

PS/SUP/COM/004B/2023

TENDER SPECIFICATIONS

No PS/SRV/COM/004B/2023

Framework Contract for Design Services

Low value contract

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TENDER SPECIFICATIONS

1. INTRODUCTION

The Contracting authority is the Permanent Secretariat of the Transport Community (hereinafter referred to as “Contracting authority”), represented by the Director of the Permanent Secretariat or its duly authorised representative.

The Secretariat will develop publications, reports, and analyses, as well as communications materials that require creative and catchy graphic design, such as brochures, factsheets, fliers, posters, newsletters, infographics, animation videos, logos etc. to support communications and enhance visibility and understanding of Transport Community initiatives. For this purpose, the Contracting authority intends to conclude a framework contract for design services in accordance with the specifications set out in the procurement documents.

When drawing up their tenders, tenderers shall consider the provisions in these tender specifications, draft framework contract and in the letter of invitation to tender, which specify the rights and obligations of the contractor, particularly those on payments, confidentiality, checks and audits.

The signature of the framework contract imposes no obligation on the Contracting authority to purchase the quantities as estimated in point 2. of these specifications (Subject of the contract).

Participation in this tender procedure is open on equal terms to all natural who are nationals of and legal persons effectively established in a Member State or a country, territory or region (Annex A2a1 to the practical guide¹). Tenderers must state their nationality in their tenders and provide the usual proof of nationality under their national legislation.

2. SUBJECT OF THE CONTRACT

High quality design materials, including publications, infographics, posters, logos etc. all of which must comply with agreed formats and communication objectives of the Contracting authority.

2.1 Services requested:

(i) Provision of graphic design services for print-ready artwork or electronic files, and/or web optimized PDF files.

Design work will cover Contracting authority publications, and could also include postcards, posters, leaflets, infographics, advertisements and banners as well as any other visual media that may be agreed between Contracting authority and the contractor. The contractor will need to produce a cover page (front and back) and inside page design of various publications.

The Contractor shall support Contracting authority in the development and production of visuals for its online and offline communication products.

The range of services includes without being limited to:

1. Creating complex visuals (charts, maps, infographics, illustrations)

¹ <https://wikis.ec.europa.eu/display/ExactExternalWiki/Annexes>

2. Designing new, original products not based on existing templates (e.g. social media or other banners, event visuals, advertisements, etc.)
3. Creating drawings
4. Designing icons and illustrations

Experience in designing animations, electronic publications and other interactive products will be considered advantageous.

The contractor shall be responsible for the creative process from the initial concept to final delivery of the communication product and should be able to submit at least **three substantially different concept proposals** when a creative graphic design shall be required. Final illustrations and renders, master files or raw files should be delivered in their native formats (e.g. Adobe InDesign).

(ii) Layout of paper publications and electronic media including provision of photos and redesign of graphs/diagrams.

The Contractor's core task will be to layout provided documents into professional communication products compliant with the design brief/request sent by the Contracting authority. The Contractor will receive from Contracting authority documents (usually in MS Word, Excel, etc.) with images, data sets, maps, and photos in order to layout them into professional communication products, ready to be printed and/or delivered electronically.

The complexity of the documents might vary from simple small, opinion papers or short documents including mainly text and simple graphics to big comprehensive reports such as Contracting authority documents with large sections of texts, charts, tables, annexes etc.

See examples:

<https://www.transport-community.org/wp-content/uploads/2022/09/Five-Year-Rolling-Work-Plan-for-Development-of-Indicative-TEN-T-Extension-of-the-Comprehensive-and-Core-Network-in-Western-Balkans.pdf>

<https://www.transport-community.org/wp-content/uploads/2021/06/Strategy-for-Sustainable-and-Smart-Mobility-in-the-Western-Balkans.pdf>

https://www.transport-community.org/wp-content/uploads/2022/11/TEN-T-Report-2022_s.pdf

<https://www.transport-community.org/wp-content/uploads/2022/06/AOR-2021.pdf>

The Contractor will also:

- create text boxes, pull-out quotes, footnotes, tables etc.
- include images, creatively search for imagery or select photos from online stock photo databases
- prepare/adapt a publication for print and digital formats checking technical specifications and preparing files to guarantee top quality of the final product

The final product should always respect Contracting authority Corporate Visual Identity manual and pre-approved styles. The proofs shall be delivered in PDF format. In principle, the final deliverables shall be delivered in print-ready and/or web-optimised PDF files and InDesign (or any other source format used). If necessary and directly stated in the request, they may be delivered in Adobe Illustrator or Adobe Photoshop.

