

TERMS OF REFERENCE

COMMUNICATION SUPPORT AND SERVICES

A. INTRODUCTION

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 – active in city-to-city and region-to-region development cooperation. They are all key players of international cooperation for sustainable development.

PLATFORMA was established in November 2008, with the support of the European Commission, to guarantee presence and advocacy of the local and regional governments towards the EU institutions on issues related to decentralised cooperation, to defend the key role of local and regional governments in development cooperation and to raise awareness on development cooperation actions led by EU cities and regions.

The secretariat of PLATFORMA is hosted by the Council of European Municipalities and Regions ([CEMR](#)), and the PLATFORMA network counts more than 30 [partner institutions](#). In 2015, PLATFORMA signed a [Framework Partnership Agreement](#) (FPA) with the European Commission, giving the project a bigger dimension: while preparing for its 10th anniversary, PLATFORMA launched in 2017 a new website, followed by a new visual identity.

Several major initiatives were also launched, including the European Days of Local Solidarity (EDLS), the CONNECT mechanism and the PLATFORMAwards, all of them needing strong visual and communication components. Therefore, dedicated websites and communication tools were created. In 2016–2019 no less than 15 publications were published, using a common visual layout.

The first financing phase of the FPA has ended on 28 February 2019. The second one started on 1 March 2019 for a period of two years. Therefore, PLATFORMA is looking for a long-term assignment (until 28 February 2021) for communication support and services that need to be externalised, to follow up all the initiatives launched over the past years.

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

- PLATFORMA [graphic charter](#) and [logo](#)
- Existing templates (word, power point, e-mail signatures...)
- [European Commission Communication and visibility manual for EU external actions](#)
- [European Commission Interinstitutional Style Guide](#)
- [PLATFORMA](#), [EDLS](#), [CONNECT](#) and [PLATFORMAwards](#) websites and related paper-based materials (exple [EDLS](#), [CONNECT](#), [PLATFORMAwards](#))
- [PLATFORMA newsletter](#)
- [PLATFORMA publications](#)

B. ASSIGNMENT

1. Websites

The chosen communication agency should:

- **ensure the hosting, domain names and maintenance** of the 4 websites (WordPress): <http://platformadev.eu/>, <http://localsolidaritydays.eu/>, <http://platformawards.eu/>, <http://connectfordevelopment.eu/>
- on <http://platforma-dev.eu/>: work with PLATFORMA press & communication officer on **improving** some of the features of the website (mainly: improving the speed of the website, improving the design of the homepage, giving a “hub of expertise” dimension to the website by adding new filters/key words and improving the search engine, adding a map to localise partners, improving the section “Publications” with new filters/key words and improving the search engine, improving the design of the newsletter section, adding a page to present partners’ trainings...)
- on <http://localsolidaritydays.eu/>: work with PLATFORMA press & communication officer on **adapting** the website to the 2019 and 2020 editions of the EDLS (see below), improve the functionalities of the events’ map, develop at least two new linguistic versions (French and Spanish)...
- on <http://platformawards.eu/>: work with PLATFORMA press & communication officer on **improving and adapting** the website for the 2019-2020 edition (see below) with new candidacy forms and documents, ensure visibility of the 2017-2018 edition, including the videos...
- on <http://connectfordevelopment.eu/>: mainly **ensure accessibility and security** of the website as the CONNECT project is for the moment in a “sleeping” phase

2. Communication campaigns

PLATFORMA will follow up communication campaigns on **at least two major initiatives**:

- **European Days of Local Solidarity (EDLS)**

The [EDLS](#) were launched in 2016 to call on European cities and regions to raise their citizens’ awareness on the challenges of global sustainable development and on the need to take action. From [12 cities and regions in 2016](#), 22 local and regional governments organised no less than 25 events for the [3rd edition in November 2018](#). The 2019 edition will take place from 15 to 30 November but mobilisation events are planned all along the year.

Several ready-to-use campaign and communication materials were developed over the past years. Building on the [existing materials](#), the service provider will **update these materials for the 2019 and 2020 editions**. New materials are also foreseen, such as guidelines for local and regional government associations to encourage their towns and regions to organise events.

The service provider should also present ideas for [gif/video presentations](#) (three in 2019 and three in 2020 in at least 3 languages) to be shared on the websites and social media and a set of [visual materials](#) to be shared on Twitter.

- PLATFORMAwards

The [PLATFORMAwards](#) were launched in 2017 to reward the best city-to-city and region-to-region development cooperation projects. For the first edition, PLATFORMA has received 25 applications, representing 42 decentralised cooperation projects from 75 local and regional governments from 30 different countries.

Several campaign and [communication materials](#) were developed in 2017-2018 for the first edition. For the second edition, the awarding ceremony is scheduled for early 2020. The call for candidates should be launched no later than early July 2019 (during the [Rencontres de l'action internationale des collectivités territoriales](#) in Paris by Cités Unies France), ending in November or December 2019.

Building on the existing campaign and [communication materials](#), the service provider will **update and improve these materials for the 2019-2020 edition**, and **deliver a realistic strategy and timeline** that aims at a high-impact campaign to build visibility for the PLATFORMAwards initiative. The service provider will propose the communication tools he deems relevant as from the proposal phase – these will be agreed upon before assigning the contract.

The service provider should also present ideas for a [video presentation](#) to be shared on the websites and social media.

3. Publications

[15 publications](#) were published over the past three years, with two types of layouts reflecting consistency and continuity: partner publications and secretariat publications. At least four new publications are foreseen for the upcoming two-year period (two from the partners + two from the secretariat, +/-40 pages each), to be coordinated by the PLATFORMA secretariat. Online and printed versions are foreseen in at least 2 languages (English and French).

