



Short-term contract - Harmonisation of Branding in European Territorial Cooperation

# Invitation to submit quotation - Terms of Reference

Published 17 December 2013

---

## Please note

- The bid should be submitted in English
- The title should be " *ToR - ETC Harmonised Branding*"
- Interested agents are advised to read this document in detail before drafting and submitting any bids
- Quotations must be submitted in one complete set of print documents and one complete set of electronic documents, no later than 24 January 2014 at 12.00 CET

## INVITATION TO SUBMIT QUOTATION

On behalf of the [INTERACT programme](http://www.interact-eu.net) ([www.interact-eu.net](http://www.interact-eu.net)), INTERACT Point Viborg is inviting interested parties to submit a quotation for a short-term contract regarding the development of a full scale implementation of a new brand identity for the European Union initiative "European Territorial Cooperation" (ETC) and subsequently for the participating programmes.

Service providers are required to respond to this request for proposals, demonstrating their experience, capability and suggested approach to the development of the new brand for ETC and the programmes participating in this initiative.

## BACKGROUND OF THE PROJECT

European Territorial Cooperation is a European Union (EU) objective that aims to improve regional cooperation across national borders. However, the existence of this objective is often unknown by the population living in the border areas.

ETC is composed of nearly 100 programmes, represented by many programme logos. During the current budgetary period (2007-2013), these programmes have supported more than 7,400 projects, which in turn have also developed their own logo. All the brands developed (programmes and projects) are short-lived, and create a confusing diversity with no visibility for ETC and at a high cost, both financially and in human resources. Consequently, there is not real awareness of ETC as a major tool of European integration.

2014 sees the beginning of a new budgetary period, and programmes will be developing their communication strategies and adopting an adequate brand. Several of them initiated the idea that a joint brand would improve the visibility of ETC, making it easier to attract potential beneficiaries, easier to promote results and also easier to cooperate amongst programmes.

Programmes are expected to submit their programme documents, which include their official name and communication strategy, by 1 October 2014 at the latest, but some programmes plan this submission already in April 2014. The issue of developing the new brand is therefore a pressing one.

More information regarding the organising programmes and the principles of European Territorial and ERDF can be found on the following website: [http://ec.europa.eu/regional\\_policy/cooperate/index\\_en.cfm](http://ec.europa.eu/regional_policy/cooperate/index_en.cfm)

## OBJECTIVE OF THE PROJECT

The key objectives of the project aim at a **higher visibility** of European Territorial Cooperation 2014-2020 to reach new partners and to communicate achievements from strategic to operational, and support the following benefits for ETC stakeholders:

### Potential ETC Project partners

- Programmes can clearly be identified as part of ETC
- Easier search for regionally available ETC funding
- Easier identification of potential partners from already implemented projects



#### ETC project partners

- Savings from design implementation becoming easier
- Low risk of non-compliance with EU rules, as this would be checked by programmes
- Positive spill-over effects of communication activities of other projects
- Easier cross-fertilisation among projects, also from different programmes
- Better contact to policy- and decision-makers as a clear part of ETC

#### Member States and Programmes

- Increased profile of programmes as being part of ETC
- Better reach of potential new beneficiaries as well as policy makers
- Easier justification of the importance of ETC
- Higher sustainability of results as part of a bigger mass
- Cost savings because programme design development is reduced
- Time savings from design implementation becoming easier
- Positive spill-over effects of communication activities of other programmes
- Easier cross-fertilisation among projects, also from different programmes

#### Policy- and Decision-Makers (including DG Regio)

- Better understanding of ETC on all governance levels
- Increased recognition and relevance of ETC
- Easier categorisation of ETC results as non-investment results

It has been agreed that this process is driven forward by a voluntary involvement of ETC programmes at an equal level, as well as the European Commission and EU Member States who all should eventually be able to consider themselves part of the developed brand.

**Some programmes might decide not to use the new brand. Adhering programmes might also decide to embrace only some steps of this process (steps defined under "Scope of work").**

The proposals for the project should therefore be as comprehensive as possible, and should, as a minimum, address all the objectives of the project divided into three phases:

1. Design of logo and identity name
2. Consultation with all ETC stakeholders for approval of logo and name (INTERACT is responsible for this consultation)
3. Itemisation of ETC logo per programme (including application design guidance) and Implementation planning (including promotion strategy to be developed individually by programme and at EU level)

### SCOPE OF WORK

In putting their proposal together, service providers should bear in mind that the process of harmonisation of ETC programme branding came as a bottom-up initiative and as a natural step toward increased cooperation amongst programmes.

