

Call for tenders

in

Consulta Europa Projects and Innovation

**“RURALIZATION – The opening of rural areas to
renew rural generations, jobs and farms”**

(Grant Agreement No: H2020/817642)

**TO DESIGN THE RURALIZATION
VISUAL IDENTITY, PROJECT WEBSITE
and PLATFORM**



Introduction

Consulta Europa Projects and Innovation (hereinafter Consulta Europa) publishes a call for tenders for the development of the visual identity and website of an European funded research project.

The tendering is done for the RURALIZATION project (Grant Agreement No: H2020/817642) and it will be managed by Consulta Europa, which is a partner organisation of the above project and responsible for its Communication and Dissemination Work Package (WP2).

Brief summary of the RURALIZATION project

European economic, social and territorial cohesion is threatened by the unequal development of growing urban and declining rural areas. RURALIZATION develops a novel perspective for rural areas to trigger a process of ruralisation as counterforce to urbanisation, that is, a development towards a new rural frontier offering new generations stimulating opportunities for economic and social sustainability within a rural context. These opportunities will serve both existing inhabitants of rural areas, to overcome the dilemma between place attachment and lack of economic opportunities, and rural newcomers who bring novel and innovative perspectives and relational networks to rural areas. RURALIZATION will utilise both quantitative and qualitative methods to develop innovations and to make these transferable to other contexts. Innovative practices will be selected by two methods. First, by the use of statistical data and foresight analysis to find areas that deviate from the general trend of rural decline and distinguish, using a multi-actor approach, the instruments and approaches that may contribute to these trend breaches. Secondly, through the study of new approaches and instruments in practice, and by developing these in a multi-actor context, to be applied in new contexts of application. Based on the call, innovations will be on facilitating rural newcomers, rural jobs, new entrants into farming and access to land for new generations. In foresight analysis rural dreams of new generations will be investigated and alternative rural futures will be designed and reflected with rural stakeholders and focus groups in terms of possibility, probability and preferability. Actions will be formulated to make positive futures reality. The outcomes of the project will result in novel options for policy makers and practical tools for rural actors. An extensive communication campaign will disseminate the project and its results.

Target audiences

The project is targeted at a wide audience, including researchers, academics, policy makers and other stakeholders. This project pays special attention to two social groups: the new entrants into farming and the new generations and the current inhabitants of rural areas. These two groups face different problems such as access to land or place attachment, but also to similar problems such as lack of opportunities and economic and social sustainability within a rural context. In these two groups we can find different agents such as farmers associations, companies dedicated to the primary sector, NGOs involved in the search for sustainable rural development and disseminate ecological values in society, as well as political entities and the inhabitants of rural an urban areas that want to make real their rural dreams. Many of these stakeholders are united in national and international associations and these bodies will be also considered as important target groups. Local and regional policy makers including mayors and members of governments will be a key stakeholder in the process foreseen by the project as they can directly affect both set of target audience.

The Communication plan should also take into account the indirect, intermediate stakeholders: i.e. entities that have an interest in the issue targeted by the project, for instance national environment agencies or authorities, EU institutions, specialized press, NGOs, local citizens etc.

I.1. Information for submission

I.1.1. Contracting Entity

Consulta Europa Projects and Innovation SL

Tax number: ESB76046150
Established at: Parque Científico y Tecnológico, 35006, Las Palmas de Gran Canaria
Represented by: Michelle Perello, Director

I.1.2. Definition of Contract

The Contracting Entity will sign an assignment contract (henceforth: Contract) with the winning Applicant after closing the tendering process.

I.1.3. Object of the tender

The object of the tender is (A) the **development of an easily recognisable visual identity of the RURALIZATION project**, (B) the **development of the project website and e-platform**. Specifications of each task are provided below.

Accordingly, the Contracting Entity would like to receive tenders for the implementation of the following tasks and services:

A. Design of Project Visual Identity

- **Task A/1:** Development of project logo(s) and visual identity (including guidelines for use).
- **Task A/2:** Development of templates for PPT presentations & other Office documents.
- **Task A/3:** Development of a template for the project newsletter.
- **Task A/4:** Development of a roll-up and a poster.

