

Procurement Notice

Assignment name: **Expert for the Graphic Design**

Section 1. Introductory Information

1.1 Background information on the Regional School of Public Administration (ReSPA)

The Regional School of Public Administration (ReSPA) is an inter-governmental organisation for enhancing regional cooperation, promoting shared learning, and supporting public administration development in the Western Balkans. 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). The European Commission (EC) directly managed funds for the support of ReSPA activities (research, training and networking programmes) in line with the EU accession process.

1.2 ReSPA Programme of Work 2021 encompass a variety of activities within key thematic areas Centre of Governments, Better Regulation, Human Resource and Development, Quality Management and e-Government, for which the Graphic Designer shall prepare the visibility material following the ReSPA needs. Namely, a Regional Quality Management Centre, a Regional Network of Policy Coordination, Seasonal School on EU Integration, Ministerial Conference, eGovernment Seasonal School, ReSPATHon, Open Government Partnership (OGP) and other ReSPA's activities are supposed to be supported with adequate visibility materials needed to promote its activities effectively.

Section 2. Preparation of CVs and supporting documentation

2.1 Language of application:

The CVs (maximum 3 pages, Ariel 11) and supporting documentation shall be prepared in English.

2.2 The CVs should provide information on the qualifications and competencies of the applicant, her/his general track record and previous specific experience in similar assignments, as required by the Terms of Reference. The applicants should particularly state in their CVs:

- ✓ General professional experience;
- ✓ Specific professional experience, in line with ToR.

2.3 The required qualifications and skills: as per Terms of Reference

Section 3. Submission of CVs and supporting documentation

3.1 The interested candidates are invited to submit a proposal consisting of the following documentation:

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

- ✓ Proposal: explaining their experience related to the subject and how they intend to respond to the assignment;
- ✓ Personal CV including experience in similar activities and particularly issues referred to under point 2.2 of this Procurement Notice;
- ✓ At least three contacts for references (name and position of referee, email address and phone number) may be contacted by ReSPA. (NOTE: There is no need to submit reference letters; ReSPA will directly contact the referees).

3.2 The required documentation should be submitted in electronic format by e-mail to the following address: procurement@respaweb.eu by **26 April 2021 before 3 PM CET**. Late submissions will not be considered for evaluation. **The application should contain in the e-mail title the following reference: *Expert for the Graphic Design***

Public servants from ReSPA Members and Kosovo* are not eligible to apply.

Selection 4. Evaluation of offers

4.1 The offer will be evaluated against the required qualifications, experience, skills, and competencies defined in the Terms of Reference.

4.2 The applicant securing the highest final ranking will be invited to submit a financial proposal (the financial proposal shall specify a total sum amount in EURO for Expert's daily fee) and negotiate the contract. If negotiations are successful, the selected candidate will be awarded the contract. Should the negotiations fail; the next ranked candidate will be invited to negotiations.

Section 5. Final Considerations

5.1 The payment will be done quarterly, as explained in Terms of Reference, following the deliverables' submission and approval.

5.2 The following document is attached to this Procurement Notice: Terms of Reference

5.3 ReSPA reserves the right to cancel this procurement procedure at any moment without any compensation to the applicants. The cost of preparing a proposal and negotiating a contract, including any related travel, cannot be reimbursed by ReSPA under any circumstances, nor can ReSPA be held liable for it, regardless of the procurement procedure's outcome.

5.4 Should you need any further clarifications concerning this procurement notice, please contact Ms Milena Draca, ReSPA Communication and Visibility Officer via e-mail: m.draca@respaweb.eu, by **22 April 2021 at 3 PM CET** at the latest. ReSPA will post the response, including an explanation of the query without identifying the source of inquiry, at its website (www.respaweb.eu) by 23 April 2021 at 3 PM CET.

Terms of Reference

Request for Services

Expert for the Graphic Design

1. Background

The Regional School of Public Administration (ReSPA) is an inter-governmental organisation 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^{*2} 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 five key thematic areas: Centre of Government, Better Regulation, Human Resource Management and Development, Quality Management and e-Government.

To prepare and conduct the activities under the above-mentioned thematic areas (such as a Regional Network of Policy Coordination, Seasonal School on EU Integration, ReSPA Regional Quality Management Centre, Ministerial Conference, eGovernment Seasonal School, ReSPathon, Open Government Partnership (OGP), High-Level Policy Dialogues), **ReSPA has identified the need for the external support from the Expert for the Graphic Design to design visibility materials (brochures, flyers, web-banners, roll-up banners, etc.) as it is stipulated in Tasks and Responsibilities.**

2. Description of the Assignment

Following the Programme of Work 2021/2022, ReSPA will promote its programme outreach during 2021/2022, focusing on ReSPA's traditional activities (such as Seasonal Schools, High-Level Policy

² 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

Dialogues, Workshops/Training within key thematic areas) but also the innovative ones such as ReSPAthon, Regional Quality Management Center) which imply the preparation of different visibility materials to promote ReSPA's activities more appealing/attractive.

