

Provider of graphic design for Interact IV

Specification for a service provider to deliver graphic design support for the Interact IV programme.

Terms of reference

On behalf of the Interact programme, Interact Office Vienna (hosted by City of Vienna, Municipal Department 27 – European Affairs) is inviting interested service providers to submit a quotation for a contract to deliver services as set out below.

In order to respond to this call for tenders, interested service providers must demonstrate their experience, capacity and suggested approach to carrying out the assignment in view of the specification presented in this Terms of Reference.

About Interact

We are an experienced international team who are passionate about cooperation. Cooperation can be complex; our job is to make it easier.

We ensure the exchange of experience, information and innovation in order to promote best practice and make cooperation easier. We achieve this through targeted events, publications and tools.

Our services are targeted at cooperation programmes under the European Territorial Cooperation (ETC) objective of Cohesion Policy 2021-2027 - known as Interreg. We are co-financed by the European Regional Development Fund (ERDF).

Our work covers the Member States of the European Union, as well as Norway and Switzerland. We also support programmes in pre-accession and European Neighbourhood countries.

Interact's Managing Authority and Interact Secretariat (MA/IS) are based in Bratislava. Four Interact offices, in Turku (Finland), Valencia (Spain), Viborg (Denmark) and Vienna (Austria), deliver services to Interreg programmes and other cooperation stakeholders.

Each of the four implementing offices host specialists in Programme Financial Management, Programme Content and Programme Communication. Each offices also has lead responsibility for certain Operations of Strategic Importance which are important to the Interact programme, and have a significant impact on our target audience, such as keep.eu, EC Day, HIT and Jems.

Full details regarding the aims, objectives, coordination framework and operational strategy for the programme can be found in the Interact III Cooperation programme, available to download at www.interact-eu.net.

Background

The Interact IV Brand Design Manual was completed in time for the programme launch on 1 December 2022. The new manual has been adopted, and a provider is sought to support the implementation and ongoing development of the Interact IV brand, during the 2021-2027 funding period.

The brand manual and brand assets provide a detailed breakdown of the core Interact brand elements. In order to manage the brand during the Interact IV programme, a graphic design company is sought to work in cooperation with Interact to maintain a distinctive visual identity for the programme and to respond to changing needs.

The Brand Manual is available to download here:

https://www.interact-eu.net/sites/default/files/jobs_tender/doc/Interact-IV_CD-Manual_v1.6.pdf

What work could be commissioned under this contract

The chosen agency would have a range of work for Interact, commissioned by the Communication Manager, including:

1. Designing and updating illustrations, as well as wider visual elements, as part of the Interact visual identity (estimate 10-15 illustrations per annum)
2. Producing new template documents as needed
3. Supporting the update of the Interact IV brand manual based on feedback from implementation
4. Creative support on Interact IV visibility projects, including designs for promotional materials, animations and more
5. Support, when necessary, in finding specialist printers for hard to print items, such as Xpressions canvasses.

Projects would be commissioned under this contract by requesting an estimate of hours required to produce a piece of work. Actual hours would need to be recorded and reported in order for invoices to be accepted. If projects are more complex than envisaged, additional hours could be purchased by agreement.

It is expected that this contract would cover 250 hours of service provision.

How to apply

In order to be considered for this contract, offers must include:

1. An estimate of the time required in order to meet the three example service requests (a-c) below. This should include all work that you expect to be remunerated for, broken down by the hourly rates (see 3 below) and by project. It should include sharing the approved files in open format.
2. The CVs for the team members you would use to deliver each of the above projects.
3. Hourly rates for the work as set out in the estimate (1 above). It is anticipated that there should be one rate for project management, and second for design. Other rates can be specified by the provider with an explanation of what is needed and the CV of that person included in 2 (above).
4. Other examples of work, similar to those set out below that you have conducted.

Service examples to inform the financial offer:

- a. Five new visual elements (illustrations) in line with the Interact brand. As an example of a visual element requirement, Interact will require illustrations to support its work:
 - i. With the Interreg programmes between EU Member States and neighbour countries, including Interreg IPA, Interreg NEXT and the Outermost Regions (OMR), where an EU territory works with non-EU neighbours.
 - ii. In the rules of communicating Interreg, as set out in EU regulations and the Interreg Brand Manual
 - iii. With programmes in a shared geography to transfer knowledge and build best practice
 - iv. In training Interreg in soft skill subjects, such as presentations skills, internal communication or managing international teams
 - v. In the ongoing consultation process on regulations in the 2028-2035 financial period

- b. From an agreed storyboard, produce a 60-second animation, similar to:
https://www.youtube.com/watch?v=8wzLHDrDJc&embeds_euri=https%3A%2F%2Fwww.interact-eu.net%2F&feature=emb_logo
- c. Infographics to communicate key programme achievements. For example of Interact III having 26,000 participants at 800 events, producing 400 tools, and enjoying a 4.3 out of 5 satisfaction rate from over 5,000 reviews.

Detailed proposals must be submitted by email to [kevin.fulcher\[at\]interact-eu.net](mailto:kevin.fulcher@interact-eu.net) by noon (12pm CET) on Monday 28 August 2023 and shall be addressed to:

Interact Office Vienna
MA27 – European Affairs
Kirchberggasse 33-35/9
1070 Vienna
Austria

Offers will be assessed according to quality and price, especially taking into account the service provider's previous experience in similar assignments.

Shortlisted agencies would be contacted for a second stage, including an interview to discuss the tender and likely working methods to support it, as well as the production of designed items set out in a and c above.

The services to be provided to Interact shall be directly procured according to Austria Procurement Law (§ 31 Abs 11 BVerG 2018) and will be contracted by the City of Vienna, Municipal Department 27 on the basis of the general contracting conditions of the City of Vienna.

This contract is intended to last three years, and be subject to an option to renew by mutual agreement. All items produced under this contract will be Interact's property, including full and unlimited ownership rights. All items produced under this contract are required to be provided in open format.

Please note, any expenses incurred in the preparation of offers will not be reimbursed.

Further questions

If you have any questions about the above tender, please email [kevin.fulcher\[at\]interact-eu.net](mailto:kevin.fulcher@interact-eu.net).