



4 July 2024

## Request for quotes for design service

### The service

We are looking for a designer/design company to develop visual elements and a graphic guidebook for the communication of the project "Creative Circular Cities" (CCC).

The new visual elements need to be integrated with the existing CCC logo, taking into consideration the [Interreg brand guidelines](#), but providing a new distinctive look for the project. In all communication materials the new visual elements and the CCC logo must be used together.

### Overview of the Creative Circular Cities project

In the EU Interreg Baltic Sea Region (BSR) project Creative Circular Cities (CCC), local authorities, business support organisations and NGOs showcase in six demo cities (Aarhus, Gdynia, Kiel, Riga, Tallinn, Turku) how cultural and creative sectors and industries can trigger circular business growth and promote circular consumption among people.

Circular transition at the local level is the key step towards a system change that integrates production and consumption sides at a manageable scale. **Cultural and Creative Sectors & Industries (CCSI) can thus be both facilitators of circular consumption and frontrunners for circular production: As a social force, they have a great influence on the mindsets of people by promoting circular lifestyles.**

At the same time, they are the business field with a high innovation potential that can support circular business models. CCC initiates a transnational co-creation process, in which 6 demo cities will jointly develop and test CCSI-driven approaches for an integrated circular transition. In each of them, local authorities, business support organisations and NGOs team up to

- > launch enabling environments for CCSI-driven circular transition,
- > help businesses to create CCSI-supported circular business models,
- > promote "circular lifestyles" with CCSI assistance.

The results are processed into a "CCC Starter Kit". It gives interested actors in other BSR cities concrete guidance on how to involve CCSI into circular transition



The Project runs from 1 November 2023 until the 31 October 2026 and brings together the following 14 project partners:

- Danish Cultural Institute (lead partner)
- Lifestyle & Design Cluster in Aarhus
- City of Aarhus – Climate Secretariat Aarhus Kommune
- Riga Municipal Agency “Riga Energy Agency”
- Northern Dimension Partnership on Culture - NDPC
- Pomorski Park Naukowo-Technologiczny Gdynia / Pomeranian Science and Technology Park Gdynia
- Association “Pomorskie in the European Union”
- City of Turku
- Valonia / Regional Council of Southwest Finland Valonia
- Humak University of Applied Sciences
- Tallinn Business Incubators – Tallinn Creative Incubator
- Anschar GmbH
- Zero Waste Kiel e.V.
- Heinrich Böll Foundation Schleswig-Holstein

More information on the project can be found here: <https://interreg-baltic.eu/project/ccc/> or <https://www.linkedin.com/company/creative-circular-cities>

## Context for the service

An essential element of the CCC project is the development of resources both for the project partners, but also for the wider public, including guidance papers, case studies, interviews and informative short movies.

During the project a website will be developed which will include a Starter Kit and a PR toolset. The CCC Starter Kit will be an online resource repository including case studies from the project cities and replication guidance on creating business incubation models and promoting circular lifestyles. The PR toolset will be part of the Starter Kit and will provide "easy to understand" communication tools.



## The existing logo

### Standard



### Horizontal



## The key deliverables

- 1) 2-3 ideas for visual elements from which we will choose one;
- 2) Guidebook for using the visual elements, including the colour palette, the typography, do's and don'ts.
- 3) PowerPoint presentation template, including slides for timelines, roadmaps, processes and comparisons;
- 4) Word document template – to be used for customised documents, text blocks, such as press releases and reports. Please include a page with a header banner and other pages with the logos on top or bottom.
- 5) Banners to be used as covers in Google Forms, MS Forms.
- 6) Social media templates for Facebook, Instagram and LinkedIn posts (for people's quotes, announcement of events and featuring statistics data)
- 7) Video templates (opening/intro and end/outro) for explanatory movie and 6 success story movies
- 8) Infographic templates
- 9) Banner for newsletter
- 10) Poster (A3/A2/A1) templates (to be printed out)
- 11) Event flyers

The visual elements need to be delivered in several formats – 1) jpg; 2) PNG files with transparent background and separated elements if necessary and 3) EPS/AI open work files.

Deliverables 3) and 4) need to be handed over in the corresponding format – MS Word and MS Power Point

Deliverables 5-11 need to be handed over as Canva templates, that project partners can edit by adding the necessary text/ their own logo/photo.



