

CALL FOR TENDERS

SELECTION OF A COMMUNICATION AGENCY FOR CARITAS EUROPA 'COMMON HOME' PUBLICATIONS TO:

- **Create the graphic design of a template file to be used for Caritas Europa 'Common Home' national and European publications**
- **Based on the template, design and print the European Publication in English**
- **Adapt the layout of the European publication to other languages (translations will be provided) and deliver digital files.**

Background information on Caritas Europa

Caritas Europa is a network of 49 organisations in 46 European countries. It is one of the seven regions of Caritas Internationalis. Our vision is of a civilisation of love and justice where every human person can flourish and live in peace and dignity as part of one human family. Caritas Europa has a heartfelt commitment to analyse and fight poverty and social exclusion; and to promote true integral human development, social justice and sustainable social systems in Europe and throughout the world. Caritas Europa advocates for, and with, people in need in order to transform society into a more just and inclusive civilisation. Caritas Europa recognises the need for mutual learning and innovation in all we do. Caritas Europa is active in the fields of advocacy, humanitarian aid and institutional development. More information on us can be found here: www.caritas.eu.

Caritas Europa is issuing this Call for Tenders with a view to selecting a communication agency that shall perform the duties described in the Terms of Reference below.

Should any problems of interpretation arise in the course of drawing up the Tender documents, interested parties may submit via e-mail (see the address under point 7 of the Terms of Reference) a request for further information, no later than ten (10) calendar days before the deadline for the receipt of Tenders.

There is no commitment on the part of Caritas Europa to accept any Tender or part thereof that is received in response to the Call for Tenders. Caritas Europa reserves the right to accept Tenders with non-substantial defects and to reject Tenders received after the deadline for receipt of Tenders, without indemnity or justification.

Caritas Europa reserves the right to modify or cancel all or part of the Call for Tenders, should the need arise, without having to justify its actions and without such action conferring any right to compensation on applicants. Caritas Europa reserves the right to extend the deadline for receipt of the Tenders. In that case, all the applicants and applications will be subject to this new deadline. Tenders are not paid. No reimbursement of expenses related to the preparation of any Tender will be made by Caritas Europa. The Call for Tenders and any further information communicated to the applicant or which come to his knowledge in the course of the Call for Tenders and the performance of the work are confidential and are strictly dedicated to the purpose of the Call for Tenders.

The deadline for the receipt of tenders is 3rd of February 2019, 23:59 CET

TERMS OF REFERENCE

Project: MIND Migration INterconnectedness Development

EuropeAid DEVCO Contract number: 389-101

- **Create the graphic design of a template file to be used for Caritas Europa ‘Common Home’ national and European publications**
- **Based on the template, design and print the European Publication in English**
- **Adapt the layout of the European publication to other languages (translations will be provided) and deliver digital files.**

1. Introduction

Under the lead of Caritas Austria, Caritas Europa is involved in the “MIND” project in the framework of the operating grants financed by the European Commission, DG DEVCO under the Development education and awareness raising (DEAR) funding programme of the EU¹. MIND, connoting Migration. Interconnectedness. Development, is a three-year advocacy and campaigning project that seeks to contribute to a European society, which understands the complexities of migration; responds to the challenges with humanity and respect; and values the contribution of everyone working together to have a positive effect on our lives, community and place. Partners in the MIND project include: Caritas organisations in Austria, Belgium, Bulgaria, Czech Republic, Germany, Italy, Netherlands, Portugal, Slovakia, Slovenia, Sweden and Caritas Europa.

The ‘Common Home’ publications are integral to the MIND project. This project activity foresees the publication of 11 national publications and 1 European comparative publication. The publications are intended to serve as advocacy tools for promoting Caritas’ positions and recommendations on migration and development at the national and EU levels throughout the 3-year advocacy and campaigning project.

The publications will provide an accurate understanding of the conditions and issues facing migrants – including refugees—and issues of development and migration in countries of origin and of residence, particularly integral human development. They will also provide an innovative analysis of the factors enabling and limiting the potential of migrants to contribute to development in countries of origin and destination. The publications will also include concrete ideas and recommendations on how to enable a positive participation of migrants as development actors in countries of origin and destination. The national publications will be particularly important as a way of developing advocacy and campaigning strategies particular to each national context, to the extent possible.

