

Terms of Reference

Request for Services

Expert/Agency for Graphic Design

1. Background

The Regional School of Public Administration (ReSPA) is an inter-governmental organization for enhancing regional cooperation, promoting shared learning, and supporting public administration development in the Western Balkans (WB). ReSPA Members are Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia, while Kosovo*¹ is a beneficiary. ReSPA's purpose is to help governments in the region develop better public administration, public services and overall governance systems for their citizens and businesses and prepare them for membership in the European Union (EU). Since its inception, ReSPA has contributed to developing human resources and administrative capacities through training programmes and innovative cooperation mechanisms such as the exchange of good practices, peer reviews and the development of know-how.

The European Commission (EC) provides funds to support ReSPA activities (research, training and networking programmes) in line with the EU accession process. ReSPA activities cover a wide range of networking and capacity-development events and conducting regional research analyses to help Western Balkans governments navigate the complex journey of public administration reform. In constant exchange with the WB governments and academic society, ReSPA delivers effective and sustainable solutions to adopt and put into practice the measures, systems and approaches necessary for an enhanced reform process in all the areas envisaged by the Public Administration Reform (PAR).

ReSPA's activities cover four key thematic areas: Policy Development and Coordination, EU Integration, Human Resources Management and Professional Development, Service Delivery (Quality Management and Digitalization).

To conduct the activities under the above-mentioned thematic areas (such as Seasonal Schools on EU Integration and Digitalization, ReSPA Regional Quality Management Centre, Ministerial Conference, etc.), **ReSPA has identified the need for external support from the Expert/Agency for the Graphic Design to design visibility materials (brochures, factsheets, research documents, etc.) as it is stipulated in Tasks and Responsibilities.**

2. Description of the Assignment

Following the Programme of Work 2023/2024, ReSPA will promote its programmatic activities and outcomes during 2023/2024, which implies the development of various visibility materials.

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

The Expert/Agency for graphic design should consider the target audiences while working on the assignments:

- Direct beneficiaries of ReSPA activities (public institutions in ReSPA Members whose representatives are either involved in ReSPA activities or are directly supported by ReSPA: senior and mid-level public servants working in the ministries and governmental agencies responsible for PAR and European Integration, and in other relevant line ministries);
- High-ranking officials of ReSPA's partner ministries/ regional key decision-makers;
- Organizations that ReSPA collaborates with (DG NEAR, OECD/SIGMA, KDZ, EIPA, etc.)
- Direct and indirect users of public services in ReSPA Members and Kosovo*².

The Expert/Agency for graphic design shall prepare visibility materials for envisaged activities using computer software programs such as Adobe's Creative Suite—including but not limited to Photoshop, Illustrator, InDesign, and others that are standard in the industry.

The assigned Expert/Agency for Graphic Design is supposed to provide deliverables as stipulated in Tasks and Responsibilities **from April 2023 until April 2024**.

3. Tasks and Responsibilities

In close collaboration with the Communication and Visibility Officer (CVO), the Expert for Graphic Design will design the visibility material as it is stipulated below:

1. **Design related to the Policy Development thematic area – 10 Working Days (WD)**

- Key Visual for the Academy on Policy Planning, Factsheet (2 pages) - 2 WD;
- Key Visual for the Conference on Integrated Planning System, Factsheet (2 pages) - 2 WD;
- Research document – Study on integrated policy planning system (up to 80 pages) - 5 WD;
(The Study shall follow the standardized template in line with some of the previous studies: [Policy Coordination](#), [EU Support/IPA II](#))
- Other activities (roll-ups, social media covers) - 1 WD.
More about Policy Development thematic area can be found at the [link](#)

2. **Design related to the EU Integration thematic area – 5 Working Days**

- Key Visual for the Summer School on the EU Integration, Factsheet (2 pages), taking into account previous [visuals](#) – 2 WD;
- Key Visual for the IPA III Workshops, Factsheet (2 pages) – 2 WD;
- Other Activities (Infographics, Covers for social media, etc.) – 1 WD;
More about the EU Integration thematic area can be found at the [link](#)

3. **Design related to the HRMPD Thematic Area – 8 Working Days**

- Design of the Study about Leadership (up to 60 pages), following [HRMIS](#) - 4 WD;
- Design of the Self-Assessment Framework (up to 40 pages) - 3 WD;
- Other Activities (Infographics, Covers for social media, etc.) – 1 WD;
More about the RMPD thematic area can be found at the [link](#)

4. Design Related to the ReSPA Regional Quality Management Centre – 3 Working Days

- RQMC/ PEF Brochure in digital format (up to 10 pages) – 2 WD;
- Other activities (infographics, etc.) – 1 WD;

More about RQMC activities can be found in the [Section](#)

5. Design Related to the Digitalization sub-thematic area – 5 Working Days

- Key Visual for the Summer School on Digitalization, Newsletter (2 pages), taking into account some of the latest [visuals](#) – 2 WD;
- Key Visual for the GovTHEC project, Newsletter (2 pages), web banners – 2 WD;
- Other activities (Open Data Regional Workshop) – 1 WD

More about Service Delivery thematic area

(with included Digitalization and Quality Management sub-areas) can be found at the [link](#)

6. Design related to the High-Level-Conference – 3 Working Days

- Key Visuals for the Conference, Visuals for the LED Screens, working materials, branding, etc. (see the visuals for LED screens from the latest [Conference](#))

7. ReSPA Annual Report 2023 – 4 Working Days

Annual Report comprises the essential information within a year (up to 50 pages). It shall be designed as per the [Annual Report 2022](#)

8. Design / Update of the ReSPA In-Country Brochure – 3 Working Days

Redesign up to 30 pages, including the cover page

9. Design Key visual and Factsheet related to the ReSPA CSR Activity – 3 Working Days

- Key Visual of CSR Activity
- Factsheet (1-2 pages), infographics, etc.

