



**Mediterranean Information Office**  
for Environment, Culture & Sustainable Development  
The Mediterranean NGO Federation for Environment and development

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## **MEDITERRANEAN INFORMATION OFFICE FOR ENVIRONMENT, CULTURE AND SUSTAINABLE DEVELOPMENT (MIO ECSDE)**

### **CALL FOR OFFERS on BRANDING DESIGN**

**SUBMISSION OF OFFERS BY: 10th November 2018 at 17:00 am UTC +3**

**BUDGET CEILING: 7.500 EUROS.** The amount includes all other costs, income taxes and any other amount payable or cost that may be required for the completion of the work/service.

**ASSESSMENT CRITERION:** The most advantageous offer and immediate availability.

#### **Description of Service**

In the context of the Annual Programme of MIO-ECSDE, supported by the LIFE+ Operating Grant for NGOs, MIO-ECSDE is conducting an offer-request to contract a company/freelancer that will develop the brand of MIO-ECSDE and deliver editable visibility tools and resources. The details of the activity are defined in the terms of reference below in the present document.

#### **Procurement procedure**

The procurement will proceed having regard to:

- ✓ General principles of EU law on procurements.
- ✓ Internal Rules and Regulations of MIO-ECSDE.
- ✓ The present CALL FOR OFFERS.

### **Awarding Criterion – Evaluation**

Best score as per the Evaluation Criteria in the Terms of Reference and the Call for Offers.

The evaluation of qualified offers will be made as follows:

<b>Evaluation Criteria</b>	<b>Points (max)</b>
Portfolio of developments produced and implemented	60 points
Examples of previous work with environmental organizations	20 points
Recommendation closing letters	20 points
<b>Total:</b>	<b>100 points</b>

The score of each one of the offers received will be calculated with the following simple formula:  
 $Sx=Cx/Ex$ , where:

- Cx is the amount of the Financial Offer
- Ex is the total sum of the evaluation criteria points
- Sx is the final score round it up to the first digit.

The selected offer will be the one with the smaller Sx.

### **Offer Submission**

Participation in this Call for Offers is open, on equal terms, to all companies or freelancers who meet the conditions laid down in this Call where they possess adequate professional experience and capacity. Interested Parties should submit an offer including the following:

**By e-mail to [vangi@mio-ecsde.org](mailto:vangi@mio-ecsde.org)**

1. A profile/CV with references to previous experience
2. A portfolio of previous similar work (on-line access)
3. VAT number and business registration certificate and representation

**By Post to the MIO-ECSDE address 12, Kyrristou str. 105 56 Athens Greece with the indication “for the Call for Offers for MIO-ECSDE BRANDING DESIGN”**

4. The financial offer in a closed envelope using the format provided in **ANNEX1**.

### **Deadline for submission of offers**

SUBMISSION OF OFFERS UNTIL: 10<sup>th</sup> November, 2018 at 17:00 Athens Time

FINANCIAL OFFERS SHOULD REACH THE MIO-ECSDE OFFICES at 12 Kyrristou str, 105 56 Athens Greece, ALSO BY THE 10<sup>TH</sup> OF NOVEMBER 2018.

The successful candidates will be informed within 4 working days following the submission deadline.

# **TERMS OF REFERENCE to develop branding design for MIO-ECSDE**

Duration of Contract: 1,5 month (November 2018 - December 2018)

## **BACKGROUND**

MIO-ECSDE was established in 1990 initially as a network of environmental NGOs, under a joint project of the European Environment Bureau (EEB) and Elliniki Etairia and in close collaboration with the Arab Network of Environment and Development (RAED). The demand for institutional support from more and more Mediterranean NGOs and the increasing need for structured and constructive NGO views in regional/international fora, led to the establishment (1996) of MIO-ECSDE in its present form as an NGO Federation. We are a non-profit Federation of 127 Mediterranean Non-Governmental Organizations (NGOs) working in the fields of Environment and Development in 28 countries of the Euro-Mediterranean area. In support to all project components and to streamline implementation of national and regional awareness campaigns and the visibility of MIO-ECSDE there is a need to involve a company on branding and design. MIO-ECSDE is seeking the services of a graphics and layout contractor to develop its branding and design and provide useful tools that will enhance MIO-ECSDE's continuous effort to build its reputation.

## **OBJECTIVE**

The objective of the consultancy is the development of branded, public awareness designs for publications and corporate items in order to positively highlight MIO-ECSDE's achievements, good practices and lessons learned. The consultant is expected to design and develop editable templates for publications, visibility materials, corporate items, branding elements, identity elements, typography, color, resources.

Additionally, the consultant is expected to develop a brand toolkit for the aforementioned materials.

## **SCOPE OF ACTIVITIES**

The contractor will be expected to work closely with the Communications Officer of MIO-ECSDE in order to:

- Ensure the designs and branded materials are developed in line with MIO-ECSDE's scope of work and identity.
- Layout design in an editable format that is suitable for further development and usage.

The contractor is also expected to provide:

### **Corporate tools:**

PowerPoint, Prezi, other presentation tools template(s)

### **Outreach visibility items:**

Banners, roll-up banners, business cards

### **Website and Social media and others:**

Create editable website banners and social media banners, editable e-mail signatures

### **Publications:**

An updated MIO-ECSDE brochure; the layout of the Sustainable Mediterranean newsletter; templates for: the annual report, ad hoc reports and project submissions, certificates (in editable easy to use formats (publisher, ppt, InDesign)).

### **Branded items:**

Such as Cups, eco-water bottles, USB Memory Sticks, smart bracelets, bags, jackets, power banks and other possible eco branded items.

- Using a simple color palette featuring 1-3 primary colors and 2-3 secondary colors (black and white count).
- Identify and use fonts
- Using some sort of texture – a complex pattern or a simple color overlay.

The contractor carries full responsibility for the production process and timely submission of the final versions by the agreed deadline.

### **REPORTING**

Upon completion of the work, the contractor shall provide a brief report with attachment of all editable templates agreed with MIO-ECSDE.

### **REQUIREMENTS**

#### **ON/OFF requirements**

- Immediate availability
- Minimum 2 years of experience in the field of development of branding design for companies.

#### **Evaluation Requirements**

- Portfolio of developments produced and implemented by earlier contractors.
- Provided examples of previous work with environmental organizations.
- Recommendation/closing letters from 2 previous clients.

#### **MIO-ECSDE Input**

During the contract, MIO-ECSDE shall provide support in organization of meetings on discussion of all related questions regarded to development of branding design for MIO-ECSDE.

**The present call for offers is posted on the website of MIO-ECSDE ([www.mio-ecsde.org](http://www.mio-ecsde.org)).**

**ANNEX 1**

**FINANCIAL OFFER FOR THE MIO-ECSDE  
“CALL FOR OFFERS ON BRANDING DESIGN”**

**INFORMATION OF APPLICANT**

NAME/SURNAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

\_\_\_\_\_

VAT: \_\_\_\_\_

NAME OF

LEGAL REPRESENTATIVE: \_\_\_\_\_

TEL: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

<b>Services offered</b>	<b>Net amount</b>	<b>Total amount including VAT</b>
Overall Design		
Corporate tools		
Outreach visibility items		
Website banners, Social media banners, etc.		
Publications		
Branded items		
<b>Total* :</b>		

**(\* ) Max available budget 7.500 euro (including VAT and taxes)**

Date:

(Signature and Stamp)