

## CALL FOR PROPOSALS

### **Purpose call for proposals:**

BEUC is opening a call for proposals to select three providers to support the organisation with advice, development and production of print and online communication tools (brochures, infographics, webpages, social media tools).

The three selected providers will stay on a roster for a duration of three years (start date will be the confirmation of the award of the project). The selection for a specific project will happen on the basis of availability, required competence and price.

### **Tasks:**

- Advice about the use and dissemination of communication tools to reach specific target groups.
- Design the broadest range of communications tools such as brochures, annual reports, infographics, leaflets, posters and roll-ups and.
- Develop web pages and other online communication tools.
- Liaise with subcontractors for printing and delivering.

### **Additional requirements:**

A number of design and production projects may be carried out in cooperation with [our member organisations](#). This will require the adaptation of the final product i.e. to create a new language version, replace the logo etc.

Some member organisations have the necessary skills to make these adaptations in-house. In these cases, we would ask the provider to provide the design file which our member organisations could adapt themselves.

If the handover of the design file might be necessary for a specific project it will be clearly mentioned at the beginning of the project and be catered in by the provider when making the financial offer.

### **Tender procedure:**

Companies interested in participating in this call for proposal will be requested to provide an offer including the following elements:

- Presentation of the company and the services it offers.
- Recent client list & examples of recent work.
- Response to the specifications set out below.

The deadline for submission of the offers is 5 April 2018. Presentations are not required but may be requested.

## **Specifications:**

### 1) Design and production of annual report

Submit a financial offer for the design and production of an annual report based on the following specifications. Create a design mock-up of front- and back-cover as well as two interior pages.

- 28 pages, including cover pages
- 2 language versions
- 8 pictures / drawings
- Print copies: 100 copies (only English version will be printed)
- Cover: 350 gr, inside pages: 170 gr
- Colour: full colour
- Stapled
- Format free, but to fit inside an A4 envelope

*Target audience: EU institutions, BEUC donors*

### 2) Infographic

Submit a financial offer for the design and production of an infographic based on the following specifications. Create a design mock-up.

- 1 page
- Print and online use
- Print copies: 100
- Size: A4
- Colour: full colour
- Paper: 250 gr

Topic infographic:

The infographic should display the journey (from waking up to going to sleep) of a consumer during a regular day. Throughout the journey the consumer will use a variety of digital products (e.g. smartphone, smart TV, internet connected car, a video game on his/her tablet, a smart watch).

The purpose of the infographic is to visualise

- that in its interaction with all these tools the consumer is sharing his personal data (hobby, age, gender, preferred holiday destination, friends s/he is in contact with etc.) with a great number of companies
- that the consumer is dependent on a stable and quick internet connection
- that there is a risk of hacking
- that algorithms take decisions about what you're seeing on your digital devices.

*Target audience: EU and national decision makers*

### 3) Webpage

Submit a design mock-up of a webpage. The webpage will be based on the visual elements of the infographic but re-used for a digital environment. The webpage will allow visitors to click on the different design elements to see more information pop up. Some elements of the webpage (the final product, not the mock-up) should be animated to increase attractiveness.

*Target audience: EU and national decision makers*

*Please note that the above-mentioned specifications are for the purpose of the call for proposal only.*

**Selection criteria:**

Award of the contract will be done on the basis of the following criteria:

- Cost (60%) => BEUC is a civil society organisation and does have limited funds. Nevertheless, we produce a lot of material on a yearly basis.
- Creativity (40%) => Creativity is an important part of our work as we aim to stand out from other organisations lobbying the EU institutions.

All design proposals must respect BEUC's visual identity (see visual style guide in annex)

**Contact:**

Offers should be submitted to the following email address: [communications@beuc.eu](mailto:communications@beuc.eu)

For more information please contact:

Johannes Kleis

[communications@beuc.eu](mailto:communications@beuc.eu)

Phone: 0032 (0)2 789 24 01