**The ultimate aim is to create a strong brand for European Territorial Cooperation.** The initiative proposes to all ETC programmes on a voluntary basis a 4-step cascading process:

- 1) A joint name for ETC
- 2) A joint logo for ETC
- 3) Programme logos derived from the joint ETC logo
- 4) Project logos derived from programme logo (itself derived from joint ETC logo)

#### Minimum deliverables:

- Considering the objective of this branding project, the project task force has identified "European Territorial Cooperation" (ETC) - possibly translatable locally according to local language - and



“INTERREG” as name for the brand. The service provider should evaluate the rationality behind names, evaluating pros and cons with supporting evidences. **phase 1**

- 4 design suggestions for the logo (adapted for both ETC and INTERREG - 8 suggestion in total) including graphical representation for ETC alone and example itemisation for programmes. The logo should be usable either in combination with programme and project names or as stand alone logo.. Each suggestion should be in colour version and in BW version. **phase 1**
  - From these 4 suggestions, 2 will be fully developed (for ETC and INTERREG) for consultation **phase 1**
- Consultation paper for ETC stakeholders. This consultation paper should present the positive and negative effects of using a harmonised brand as well as partial participation to the process (e.g., using logo for ETC as add-on to existing programme logo) - the consultation itself will be managed by INTERACT **phase 1**
- Refining of chosen logo after consultation **phase 2**
- Promotion video and other support material presenting the process (to large audience; the launch is planned at the DG region annual conference where all programmes’ managing authorities are invited on 20 May 2014)+ background paper presenting the logo (to be included in conference pack) **phase 2**
- Brand book **phase 3**
  - including:
    - graphical applications for
      1. Joint logo also used as programme logo
      2. Joint logo used in addition to existing programme logo
      3. Joint logo used also as project logo (derivation of §1 above)
    - Transition to new logo management/promotion guidance
    - graphical solution for representation of 11 thematic objectives (see annex 1)
- Itemised, editable (vector) logo file as well as ready-to-use jpg files for printing and screen usage. for participating programmes **phase 3**

## TIME FRAME 2014

19 December	Launch of tender
24 January	Closing of tender
30 January	Decision on service provider
6 February	Kick-off meeting with service provider (in Brussels, Belgium)
28 February	Reception of design suggestions from service provider for pre-selection by task force
7 March	Service provider will be informed of result of pre-selection: 2 logos options for both ETC and INTERREG will have to be fully developed  Delivery of the draft consultation paper by the service provider.
17 March	Launch of consultation by INTERACT (consultation paper and pre-selected logo) to programmes’ managing authorities for final decision (selection of final logo by majority)
30 April	Closure of consultation. Final decision on logo (to be confirmed)
14 May	Final logo and promotion video for promotion of new logo at annual event to be delivered by service provider to task force
15 May	Deadline for comments by task force on the video
20 May	Launch of new logo via video at the ETC Annual Event (Brussels)
30 June	Closure of phase 3: brand book and itemised logo for participating programmes



## ACCOUNTABILITY AND REPORTING

The successful service provider will be accountable and report to the Project Manager. Report back meetings will be held on a fortnightly basis with the relevant Project task force. INTERACT coordinates the project.

## FINANCE

The contract should be a fee for service contracted.

All costing in the quotation should be as detailed as possible, with breakdowns of different segments, where relevant. This is particularly important should the quotation include parts and segments outside the minimal requirements stated.

For orientation, the organisers have calculated to spend an amount not exceeding € 20,000 (excluding VAT) for the development of the new brand for ETC, promotion strategy and support in total.

Payment arrangements will be agreed and clearly stated in the subsequent contract following the tendering procedure.

Tenders must state a total fixed price in Euro (€, EUR) excluding VAT.