- **Task A/5:** Development of a flyer/project brochure .
- **Task A/6:** Development of poster templates for scientific conference presentations.

B. Development of a Project Website

- **Task B/1:** Development of general project website, including:
 - Several pages to describe the project (vision and objectives), work plan, the consortium.
 - News and Events pages.
 - Online repository where project partners will be able to upload publications/videos/documents/recordings and users able to download.
 - E-platform for registered users to interact by discussing and exchanging resources. The platform will be organized for case-study areas (30 discussion rooms) and should allow users to search among the rooms through key-words.

The website and e-platform will be linked to social media accounts. Social media accounts have already been created and will be managed by Consulta Europa.

- **Task B/2:** Training a representative of the Contracting Entity in the management of the website (update of news and events, upload and download of resources, smaller modifications of text in the website, management of the e-platform, granting access to users).
- **Task B/3:** Providing assistance for technical problems.

Further details on the tasks to be conducted in the RURALIZATION project and their deadlines can be found in Annex 1.

Applicants will be asked to prepare brief **periodic reports about their activities and their outcomes**. These will need to be submitted to Consulta Europa and will constitute criteria for acceptance of task completion and delivery, and the payment of invoices.

Timeframe:

The RURALIZATION project runs between 1 May 2019 and 30 April 2023.

Tasks and services in the framework of the present tender shall be conducted between July 2019 and April 2023.

Financial aspects:

The project has a maximum budget of 22.000€ for the completion of activities in the framework of the present tender.

Applicants must bear in mind that the subcontracting cost for the above tasks shall **include VAT or IGIC** and **all other costs** (personnel, direct, travel, overhead, etc.) related to the services and tasks to be completed.

The financial plan (budget) submitted by Applicants should contain comprehensible details related to the planned budget items.

I.1.4. Additional requirements from Applicants

1. Experience in designing visual identities for international consortia.
2. Experience in designing easy-to-manage multi-lingual websites.
3. For the colleagues conducting the development it is required to be proficient in English as this is the official language of the RURALIZATION project and in several cases they may be asked to give explanations/presentations/clarifications in English.
4. Please submit a brief plan for managing communication with the Contracting Entity (e.g. how many feedback cycles are envisaged for the identity design, details of response time for correcting problems with website, correcting and improving design, editing rounds for publications and printed materials, etc.).

Applicants should submit proof of satisfying the above requirements (e.g. in the form of the references of the organizations, details in CVs of experts, attached plan for communication).

I.1.5. Contracting conditions

Applicant will present several invoices after completion of the milestones indicated in Annex 1. Invoices will have to be presented along with a short report describing the activities performed. After receipt of the invoice, Consulta Europa will execute the payment in maximum 30 days.

I.1.6. Deadline for submitting the tender

The tenders must be sent to the following address via ruralization@consulta-europa.com

Deadline for submitting tenders: **12:00 CET on 21 June 2019.**

Tenders should be submitted in **PDF** format until the above deadline. Tenders arriving after the deadline will be considered invalid.

I.1.7. Causes for exclusion

Applications will not be considered if the applicants are in any of the following situations:

- a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities;
- b) They have public law debt.

Applicants must submit an official statement indicating that the above situations are not relevant to them.

I.1.8. Evaluation of tenders

After opening the tenders the Contracting Entity will examine the tenders if they comply with the formal and content requirements of the call, if they contain financial mistakes and if they can be considered complex, possessing all the necessary appendices.



Before conducting a thorough evaluation the Contracting Entity assesses if there is any excluding causes for the tenders.

After that the Contracting Entity establishes which tenders are valid and ready for the detailed evaluation.

A tender is not valid if

- a) it is submitted after the deadline,
- b) there are excluding causes in connection to the bidders,
- c) the bidding organisation does not comply with the requirements defined in the present call.

Only the valid tenders will be evaluated by the Contracting Entity. Evaluation will be based on:

- (1) Satisfying the additional criteria listed under 1.4.
- (2) References and experience.
- (3) Best value for cost.

