

Procurement Notice

Assignment name: **Graphic Designer**

Activity number: 20035 Advance Phase of PA Awards Ceremony Design and Event Execution

Section 1. Introductory Information

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

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

ReSPA and OECD-SIGMA jointly organize the Public Administration Awards in the Western Balkans with the aim to identify, recognize, and reward efforts that advance, promote and anchor effective, efficient, transparent, accountable, innovative and citizen-centered public governance, administration and services in Western Balkan countries. This is crucial for the stability, the sustainable development and the resilience of the countries in the region. They are also fundamental paths and enablers for the European Union membership.

ReSPA is celebrating the 10th Anniversary during November 2020, together with its employees, partners institutions, prominent expert and many others who have been building this successful story in the last 10 years.

These important milestones will be promoted simultaneously, thus the visual and marketing material should be developed consequently. For these important milestones should be developed visual identity and marketing material.

ReSPA operates through the Secretariat which its 15 staff members from the Western Balkan region and is located in Danilovgrad, Montenegro.

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.

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

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:

- ✓ Proposal: explaining their experience related to the subject and how they intend to respond to the assignment;
- ✓ Personal CV including past 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) which 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 **21 May 2020** before 3 PM CET. Late submissions will not be considered for evaluation. **The application should contain in the e-mail title the following reference: 20035 Graphic Designer - Advance Phase of PA Awards Ceremony Design and Event Execution**

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 as 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 in one installment, as explained in the Terms of Reference, following the submission and approval of the deliverables.

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 the outcome of the procurement procedure.

5.4 Should you need any further clarifications with respect to this procurement notice, please contact: Mr. Goran Pastrovic, ReSPA Programme Manager via e-mail: g.pastrovic@respaweb.eu, by **18 May 2020** (midnight), 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 **20 May 2020**.

Terms of Reference

Request for Services

Graphic Designer

Background

The Regional School of Public Administration (ReSPA) is the inter-governmental organization for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans. ReSPA Members are Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia, while Kosovo² 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 the development of human resources and administrative capacities through training programmes and innovative cooperation mechanisms such as the exchange of good practices, peer reviews and development of know-how. The European Commission (EC) provides funds for support of ReSPA activities (research, training and networking programmes) in line with the EU accession process.

1) ReSPA and OECD-SIGMA jointly organize the Public Administration Awards in the Western Balkans with the aim to identify, recognize, and reward efforts that advance, promote and anchor effective, efficient, transparent, accountable, innovative and citizen-centered public governance, administration and services in Western Balkan countries. This is crucial for the stability, the sustainable development and the resilience of the countries in the region. They are also fundamental paths and enablers for the European Union membership.

2) This year ReSPA is celebrating the 10th Anniversary during November 2020 which coincides with Public Administration Awards ceremony.

For these important events should be developed two different visual identities and other promotional materials.

For purpose of preparing visual materials and promotional materials related to above-mentioned activities (Public Administration Awards and celebration of ReSPA 10th Anniversary), ReSPA has identified need for external support from Graphic Designer.

Description of the Assignment

The assignment will include the following activities: the preparation of the visibility material for the Public administration Award Communication Campaign, coincide with preparation of the visibility material for the ReSPA's 10th Anniversary.

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

The Public Administration Award campaign shall be conducted during the period June – October 2020 with the following schedule: preparation period (June), implementation period (July-October) and follow up (October-November). During these stages, it will be necessary to prepare different types of visual materials that will be aligned with the communication goals as well as with ReSPA Visibility Guidelines and EU Visibility Guidelines.

The Public Administration Award campaign shall be:

- INFORMATIVE – to inform target audiences about Public Administration Award (Award Criteria, Award Categories, etc.);
- ATTRACTIVE AND APPEALING – to initiate participation of the target audiences in the Public Administration Award (to apply in one of the envisaged categories following Award Criteria);
- PROMOTIVE – to promote ReSPA's intermediate role among the WB Governments in building an effective, efficient, transparent, accountable, innovative and citizen-centred public administrations and services in Western Balkan countries.

Coinciding with those activities, ReSPA's 10th Anniversary campaign shall be conducted during the period October-November 2020. The approach and communication actions to be undertaken to conduct ReSPA's 10th Anniversary campaign shall be focused on ReSPA's brand-awareness and promoting ReSPA as a regional hub which supports the creation of transparent, accountable and professional public administration institutions to provide efficient services to the benefit of citizens and businesses in the Western Balkan Countries.

For the ReSPA's 10th Anniversary campaign the existing ReSPA's visual brand identity shall be upgraded with a graphic element related to the Anniversary. The visual material should be aligned with the ReSPA Visibility Guidelines and EU Visibility Guidelines.

The Graphic Designer shall prepare promotional materials for both activities by using technology, including computer software programs, Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and others that are standard in the industry.

The assigned Expert is supposed to provide support below mentioned processes, as stipulated in Tasks and Responsibilities.

