



Terms of Reference Communication manual and graphic design

A. Introduction

PLATFORMA was established in November 2008 to be the European voice of local and regional governments for development and guarantee presence and advocacy of the local and regional governments towards the EU institutions on issues related to decentralised cooperation towards international sustainable development.

PLATFORMA is the pan-European coalition of local and regional governments, their associations at the national, European and global levels - all together representing more than 100 000 local and regional governments. They are all key players of international cooperation for sustainable development.

The context in which the coalition works and the nature of what PLATFORMA does have considerably changed since its creation.

In 2017 and 2018, a number of visibility events and publications are scheduled while PLATFORMA is simultaneously preparing for its 10th anniversary, looking into expanding the coalition of partner organisations and engaging in intensive talks with the European Commission about the financing of activities in 2018-2020. For all of these, a clear positioning of PLATFORMA is important.

B. Assignment

The existing communication plan and graphic charter need to be evaluated to become more “operational” for daily use by the secretariat and partners. It should also create a logical integration of flagship initiatives, particularly the Awards, CONNECT, SHARE, LEARN activities and the European Days of Local Solidarity (EDLS).

This assignment must be based on existing materials and particularly these resources:

- Communication strategy 2015-2016
- Existing graphic charter and PLATFORMA logo
- Existing templates (word, power point, e-mail signatures...)
- European Commission Communication and visibility manual for EU external actions
- European Commission Interinstitutional Style Guide
- New PLATFORMA website (launch April 2017)
- PLATFORMA newsletter (new one April-May 2017)
- Existing publications (especially the *Handbook for a successful project and Why*)
- Existing materials (business cards, postcards, envelopes...)

PLATFORMA is therefore inviting expressions of interest to review and update the communication strategy and put it into practice through a communication manual (Part I) and graphic design of several tools and campaigns (Part II).

PLATFORMA is looking for a long-term assignment until July 2018 (i.e. the end of the current project) for the communication activities that need to be externalised. A separate purchase order will be signed for each of the identified communication activities.

Signing the contract binds the contracting party to lump-sum and unit costs until July 2018. Signing the contract does not entail any obligation by PLATFORMA of assigning the graphic design tasks under part II point 2. It is

however estimated that a minimum of 3 Secretariat publications (± 30 pages each) and 5 partner-led publications (± 30 pages each) will be assigned.

Part I: Communication manual

1. Creation of a communication strategic framework

In the PLATFORMA network, a diverse set of types of communication is managed: from advocacy messages over conferences, public events, studies, publications to awareness raising campaigns. Some are very technical or political in nature, others are aimed more at explaining in accessible language what local and regional governments do on the international scene.

Based on the existing communication strategy, there is a need to create a frame for the PLATFORMA communication. This should include:

- a. a well-written and easily understandable introduction of what PLATFORMA is and does,
- b. a catchy slogan/tagline for PLATFORMA and
- c. a limited and clear set of guidelines for communication (defining key values and words to use while being positive, constructive & proactive).

Communication on the various activities and projects conducted by PLATFORMA and its partners need to be better framed. Those major ones are:

- a. European Days of Local Solidarity (EDLS)
- b. CONNECT
- c. National Multi-Stakeholder Dialogues on Development
- d. Publication series with different objectives and target audience (i.e. research report, think pieces, handbooks...)
- e. Advocacy work
- f. Outputs of actions managed by the PLATFORMA partner organisations

The construction of the communication strategic framework must be a collaborative effort with the PLATFORMA Secretariat, based in Brussels.

2. Creation of a communication roll-out manual for PLATFORMA secretariat and partner organisations - including creation of user-friendly templates.

The communication strategic framework needs a practical translation into a communication manual or toolkit that is easily used by the Secretariat and the partner organisations. This must be based on a review and - if considered necessary - an update of the graphic charter and making some minor tweaks to the logo (tagline at least in English, French and Spanish).

With frequent public communication, the PLATFORMA secretariat needs **user-friendly templates** with a contemporary look-and-feel. These templates include:

- Power Point Presentation
- Official letters
- PLATFORMA policy Update
- Secretariat-led publication series
- Partner-led publications

The template format must include graphic proposals and for the publication a basic structure that can be applied regardless the content of the publication. All of these templates should be provided in English and French.

Part II: Graphic design of several tools and campaigns

1. Creating a communication campaign for the PLATFORMA Awards

To increase the visibility of decentralised cooperation and to encourage Europe's towns and regions to continue their commitments to support their peers outside of Europe, PLATFORMA will launch the awards for excellence in decentralised cooperation.

The objectives of the first PLATFORMA Awards are to:

- a. Raise awareness on development issues and on role of local and regional governments in development cooperation;
- b. Highlight positive impact of decentralised development cooperation on our territories and for our citizens;
- c. Show that local issues and priorities can and should be tackled through global partnerships;
- d. Recognise excellence and contribution to global solidarity and cooperation;
- e. Reinforce joint European identity of our towns and regions and enhance their mutual learning and know-how exchange;

(for more information see concept note attached in annex)

For the first edition, the awarding ceremony is scheduled for early 2018. The call for candidates should be launched no later than early June 2018 (ideally during the European Development Days on 7–8 June 2017).