The Contracting Entity will sign a contract only with the owner of the overall best Applicant.

The Contracting Entity reserves the right to reject all tenders, and thus declaring the tendering process unsuccessful if none of the submitted tenders fulfils requirements or is unbeneficial to it.

If the offer of a tender contains unreasonably low pricing, the Contracting Entity is entitled to request further details or justification from the applicant. The Contracting Entity reserves the right not to accept an offer if it cannot be accepted or can be considered as irrational from an economic point of view.

I.2. Requirements in connection with the tender and the Applicant

I.2.1. General rules

The proposal must cover each and every task of the call (Tasks A and B), partial proposals will not be considered.

I.2.2. Content and structure of the tender

The tender must contain the following documents in the order described below (please, adhere to the following order when compiling the tender):

- Table of Contents.
- Basic data of the Applicant;
- Statement/Proof in connection to cases mentioned in I.1.7;
- Proposal for conducting the above specified tasks and services, including:
 - suggestion and brief description of the methodology to be used and the products delivered (a description of each task must be provided);
 - a time plan for conducting the tasks and services including suggested deadlines for periodic reports;
 - financial offer. The financial offer must be inclusive of all costs and taxes.
- References
 - Relating to the experience of the applying organization, with specific details on knowledge and experience concerning the Additional requirements.



- CVs (following the Europass format) of the experts to be involved in the activities.

I.2.3. Formal requirements for the tender

- The tender must be submitted *in the English language*,
- in *PDF format*, and
- must be *signed by the legal representative of the Applicant*.

I.3. Other information

I.3.1. Contact information

All enquiries in connection to the call shall be made in writing **no later than 12:00 CET on 21 June 2019** to the following address michelle.perello@consulta-europa.com.

Responses to the questions will be sent to all Applicants.

Any attempt from any applicants to influence the Contracting Entity or any of their employees in the selection process will result in the immediate disclosure from the tendering process.

I.3.2. Opening the tenders

The opening of the tenders will not take place at a public event.

I.3.3. Negotiation

The Contracting Entity may initiate a negotiation process with the winning Applicant if some parts of the tender need further clarification.

I. 3.4. Announcement of tender result and contractual conditions

Every Applicant will be informed of the result of the tender by the Contracting Entity after announcing the winner, **not later than 1 July 2019**.

The awarded entity will sign a contract with the Contracting Entity defining the tasks and calendar of activity. Payments will be executed as follows:

- Presentation of an invoice for the development of the visual identity.
- Presentation of an invoice for the development of the project website.

I.3.5. Risks of the Applicant

The Contracting Entity declares that every Applicant enters the tendering process on its own risk, and all costs occurring in connection to the tender must be born by the Applicant. The Contracting Entity cannot be made accountable for these costs and risks.

Annex 1

Description and deadlines of the tasks of the present call to be conducted in the RURALIZATION project

A) Design of Project Visual Identity

Please note that all the deliverables must be in English, while the leaflet, poster and roll-up banner should have the possibility to be translated in 10 more languages: Dutch, Finnish, French, German, Hungarian, Italian, Polish, Romanian, Spanish and Catalan. We would provide you with the translations.

PHASE 1

Task A/1: Development of project logo(s) and visual identity (including guidelines for use).

Expected results:

- 1.1 One 'central' English logo.
- 1.2 Visual identity and a guide for use.

A logo should be developed with the aim of creating a visual reference point for the project and enabling quick identification of all RURALIZATION related materials. The logo should be suitable for use on printed/non-printed/website materials and work across a wide range of media. It should reach the different targets mentioned above at the same time and convey the idea of a project to developing policies for the development of rural areas and with a focus on young new entrants and for current rural inhabitants. In particular, the logo might focus on the concepts of 'rural dream', 'young generations' and 'access to land'.

Versatility of shape should also be considered so that versions of the logo can be used. A standalone version has to be designed to be used alongside a group of visual identities of other partners and organizations.