### The quotation should be all inclusive

- **All inclusive** - licensing, materials and supplies should be included in the costing. INTERACT or any participating programmes will not provide any of the above or accept to pay any such items on behalf of the contract agent.
- **Full support until full completion and implementation of phase 3. Advisory and technical support is also expected roughly until end 2014.**
- **3 meetings with all or some representatives of the project task force, including travel costs and accommodation (if required), in an easily-accessible European city-** At least 3 meetings with the project task force are foreseen (the kick-off meeting will take place in Brussels). The project manager and/or director and any other relevant person representing the service provider must be present. The cost for travel and accommodation will not be refunded separately, thus the costs should be included in the global offer price.
- **Additional work** - The costing for any work outside of the contract, should the need arise, should be specified per hour. Support would be mostly requested on business days between 9am and 6pm CET.

## GENERAL PROVISIONS

During the bidding process, it will not be possible to obtain additional information to that stated in these Terms of Reference (ToR). Should the need arise for clarification or interpretation, please address a written request to INTERACT Point Viborg by e-mail to: [guillaume.terrien@interact-eu.net](mailto:guillaume.terrien@interact-eu.net)

A copy of the reply will be forwarded to all bidders, to guarantee fair competition. No other form of contact is to be made during the bidding process.

## CONTRACT AGENT COMPETENCES

### Essential

- **Work experience** - Several years' experience of working at a fully professional level with brand development
- **Independent agent** - Experience with independent work as a freelance agent
- **Professional standards** - Substantial experience from daily work with all relevant professional standards in the field
- **Professional Production Company** - The contract will have a freelance set-up; i.e., the contract agent must be a professional production company, and be registered for tax (including VAT) and company register in the country where the company is registered



- **Sufficient staff available:** Upcoming technical problems and questions should be dealt with in the most urgent haste

#### Desirable

- **Multicultural experience** - Experience from multicultural environments with different languages and communication cultures is an advantage
- **International Experience** - Experience from interacting with organisations and people in different countries is an advantage

## PRACTICALITIES

### References and examples of work

In addition to the specification developed above, at least two relevant and up-to-date references, including examples of work, should be supplied.

The references and work examples need to confirm the work experience, competences and respect of deadlines stated in the quotation.

All bids must be submitted in English, as it is the common working language of the project task force.

### Selection Criteria

All submitted quotations will be assessed according to relevance, fulfilment of overall cost and submitted examples of work, including references.

### Award criteria

- |  |     |
|--|-----|
| • Demonstrated methodology   | 20% |
| • Experience and track record in delivering project in full, on time and to specification (example of past work) | 25% |
| • Team profile and understanding of the task   | 25% |
| • Value for Money (including clear and accurate estimation of costs)   | 30% |

The winning bid will have to show a competitive costing in relation to quality and creative level of submitted offer.

INTERACT Point Viborg will decide who to award the contract to.

### Additional provisions

In Addition:

- Changes to bids will be accepted only if they are received on or before the final date set for the receipt of tenders.
- Expenses incurred in respect of the preparation and presentation of the bids, including invitations to interviews, cannot be refunded.
- No information of any kind will be given on the state of progress with regard to the evaluation of bids.
- All documents submitted by bids will become the property of the contractor and will be regarded as confidential.
- The successful bidder must be ready to start work on the project no later than one week after formal notification of approval.
- The INTERACT programme shall hold copyright for the products developed and all materials produced in their preparation.

### Submission:

Quotations must be submitted in one complete set of print documents and one complete set of electronic documents no later than 24 January 2014 at 12:00 CET. Please submit to:

Guillaume Terrien, [Guillaume.terrien@interact-eu.net](mailto:Guillaume.terrien@interact-eu.net)  
INTERACT Point Viborg

Jernbanegade 22  
8800 Viborg



## Annex 1

During their implementation, ETC programmes will select up to 4 investment priorities from the list below (Art.5 of the draft [ERDF Regulation](#) + Art.6 of the [draft ETC Regulation](#)).

- Research & Innovation
- Information and Communication Technologies (ICT)
- Competitiveness of Small and Medium -sized Enterprises (SMEs)
- Shift towards a low-carbon economy
- Climate change adaptation & risk prevention and management
- Environmental protection & resource efficiency
- Sustainable transport & removing bottlenecks in key network infrastructures
- Employment & supporting labour mobility
- Social inclusion & combating poverty
- Education, skills & lifelong learning
- Institutional capacity building & efficient public administrations