(iii) Design of templates using MS Office tools

The contractor shall also be requested to deliver templates for MS Office tools mainly MS Word and MS Power Point instead of an Adobe Indesign or other similar templates. The contractor should be familiar

with applying MS office tools as means for graphic communication and ensure the delivery of bug free and easy to use templates

(iv) Graphic design of logos and visual style guides

This service comprises the creation of a logo for the Contracting authority or one of its core activities and projects. The logo must be finalised in:

- Four (4)-colour (CMYK);
- Black and white, positive and negative;

The files delivered for each logo must include the following versions:

- Vectorial (e.g. .ai, .eps, .ps);
- PNG in high resolution and high quality;

The price will cover the whole process of creation, including the presentation of minimum three (3) initial proposals and the delivery of final files of the logo chosen by the Contracting authority as well as a manual describing the application of the logo.

See examples:

<https://www.transport-community.org/>

<https://www.transport-community.org/annual-summit/annual-summit-2022/>

<https://www.transport-community.org/summer-school/>

The contractor will be asked to supply the following services:

Short description	Specification
1. Publication, design and layout (2.1 (i) and (ii))	Format: A4 Number of pages: 100+
1. Publication design and layout (2.1 (i) and (ii))	Format: A4 Number of pages: 50-100
1. Publication design and layout (2.1 (i) and (ii))	Format: A4 Number of pages: 1-50
2. Publication design and layout (2.1 (i) and (ii))	Format: B5 Number of pages: 1-50
3. Posters design	Format: A2 (420 x 594mm)
4. Postcards and leaflets design	various formats
5. Design services as per (2.1, (i)1-4)	Digital, various formats

6. Business cards design	Dimensions in accordance with ISO 7810:2003 ID-1
7. Certificates design	Format: A4
8. Event visuals/graphics	Tailored graphic solutions for various events (uniform event design to be applied as event background, PowerPoint presentation etc.)
9. Logo design	Tailored graphic solutions for various events
10. MS Office tools (MS Word/MS Power point)	2.1 (iii)

- Delivery terms: free of charge at Transport Community Headquarters, Masarikova 5, Beogradjanka building. Delivery time shall be specified in every specific order form and shall be no less than 7 days.
- The contract will be implemented in two ways that complement each other:
 - a) general order form which will contain an overall value of supplies that the Secretariat intends to purchase during a certain period of time (until 31 December 2023).
 - b) within the scope and the amount mentioned in the general order, the Secretariat will do specific orders when the need arises. Ordering of concrete number of supplies and services will be done via email and the tenderer must therefore provide its central contact email address to the Secretariat. Should an online order system be in place, then the confirmation order generated by the system shall replace the order forms otherwise submitted via email.

The total value of the framework contract for the period of duration until end of 2023 has been estimated at maximum as follows:

- 6,000 EUR

2.2 Copyright

The successful bidder will be required to note and acknowledge the following:

- Contracting authority owns the copyright to all work produced under any contract that may result from this Invitation to Tender.
- Any artwork, photographs, film, electronic files or other physical or electronic media (including preparatory, intermediate and final work) produced under any contract that may result from this Invitation to Tender shall be the property of Contracting authority, and must be surrendered to the Contracting authority upon request.
- In case that it is necessary or requested to use third-party materials (e.g. footage or stock photos) the contractor should have or obtain the necessary licences to use them for Contracting authority needs

3. Evaluation of tenders on the basis of the selection and award criteria

For the purpose of verifying compliance with the nationality rules, tenderers and applicants:

- natural persons must state the country of which they are nationals;
- legal persons must state the country in which they are established and provide evidence of such establishment by presenting the documents required under that country's law.

Contractors must ensure that there is no detection of subcontractors, natural persons in the lists of EU restrictive measures.

The lists of persons, groups, entities subject to the EU restrictive measures are maintained by the DG FISMA and published on the following website: www.sanctionsmap.eu

Tenderer included in the lists of EU restrictive measures at the moment of the award decision cannot be awarded the contract.

3.1 Technical offer

The Tenderer should submit a Technical Offer containing relevant documents and information which enables Contracting authority to assess its quality and compliance with the specifications above (the technical description).

The technical quality of the tenders will be evaluated on the basis of documents provided by the tenderers with their technical tenders referring to the minimum requirements as follows:

Selection Criterion 1: Previous expertise and experience in carrying out the requested services

Tenderers must provide the following:

1. Examples of graphic design work done during the last three years, compiled of sample products that are required in the specifications, from previous works completed or on-going projects. The samples must have the logo of the company; in case of missing logo the company must provide evidence of authorship by attaching a copy of the contract or respective bills.

Examples should include products from several areas including publications, brochures, ads, banners, infographics, posters, MS office templates.

Web links to examples of animations or interactive products and publications will be considered as an advantage.

Selection Criterion 2: Technical skills necessary to deliver the requested services

Scenarios – Graphic design

Tenderers must provide at least one proposal for scenario including an estimation in person days for the time needed for the finalisation of the task (in person days = 8h).