As we approach completion of the data collection and drafting phases, we are looking for a communication agency that will be able to support Caritas Europa in the production process. In particular, we are looking for an agency that will be able to carry out the following tasks:

- **Create, in consultation with Caritas Europa, a graphic design template suitable for 11 ‘Common Home’ national publications and 1 European publication (adaptable by third parties)**

¹ For more info about EU DEAR funding, please refer to: https://ec.europa.eu/europeaid/sectors/human-rights-and-governance/development-education-and-awareness-raising_en

- **Based on the template, produce the ‘Common Home’ European publication in English.**
- **Adapt the English ‘Common Home’ European publication layout to one or two additional languages (translations will be provided)**
- **Print the ‘Common Home’ European publication (English version)**

2. Deliverables and timing:

Deliverables:

Production of a graphic design template adaptable to both national and European publications

The service provider will:

- Produce a template design of cover and back cover (adaptable)
- Produce a template design of the layout (adaptable)
- Provide InDesign template file and PDF export file

The template will be developed based on one of the national publications (estimated length to be between 40 and 100 Word pages).

Based on the template, the service provider will produce the ‘Common Home’ European publication

The service provider will:

- Layout the European publication in English and adapt the layout to one or two additional languages (Spanish and possibly French. Please see point 6 as tenders should include offers for both options)
- Provide file exports (PDFs)
- The European publication is expected to contain between 45 and 70 Word pages

Caritas Europa will provide the translations of the text and the necessary pictures.

Printing of ‘Common Home’ European publication (English version)

The service provider will:

- Print and deliver 500/1000/1.500 copies of the publication (please see point 6, tenders should include offers for all options)

The service provider is expected to present examples of the work in progress for feedback/approval on a regular basis and to make the modifications requested by Caritas Europa staff.

Timing:

Deliverables listed above are to be submitted to Caritas Europa as follows:

- Adaptable design template files (InDesign and PDF export) delivered by **March 31, 2019**. Work is expected to start on **February 25**.
- Production of European publication in English and adaptation of layout to translations to be delivered in digital files by **August 2, 2019**. Work is expected to start on **July 1** as soon as the final version of the European publication is provided.
- Printed European publication in English to be delivered to Caritas Europa, Rue de la Charité, 43, 1210 Brussels, Belgium by **August 9, 2019**.
- Adaptation of layout to translations of the European publication to be delivered in digital files by **August 30, 2019**.
- All source files are to be sent via e-mail to LLozano@caritas.eu and SDeVoght@caritas.eu.

3. Meetings

Meetings with the relevant CE staff in view of planning and approval are part of the tasks. The service provider is also expected to be available to deliver any ad-hoc support if needed.

4. Required profile:

The service provider will have:

- Solid and evidence-based experience in carrying out print and web production
- Knowledge of, and preferably experience with, EU contractual requirements
- Excellent communication skills in English
- Ability to work under pressure and tight deadlines

5. Maximum budget

A maximum budget of EUR 20.000,00 (VAT included) is available in 2019 for the above-mentioned tasks and deliverables.

The intellectual property of the final and intermediate deliverables, amongst others print, web, source, planning and design will belong to Caritas Europa, according to the phases in production and payment that will be agreed with the service provider.

6. Tenders

The contract will be signed for tasks carried out in 2019.

To be considered, please send us:

- A brief technical note reflecting your understanding of the tasks and the approach you foresee to apply for the production of the template file and the European publication
- Draft work plan reflecting the above elements, including a timeline
- Financial offer for the production of the general graphic design template
- Financial offer for the production of the European publication in English (based on the general graphic design template) according to the following criteria:
 - Number of Word pages: 60-80-100
- Financial offer for adapting translations into the European publication layout and deliver digital files. Please provide offers for one and for two translations
- Financial offer for printing the European publication in English, according to the following combination of criteria:
 - Number of Word pages: 60-80-100
 - Number of printed copies: 500-1000-1500
- A justification of how your experience and profile match the above requirements
- Examples of previous, relevant assignments

Any add-ons proposed that represent added value to these Terms of Reference will be considered as such.

7. Tender process

Tenders, including the above items, are to be submitted by e-mail to Caritas Europa by the deadline of **Sunday, 3 February 2019 at 23:59 CET** to SPfohman@caritas.eu and secretary-general@caritas.eu.

The tenders shall be entirely drafted in English.

Please add in the subject line: “Common Home Production Tender Application”.

8. Selection Process

Caritas Europa will ponder the quality of the different elements of the received tenders, including the proposed fee, and decide on the most suitable candidate.



This project is funded by the European Union