - d. Final version (end of July): Finalise publication after review;
 - e. Publication (September): Publish the study and start promotion;
- iv. Printing:
 - a. Prints: 50 (leaflet or brochure, 1-2 pager to promote the study with QR code, with key messages and insights);
 - b. Full-colour printing;
 - c. Paper cover: 300g, uncoated paper;
 - d. Inner paper: ±135g, uncoated paper;
 - e. Open format: A3 (297x420mm);
 - f. Closed format: A4 (297x210mm);
 - g. Delivery address: CEMR, Square de Meeûs 1, 1000 Bruxelles;
- v. Conclude the project and provide general feedback.

5. Technical specifications:

Language. All deliverables shall be provided and communicated in English. The appointed agency shall be responsible for the creation and design of the publication.

Format. All deliverables shall be delivered electronically in PDF format and Microsoft Office (if needed and requested).

Intellectual property and data protection. The Contractor shall ensure the compliance of all deliverables, or their constituent parts, with applicable intellectual property legislation and personal data protection legislation.

6. Expertise:

Interested organisations/agency(ies) are expected to fulfil the following profile:

- **Design Expertise:** Strong portfolio showcasing design skills across various projects.
- **Graphic Design Software Proficiency:** Proficient in industry-standard design software such as Adobe InDesign, Illustrator, and Photoshop.
- **Typography and Layout Skills:** Have a thorough understanding of typography and layout principles.
- **Brand Alignment:** Should be capable of aligning the document design with your brand identity and guidelines.
- **Creativity and Innovation:** Demonstrate creativity and innovation in your approach and work.

- **Project Management Skills:** Have strong project management skills to ensure timely delivery of the document(s).

7. Application:

Interested organisations are invited to apply by sending the following documents:

- Professional curriculum vitae of the expert(s);
- A portfolio of documents and other deliverables done in the past;
- Reference from other customers;
- Financial offer outlining the expected price (agreement and implications);
- Proof of the company registration and VAT registration number;
- The expected price shall not exceed the total amount of € 16,000 (inc. VAT)

8. Selection process and deadlines:

Interested applicants shall submit their bids no later than **15 MAY 2024 at 23:59 (CEST)** to communications@ccre-cemr.org. Please indicate: Organisation for “EU Green Deal Study Publication” in the subject of the **email**. Please feel free to ask any question related to this assignment **during that period of time**.

- Applications will be reviewed by selected CEMR members.
- Candidates will be informed about the outcome of the selection process during the **week of 20 MAY 2024**.
- The final service contract will be signed during the **week of 27 May 2024**.

After the selection process, all bidders shall be notified in writing about the outcome of the selection process.

CEMR is committed to equality, diversity, and inclusion.

Contact point:

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