10. Design Infographics and banners for the Knowledge Management Platform – 6 Working Days

- Key Visual for the KMP
- Newsletter (up to 4 pages)
- Various infographics (up to 20) and visuals (up to 20)

Indicative Deliverables:

Based on the activities mentioned above, the envisaged deliverables are:

VISIBILITY PRODUCT	DESCRIPTION	QUANTITY
Key Visual	Designed for various ReSPA activities and events	9
Research Documents (40-80 pages)	Word files to be transformed into Adobe InDesign or other relevant program, tables and graphs to be designed/polished (if needed), a few pictures or infographics to be inserted, etc. The final output shall be in a standardized layout as per provided info.	3

ReSPA Annual Report (up to 50 pages)	To be designed as per standardized layout, by using photos and content provided by ReSPA CVO	1
Brochures (10-30 pages)	One brochure (up to 10 pages) is to be designed as per CVO instructions, while another one is to be finalized within the existing layout (up to 30 pages)	2
Factsheet approx. 2 pages per each	Well-designed to highlight achieved results by using graphics, visuals, etc.	4
Newsletter (up to 4 pages)	Well-designed for various purposes, to inform the target audience and highlight achieved results/features by using graphics, visuals, etc	1
Infographics	Well-crafted to help communicate complex and detailed information in an easily digestible, visual format.	25
Visuals	Different graphics for different purposes, a combination of pictures and graphic elements	25
Other	Social media covers, web banners, etc.	20

Within the contracting period, following ReSPA's requirements, the Expert/Agency for Graphic Design can spend **up to fifty (50) Working Days (WD)** to implement the indicative tasks as stipulated above.

NOTE:

- ReSPA reserves the right to change the Description of Assignment and Deliverables list as per real needs during the contracting period;
- The quantity of Working Days is indicative, and ReSPA reserves the right to re-arrange the implementation of Tasks and Responsibilities during the contracting period.

4. Necessary Qualifications

The Expert in Graphic Design shall possess the following profile:

Qualifications and skills:

- At least Bachelor's degree in Graphic design, Graphic&Illustration, Visual/graphic communication, Arts, Design for publishing, Graphic&Media Design or other relevant fields;
- Advanced computer literacy: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), CorelDraw, MS Office;

General professional experience:

- At least seven years of general working experience, preferably with various tasks and positions related to the expertise in subject.

Specific professional experience:

- At least five years of experience in graphic design and web design in private or public-sector institutions/organizations, preferably in the Western Balkans region;
- Hands-on experience in graphic design (logo, brand books, brochures, flyers, newsletters, etc.);
- Hands-on experience in web design will be considered a vital asset (web banners, web infographics, newsletters, etc.);
- Availability to react promptly and deliver all needed documents in due time/ mainly in deadlines) will be considered a strong asset;
- Working experience in/with EU-financed projects will be considered an asset.

Skills:

- Creative mindset;
- Be on top of the latest trends in graphic and web design;
- Ability to work with people of different nationalities, religions and cultural backgrounds

5. Timing and Location

The assignment foresees work from home, including online consultations and, if possible, in Montenegro, which should be agreed upon with ReSPA Secretariat. The assignment will be realized from April 2023 until April 2024 (until providing the deliverables mentioned within Tasks and Responsibilities), requiring up to fifty (50) Working Days (WD).

6. Remunerations

The Expert/Agency for graphic design will perform activities following the instructions given by ReSPA within an envisaged number of **up to fifty (50) Working Days (WD), amounting to a maximum of 8,500.00 EUR (eight thousand five hundred euros)**.

The payment will be made quarterly after completing and validating the deliverables envisaged under "Task and Responsibilities" within the previous quarter.

Note: No other costs will be covered apart from the expert costs per day. The expert cost per day comprises the Expert's fee per day and a lump sum for covering related costs, which include travel, accommodation, local transport, meals and other incidentals.

ReSPA reserves the right to change the timing and volume of the assignment and will timely inform the assigned Expert if such changes occur.

7. Reporting and Final Documentation

The Expert will be requested to deliver the following documents before the payment is conducted:

Outputs

- All the foreseen activities and outputs as described in the Tasks and responsibilities and additional ones per ReSPA's requirements.

Documents required for payment

- Invoices (original and signed) per each quarter;
- Timesheets (original and signed) per each quarter;
- Reports: Each quarter covers all deliverables (before being approved by the ReSPA) within the period mentioned.