## Mission of the CCC project

To initiate, develop and sustain innovative and creative circular ways of urban living

- Unleash the creative potential in global circular transition with a philosophy of respecting both the individual and the collective, overcoming stigmas and boundaries to creativity and critical thinking;
- Harness the power of the creative and cultural industries to accelerate a systemic change towards circularity;
- Demonstrate and promote culture and creative industries as drivers for innovation and circularity;
- Encourage and inspire businesses and citizens to live and work more sustainably to save the planet for future generations.

## Communication objectives of the CCC project

- Establish a **new narrative** about circular economy and creative industries
- To use tools from the CCSI to **promote the project and circular solutions** in form of cultural events and creative work as e.g. comics or music
- **Inform** about the milestones of the project, **inspire, educate** (to offer practical examples on how CCSI can lead the way in sustainable urban living)
- To explain why CCSI needs to be involved in local circular transitions. Convince the existing partners and other BSR cities about benefits of CCC (not only direct partners, but other institutions too; Involve CCI with case studies that arouse curiosity and inspire
- Educate the larger audiences about the concepts of circularity and CCIs
- Communicate about the CCC project in the following layers: within the CCC project group; with closely linked stakeholders like project associated organisations, [Interreg Baltic Sea Region Programme](#), [EUBSR](#) and with wider stakeholders - other actors in the Baltic Sea Region.

## Target audiences

- Local authorities, including municipality departments working with sustainability and circular economy;
- Business support organisations (incubators);
- Small businesses, start-ups;
- NGO's working with topics related to circular economy;
- Creative industry businesses;
- Cultural Institutions
- International network organisations
- National ministries and agencies.



The project mainly focuses on the cities involved in the project, but a significant part is also dissemination of the project results to other cities in the Baltic Sea Region.

More detailed data about the target audiences will be provided in September.

## Style and tone of voice

The design of the visual elements needs to be clean, sophisticated, creative, sustainable, the tone of voice - personal, light, positive, not preaching or patronising, not aggressive.

## Core narrative

### Why Circular?

The growing amount of waste produced by human activity affects everyone. Air and water pollution impact respiratory and cardiovascular health. Unpleasant odours influence our psychological well-being. Accumulating items at home can lead to anxiety. The culture of buying and discarding leads to financial waste.

### Why Cities?

Most of the world's population lives in cities, which are the primary sources of pollution. City municipalities can address these problems more quickly than national authorities. With limited resources, innovation and creativity are essential.

### Why Creative?

Creativity generates new ideas that adds value, helping to envision future scenarios and drive transformation and innovation. It flourishes when physical and social barriers are removed and thrives in a collective environment.



## Keywords/phrases

**climate enters the city**  
**simple things with enormous effect**  
**big things happen from little bits**  
**everything starts with one** **great minds - not wasted things**  
**"One planet, one experiment." (E. O. Wilson)** **not waste but resources**  
**what goes around, comes around**  
**your mind is your power** **new life**  
**small steps every day** **not enough resources**  
**learn how to sustain** **great minds - not wasted things**  
**Cross- sectoral** **how can we all live together**  
**we can't buy a second planet** **we are all on the same boat**  
**"One small step for man, one giant leap for mankind." (Neil Armstrong)**

| 1

## Your proposal

We are interested in hearing from someone who is passionate about the topic and would be willing to work together for a better future and positive change. Naturally, the company/individual should be innovative, creative and supporting the idea of circular transition.

To submit your proposal, please send the following documents to the CCC project communication manager Andra Jakovica, e-mail: [aj@danishculture.com](mailto:aj@danishculture.com)

- Your/your company's portfolio, demonstrating relevant experience;
- Financial proposal;
- A short and concise statement how you will approach the task with some examples from your previous projects or other projects, your motivation.

! The deadline for submitting proposals is 12 am EEST on 8 August



## Timeline

Decision – aiming for the week from 19 August

Development of visual elements – 19 August to 21 October

From 30 September to 2 October a project partner workshop will take place in Kiel, Germany, which will provide the opportunity to get feedback on the developed ideas.

In September we will also provide more detailed insights into the project partner needs and target audiences.

## Contacts

If you have questions regarding this request for quotes or want to find out more about the project and the task, please contact the CCC Project Manager Indra Levite (8 – 22 July) and the CCC project Communication Manager Andra Jakovica (29 July – 8 August).

E-mail addresses:        Indra Levite, [il@danishculture.com](mailto:il@danishculture.com)  
                                      Andra Jakoviča, [aj@danishculture.com](mailto:aj@danishculture.com)