The logo should be available in RGB and CMYK colours and in different formats.

Together with the logo, visual identity guidelines will have to be produced, including:

- The description of the logo.
- The variations of the logo (grayscale, all-black or negative versions).
- The colour palette to be used in the different templates and communication materials.

Additionally, a typography to be used can be added. It will have to be a simple and universal one, which any user has automatically, such as Calibri, Franklin Gothic or something similar. A set of typography guidelines and recommendations for size, spacing, case, colour, etc, taking into account information hierarchy, should be developed for application across the website, all publications and layouts. A set of typographic styles could be developed, mainly for publications:

- Title
- Headings
- Subtitles / Subheadings
- Regular Text

- Photo captions

Applicants must follow the following deadlines:

- **Delivery of the logo by 30 July 2019.**
- **Delivery of the guidelines by 30 August 2019**

Task A/2: Development of templates for PPT presentations and other Office documents.

Using the logo as the reference point, a Power Point template for all RURALIZATION-related presentations should be developed.

Templates for a letter head and for general communication should be developed, in MS Word (to be circulated to all partners for use).

A set of guidelines for creating graph/charts as visual aids / accompaniments to publications (including presentations) could also be included.

The templates should be delivered under PPT and WORD format (standard document) by **1st September 2019.**

Task A/3: Development of a template for the project newsletter.

One 'central' English template for the project newsletter to be ready **by 1st September 2019.**

The newsletter will be composed of several news, and include pictures. The template must be readable as PDF or HTML and either from a laptop and a mobile phone.

Task A/4: Development of a roll-up and a poster.

A layout of a roll-up and poster must be finalized by **1st September 2019.** By this date, the layout must be ready to be printed. The layout for the poster must be adaptable to at least two dimensions.

The roll-up and poster must include the title of the project, one sentence of project summary, list of partners and few representative images.

Task A/5: Development of a flyer/project brochure

A project flyer should be produced, adhering to the established visual identity and making use of the logo. The leaflet will lay out the main aims of the project, some of the key steps involved, the project partners and other information (funding, website address). The leaflet and the poster should be suitable to the target groups and to the context of the project, to be used for dissemination and promotion purposes at external conferences, meetings, or seminars.

The leaflet should contain the key information only. As for the shape, it can have an unusual shape, i.e. round or in any other form as the leaflet will be handed out to interested parties, we are looking at something useful for them.

The content will be circulated to all partners who will be in charge of translating.

One roll-up will be printed in each language in the standard dimensions (85x200 cm).

- Development: **1st September 2019**
- Launch leaflet and roll-up: end of **1st September 2019**

Task A/6: Development of poster templates for scientific conference presentations

One central version of templates for scientific conference presentations needs to be ready by **15 September 2019**. The template must include dedicated space for text, graphics and images.

B) Development of a Project Website

Task B/1: Development of general project website (WP2)

- 1.1 One 'central' English website (see example websites: <http://www.saveatwork.eu>, <http://www.transparensse.eu>)

Important note: The website must be able to host later the features listed in 'Optional Further Tasks' below.

- 1.2 Training of Contracting Entity's colleague on the use/admin management of the website.

The development of the project website must include:

- Several pages to describe the project (vision and objectives), work plan, the consortium.
- News and Events pages.
- Online repository where project partners will be able to upload publications/videos/documents/recordings and users able to download.
- E-platform for registered users to interact by discussing and exchanging resources. The platform will be organized for case-study areas (30 discussion rooms) and should allow users to search among the rooms through key-words.
- The website must be available in both computer and mobile phone formats.
- The website and e-platform will be linked to social media accounts. Social media accounts have already been created and will be managed by Consulta Europa.

Task B/2: Training a representative of the Contracting Entity in the management of the website (update of news and events, upload and download of resources, smaller modifications of text in the website, management of the e-platform, granting access to users).

Task B/3: Providing assistance for technical problems.

Timing of Tasks:

- 1.1 The 'central' English website needs to be ready by **15 september 2019**.
- 1.2 Training must be conducted by **15 september 2019**.