The expert for the graphic designer assignment is related to reaching out to the following target audiences:

- 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;
- Organisations that ReSPA collaborates with (DG NEAR, OECD/SIGMA, KDZ, EIPA, etc.)
- Direct and indirect users of public services in ReSPA Members and Kosovo*³.

The Expert for the 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 for Graphic Design is supposed to provide deliverables as stipulated in Tasks and Responsibilities, starting **from May 2021 until June 2022.**

3. Tasks and Responsibilities

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

1. ReSPA Monography (up to 32 pages) – 7 working days
Since Monography shall present ReSPA's overall performance during the last ten years, it has to be modern and innovative, providing the best opportunity to present the institution and its achievements through attractive design, taking into account the targeted audience.
2. Regional Network of Policy Coordination (ReSPA Open Days) – 5 working days
 - Visual identity of the Network (logo with Visibility Guideline and Key visual)
 - Flyer/Brochure in digital/pre-press format (up to 12 pages)
 - Roll-up banner, web banners (two visuals/layouts), social media covers
3. Seasonal School on EU Integration – 5 working days
 - Visual identity of the School (logo with Visibility Guideline and Key visual)
 - Newsletter/Factsheet to announce the event in digital format (up to 4 pages)
 - Roll-up banner, web banner (two visuals/layouts), social media covers

³ 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

4. ReSPA Regional Quality Management Centre – 7 working days
 - Visual identity of the Centre (logo, Visibility guideline)
 - RQMC Brochure in digital/pre-press format (up to 16 pages)
 - Roll-up banner, web banners, infographics (up to 5 pcs), social media covers
5. High-Level-Policy Dialogue – 2 working days
 - Key visual
 - Roll-up banner, web banners, social media covers
6. Ministerial Conference – 4 working days
 - Key visual
 - Book for journalists / Fact sheet in digital format (up to 12 pages)
 - Roll-up banner, web banners, social media covers
7. E-Gov Seasonal School – 5 working days
 - Visual identity (logo, Key visual)
 - Newsletter/Fact sheet to announce the event in digital format (up to 4 pages)
 - Web banners, social media covers, infographics (if needed)
8. ReSPATHon – 5 working days
 - Key visual
 - Methodology or some other material for the attendees (up to 12 pages)
 - Roll up banner, web banners, social media covers and other visibility materials
9. OGP Events (Digital Summit, Regional events) – 4 working days
 - Key visual
 - Flyer or Brochure in digital format (up to 12 pages)
 - Web banners, social media covers, infographics (if needed)
10. ReSPA Annual Report 2021 – 6 working days
Annual Report consists of the most important information within a year (up to 44 pages). It shall be developed in digital and pre-press format
11. Design of the ReSPA Research Documents – 9 working days in total
Up to 3 research documents (approx. 50 pages per document)–up to 3 working days per each
12. Design website banners for different purposes – 2 working days in total
Up to 20 web banners to promote different ReSPA's events – 10 web banners per day
13. Other activities related to the design of the visibility materials as per ReSPA needs – 3 working days in total
Within a contracting period, following ReSPA's requirements, the Expert for the Graphic Design can spend three working days designated to the realisation of the tasks that may appear that cannot fit in above-listed activities.

The assignment will be realised from May 2021 until June 2022, requiring up to sixty-four (64) working days.

4. Necessary Qualifications

The Expert for the Graphic Design shall possess the following profile:

Qualifications and skills:

- Bachelor 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;
- Minimum 5 years of experience in graphic design in private or public-sector institution/organisation in the Western Balkans region;
- Minimum 3 years of experience in web design in private or public-sector institution/organisation in the Western Balkans region;

General professional experience:

- Minimum 5 years of experience in graphic design;
- Minimum 3 years of experience in web design;

Specific professional experience:

- Hands-on experience in graphic design (logo, brand books, brochures, flyers, newsletters, etc.);
- Hands-on experience in web design will be considered as 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 as a strong asset;
- Working on EU financed projects will be considered an asset.

Skills:

- Creative mindset;
- Teamwork;
- Be on top of the latest 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, on the site (taking into account COVID-19 pandemic and aligned state regulations) in Montenegro, which should be agreed with ReSPA Secretariat. The assignment will be realised from May 2021 until June 2022 (until providing the deliverables mentioned within Tasks and Responsibilities), requiring up to sixty-four (64) working days.

6. Remunerations

The Expert for the Graphic design will perform activities following the instructions given by ReSPA Communication and Visibility Officer. After completion and validation of the deliverables envisaged under "Task and Responsibilities" within the previous quarter, **the payment will be made quarterly.**

Note: No other costs will be covered apart from the expert costs per day. The expert cost per day comprises of 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.

Documents required for payment

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