The contracting party will deliver a realistic strategy and timeline that aims at a high-impact campaign to build visibility for the awards. The contracting party will propose the communication tools he deems relevant as from the proposal phase - these will be agreed upon before assigning the contract.

2. Creating complex infographics for communication and policy

As it is PLATFORMA's core mandate to advocate for the local and regional governments' role in international sustainable development and to facilitate exchange and learning amongst practitioners, very often complex concepts and processes need to be reworked into clear and easily understandable concepts. The target of most communication and advocacy work is a professional, semi-informed audience.

Use of infographics is a proven method to facilitate understanding of complex narratives and concepts. PLATFORMA wants a contracting party able to produce infographics based on text documents and an oral briefing by an expert from the secretariat.

3. Applying the templates to publications

Until July 2018, PLATFORMA is planning to publish at least 3 Secretariat publications (± 30 pages each) and 5 partner-led publications (± 30 pages each). Online and printed versions are foreseen in at least 2 languages (English and French).

The design of both types of publications should reflect consistency and continuity.

C. Timeline

The interested contracting party should propose a realistic timeline. In this, the need to have communication materials available during the European Development Days (EDD) on 7-8 June (particularly for the Awards and a first publication) must be taken into account.

Deliverables of the several chapters have different timing to be respected as described below:

Tasks to be carried out:	First version	Final version
Communication manual	1 July 2017	1 September 2017
Communication campaign AWARD	15 May 2017	1 June 2017
User-friendly templates (5) (EN & FR)		1 July 2017
Applying the templates into publications (for printed and online versions): <ul style="list-style-type: none">- Secretariat led publications- Partner-led publications		Publications ready for digital use on 7 June 2017, printed on 7 July 2017.
Infographics		On request
Other communication activities identified by the contracting party		On request

D. Contract details

The contract will be signed between the communication agency as contractor and CEMR (legal entity of PLATFORMA) as the contracting party.

The contractor commits as a minimum the completion of the communication framework, the design of user-friendly templates and the communication campaign for the PLATFORMA Awards (i.e. part I and part II point 1).

Signing the contract binds the contracting party to respect the lump-sum and unit costs agreed until 31 July 2018. Signing the contract does not entail any obligation by PLATFORMA- CEMR to assign the graphic design tasks under part II point 2. It is however estimated a minimum of 3 Secretariat publications (± 30 pages each) and 5 partner-led publications (± 30 pages each) will be assigned.

Coordination of the contract

The contractor will assign a senior staff member to coordinate the contract. The proposal must include a CV proving this persons' experience in similar assignments. This person must be able to communicate fluently in both English and French.

The contracting party will be coordinated by Mr Hervé Devavry, PLATFORMA Press and communication officer. In specific chapters of the contract, other PLATFORMA staff and possibly other partner organisations will be involved. The contracting party must have the flexibility and openness to work in a network and a multicultural context.

All meetings will be held in Brussels or over online platforms.

E. Proposal

Strategic proposal

The expression of interest must include a clear proposal how to answer the 4 parts of the assignment. Particularly, the process of developing a communication framework must be well described in max. 2 pages.

For the Awards communication campaign, a first outline of campaign approach is expected, including very clear timing, target groups and visuals proposed in max. 3 pages (not including possibly graphic suggestions).

For the infographics, the interested contracting party is expected to outline their methodological approach to design infographics and send at least two example of earlier work in this field.

Graphic proposal

A first graphic proposal is to be added. When submitting, the interested contracting party is free to choose which of the expected visuals he proposes.

Budget proposal

The interested contracting party must provide a detailed budget proposal stipulating the different costs. The suggested costs must include all taxes and VAT. The price should be fixed and can't be changed until 31 July 2018.

	Tasks to be carried out:	Lump-sum	Unit cost
I. 1.	Communication manual		
I. 2.	User-friendly templates (5) (EN & FR)		
II.	Communication campaign AWARD		
1.			
II.	Infographics		
2.			
II.	Applying the templates into publications:		
3.	- Publications Secretariat (indicate cost per 10 pages)		
	- Partner-led publications (indicate cost per 10 pages)		
	Hourly cost (average of all staff costs included, i.e. technical staff, managerial staff, etc)		
	Communication campaign design		
	Communication consulting		
	Support with a communication campaign		
	Graphic design		

F. Requirements

- The contracting party must provide a proof of registration in the EU, examples of similar tasks and a list of previous clients.
- Proposals should be sent by 2 May 2017 at noon to platforma@ccre-cemr.org
- You might ask questions for clarification to PLATFORMA press & communication officer: herve.devavry@ccre-cemr.org or +32 2 842 67 70