More publications are foreseen by partners, who would be encouraged to use or adapt the PLATFORMA layout: these publications could be included in the assignment if agreed by the partner in charge.

The service provider party will **adapt the layout** (InDesign format) **to the content of the new publications**, suggest pictures and/or illustrations, create infographics and ensure the coordination with printing companies.

4. Stands

PLATFORMA is presenting its work at different events, especially the [European Development Days](#) (EDD) organised every year in June by the European Commission. For the last two years, PLATFORMA presented a joint cluster stand (36 square meters) with the other FPA signatories to present the work of local and regional governments in development cooperation.

For that, [a monumental gate](#) was created to make this stand the EDDs' Global Village "City Hall". If the joint stand is accepted for the EDD 2019 and EDD 2020, PLATFORMA would like to replicate this concept of gate.

Other stands could also necessitate graphic design tasks.

5. 3D hashtags

For several events and campaigns, PLATFORMA has created [wooden 3D hashtags](#) to help in the promotion of campaigns on social media.

New ones will be created for upcoming events.

C. TIMELINE

The interested service provider should propose a realistic timeline. In this, the need to have:

Tasks to be carried out:	First elements	Final version
Communication materials for the EDLS	Mid-May 2019	Mid-June 2019: 1 st gif/video, updated website and communication materials 1 st November 2019: 2 nd gif/video 1 st December 2019: 3 rd gif/video Website to be updated all along the year
Stand visuals for the European Development Days (EDD), 18-19 June 2019	Mid-May (tbc: the European Commission is expected to announce accepted organisations the first week of May 2019)	31 May 2019 (tbc)
Stand gate for the European Development Days (EDD)	End of May 2019 (tbc: see above)	17 June 2019 on site (Tour & Taxi)
3D wooden hashtag for the European Development Days (EDD)		14 June 2019
Communication materials for the PLATFORMAwards	End of May 2019	28 June 2019
Publications	tbc	First one: 30 June 2019 Second one: 15 December 2019 (tbc)
Other communication activities identified by the client	On request	On request

D. CONTRACT DETAILS

The contract will be signed between the communication agency as service provider and CEMR (legal entity of PLATFORMA) as the client.

Signing the contract binds the service provider to lump-sum and unit costs until 28 February 2021, with a possible extension beyond the date by a few months, depending on the agreement signed between CEMR and the European Commission. Some of the tasks listed above depend on the acceptance of the activity by the organiser (especially point 4). Moreover, signing the contract does not give the service provider any exclusivity on the communication aspects of the project.

E. COORDINATION OF THE CONTRACT

The service provider 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 tasks requested from the service provider will be coordinated by PLATFORMA Press and Communication officer, currently Mr Hervé Devavry. In specific chapters of the contract, other PLATFORMA staff and possibly other partner organisations will be involved. The service provider must have the flexibility and openness to work in a multi-stakeholder, and a multi-cultural context.

All meetings between the service provider and the client will be held in Brussels or over online platforms.

F. PROPOSAL

1. Strategic proposal

The expression of interest must include a clear proposal how to answer the 5 parts of the assignment. A first outline of campaign approach is expected for the PLATFORMAwards or the EDLS campaigns, including very clear timing and tools in max. 2 pages (not including possible graphic suggestions).

2. Graphic proposal

A first graphic proposal (poster, flyer, video, gif...) is to be added, based on the past PLATFORMAwards or the EDLS campaigns.

3. Budget proposal

The interested service provider must propose a detailed budget stipulating the different costs (the table below is indicative). The suggested costs must clearly distinguish the prices. The prices should be fixed and can't be changed until 28 February 2021.

Please indicate if there are possibilities for discounts according to quantity.

	Tasks to be carried out:	Lump-sum or unit cost without VAT
1.	Websites (4) <ul style="list-style-type: none"> • Hosting, domain names & maintenance for 2 years • Improvements, updates... (hourly cost and <u>clear estimated time</u> per task mentioned above) 	
2.	Communication campaigns <ul style="list-style-type: none"> • Graphic design (hourly cost and estimated time per task mentioned above) • Support on communication campaigns • Gif/videos 	

3.	<p>Publications</p> <ul style="list-style-type: none"> • Cost for layout per page (original linguistic version & other linguistic versions) • Printing: <ul style="list-style-type: none"> - Cost per 100, 200 and 300 copies - Type of paper (for eg. cover Maco silk FSC 300 gr with matt varnish / inside pages Maco silk FSC 130gr) - Cost of possible options like Soft touch • Delivery at Brussels office (if relevant) 	
4.	<p>Stands</p> <ul style="list-style-type: none"> • Graphic design (hourly cost and estimated time per task mentioned above) • Monumental gate (conception and setting at Tour & Taxi) 	
5.	<p>3D hashtags</p> <ul style="list-style-type: none"> • Cost for design • Cost for production (discount according to quantity if relevant) 	

G. REQUIREMENTS

- The service provider must provide a proof of registration in the EU, a short description of the company, examples of similar tasks and a list of previous clients.
- A CV of the senior staff member who will coordinate the contract.
- Proposals (strategic, graphic and budget) should be sent in French or English by 30 April 2019 at midnight Brussels' time to application.platforma@ccre-cemr.org
- Before the abovementioned deadline, any question should be addressed by email in French or English to PLATFORMA Press & Communication officer Hervé Devavry: herve.devavry@ccre-cemr.org. Answers will be provided as of Tuesday 23/04/19 2pm. Furthermore, if necessary, meetings can be organised with potential service providers between 24/04/19 and 29/04/19.

H. SELECTION CRITERIA

The tenders will be shortlisted based on the evidence provided to carry out the work under this contract and the content of this offer. All candidates will receive a reply.