Tasks and Responsibilities

In close collaboration with the Communication and Visibility Officer (CVO), Graphic Designer will develop visibility material for before mentioned campaigns, and reports:

1.Preparatory activities – June 2020

- 1) Getting familiar with ReSPA Visibility Guidelines and EU Visibility guidelines, as well as background information on PA Awards and ReSPA 10th Anniversary (0.5 working day)
- 2) Online consultations with ReSPA Secretariat i.e. ReSPA CVO (0.5 working day)

2. Preparation of the visual material for the Public Administration Awards

- 3) Design the logo for the Public Administration Awards and logo usage guidelines (logo construction, typography, color-specification (CMYK, Pantone, RGB, Hex) (2 working days),
- 4) Design the URL page for the Public Administration Awards (1 working day)
- 5) Design of the web icons for the different PA Award Categories (4 pcs) (1 working day)
- 6) Design 3 different Home Page banners for the PA Awards (1 working days)
- 7) Design 3 different Covers for the TW, FB, LinkedIn and YT channels (1 working day)
- 8) Design 2 Newsletters (electronic version to be emailed and in .pdf format to be printed) with covers and 4 pages in A4 format (3 working day)
- 9) Design 2 visuals for the Roll up banners (Announcement and Ceremony) and for the Back wall (1 working day)
- 10) Design research analysis document related to the Public Administration Ceremony (1 working day)
- 11) Design promotional material for the PA Award Ceremony (notes, bags, certificates, etc.) (1 working day)
- 12) Design up to 10 infographics for the website (3 working day)

3. Preparation of the visual material for the ReSPA 10th Anniversary:

- 13) Design the logo for the ReSPA's 10th Anniversary and logo usage guidelines (logo construction, typography, color-specification (CMYK, Pantone, RGB, Hex) (2 working day),
- 14) Design the layout for the Website Home page and Social media accounts (1 working day)
- 15) Design ReSPA Communication and Visibility Guideline aligned with 10th years Anniversary visual identity (covers + 6 pages/ A4 format) (2 working day)
- 16) Design ReSPA business documentation (memo, folder, invoice, etc.) aligned with 10th years Anniversary visual identity (1 working day)
- 17) Design 1 Annual report in electronic and .pdf format (prepress file), approx. 8 pages + covers / A4 format (2 working days)
- 18) Design graphical illustrations/infographics for the web site – up to 10 different visuals (1 working day)

During the preparation stage, graphic designer is obligated to send presentation of the designed elements either in the .png or .pdf formats. All approved visuals by the ReSPA team, graphic designer is obligated to provide in format that is ready for printing (where is applicable).

Total number of days is up to twenty-five (25) working days. The final products will be subject to approval from ReSPA before the payment is executed

4. Necessary Qualifications

The Graphic Designer shall possess the following profile:

Qualifications and skills:

- Minimum 5 years of experience in graphic design, in private or public-sector institution / organization in the Western Balkan region
- Minimum 2 years of experience in web design, in private or public-sector institution / organization in the Western Balkan region
- Advanced computer literacy: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), CorelDraw, MS Office

General professional experience:

- Minimum 5 years of experience in graphic design
- Minimum 2 years of experience in web design

Specific professional experience:

- Hands on experience in the graphic design - logo, brand-books, visual identity brochures, leaflets, newsletters, etc.
- Hands on experience in the web design will be considered as strong asset: web banners, web infographics, URL layouts, newsletters, etc.
- Working on EU financed projects will be considered as an asset

Skills:

- Creative mindset
- Team work;
- Training skills and moderation skills;
- Excellent presentation skills;
- Excellent written and oral communication skills in English;
- 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 on line 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 realized during June-November 2020. The assignment will require up to twenty-five (25) working days.

6. Remunerations

The payment will be done in two installments:

1st Installment will be realized after completion and validation of deliverables envisaged in the tasks under “Task and Responsibilities” including Preparatory activities and Preparation of the visual material for the Public Administration Awards (1-12), as well as after the delivery of the all materials in the agreed formats ready for printing or implementing on website or other online media.

2nd Installment will be realized after completion and validation of deliverables envisaged in the tasks under “Task and Responsibilities” including Preparation of the visual material for the ReSPA 10th Anniversary (13-18) as well as after the delivery of the all materials in the agreed formats ready for printing or implementing on website or other online media.

Note: ReSPA retains full ownership of, and industrial and intellectual property rights to, all visibility materials and products that will be developed under before mentioned activities.

Note: No other costs will be covered apart from the expert cost per day. The expert cost per day comprises of 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 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);
- Timesheets (original and signed);
- Reports: Two reports: first one after the ReSPA approved of graphic materials related to the Public Administration Award campaign (specified from 3 to 12 under “Tasks and Responsibilities”) and delivery of all documents in agreed file-formats, ready for printing or implementing on website or other online media. Second one after the ReSPA approved of graphic materials related to the ReSPA 10th Anniversary (specified from 13

to 18 under “Tasks and Responsibilities”) and delivery of all documents in agreed file-formats ready for printing or implementing on website or other online media.