Scenario:

The Transport Community is organizing Summer School aiming to offer a capacity building program in transport and trade related topics, allowing the participants to gain sound knowledge and understanding

of the most important transport and trade facilitation instruments. Furthermore, it will provide a forum to exchange knowledge and best practices within the region and with EU Member States. The Summer School will take place in the period between 20th -23rd of June 2023 in Albania.

The participants will learn the essentials, as well as get a deeper insight about border management, simplified customs procedures and models of joint controls, transport innovations and border crossing points infrastructure, national single windows and other cooperation platforms, private sector participation, and Green Lanes initiative.

The poster should include the event logo, important dates, location and should also highlight this year's theme. Contracting authority would like to design a poster to be printed (primary purpose) and used online to promote the event. The dimensions of the poster are expected to be A2.

3.2 Award criteria

The contract will be awarded based on the most economically advantageous tender, according to the 'best price-quality ratio' criteria.

Tenders will be evaluated on the basis of the following award criteria and their weighting:

1. Price - 30%

The price considered for evaluation will be the total price of the Financial Proposal, covering all the requirements set out in the Terms of Reference.

2. Quality – 70%

The quality of the tender will be evaluated based on the criteria set in the following table. The maximum total quality score is 100 points.

Tenders must score a minimum no. of points for each criterion, as indicated in the table below. The minimum no. of points to be scored is 60. Tenders that do not reach the minimum thresholds for each criterion or a total number of 60 points will be rejected and will not be ranked.

No	Qualitative award criteria		Weighting (max. points)
1	Expertise	Quality and relevance of the portfolio	40/100
2	Scenario proposals	-understanding of Contracting authority requirements -Innovative use of photos, illustrations - estimation in person days for the time needed for the finalisation of the task	60/100
Total Qualitative Points (QP)			100

Minimum attainment per criterion

Offers scoring less than 50% for any criterion will be deemed to be of insufficient quality and eliminated from further consideration.

Minimum attainment overall

Offers scoring less than 60% after the quality award criteria evaluation process will be considered to be of insufficient quality and eliminated from the following phase.

Ranking of tenders

The contract will be awarded to the most economically advantageous tender, i.e. the tender offering the best price-quality ratio determined in accordance with the formula below. A weight of 70/30 is given to quality and price, respectively.

Score for tender X	=	cheapest price	*	100	*	30%	+	total quality score (out of 100) for all award criteria of tender X	*	70%

		price of tender X								

Should the outcome of the formula lead to two or more tenders with the same result, the tenderer who has been awarded the highest marks for quality will be deemed to be the most economically advantageous tender. This approach will continue to be applied to each of the award criteria in the descending order listed in below until a most economically advantageous tender can be determined: criterion no. 1, criterion no. 2.

The contract shall be awarded to the tender ranked first, which complies with the minimum requirements specified in the procurement documents and is submitted by a tenderer having access to procurement, not in an exclusion situation and fulfilling with the selection criteria.

3.3 Financial offer

Only the financial tenders submitted by those tenderers who have submitted technically compliant tenders meeting the minimum technical requirements will be considered for the award.

The prices for the tender must be:

- in EUR currency. As the award of the contract is published in EUR, the official exchange rate that will be used for the value of the contract is the Inforeuro rate from the deadline of submission of the tender;
- free of all duties, taxes and other charges, including VAT, as the Permanent Secretariat of the Transport Community is exempt from such charges.
- In addition to the required pricing as specified in *Financial Offer Form*, bidders are encouraged to provide, details of any other relevant complementary or ancillary services they are able to provide

(e.g. animations), together with their itemised pricing. If your offer is successful, these extra services and their costs shall form part of the ensuing contract.

Proposals should include the provision of high-quality hard copy or high-resolution PDF visuals/dummies of printed matter for Contracting authority approval.

4. Terms of payment

The payment shall be done:

- 100% after delivery;
- In EUR

5. Content of the tender

The tenderers shall submit all the requested documents listed here duly signed and stamped where needed:

1. Identification of the tenderer (Annex 1) - presenting the name of the tenderer
2. A declaration on honour on the exclusion and selection criteria (Annex 2);
3. Signed and stamped Financial Offer (Annex 3).
4. Financial Identification Form.

ANNEX 1**IDENTIFICATION OF THE TENDERER****Call for tenders PS/SRV/COM/004B/2023**

Identity	
Name of the tenderer	
Legal status of the tenderer	
Date of registration	
Country of registration	
Registration number	
VAT number	
Description of statutory social security cover (at the level of the Member State of origin) and non-statutory cover (supplementary professional indemnity insurance) ²	
Address	
Address of registered office of tenderer	
Where appropriate, administrative address of tenderer for the purposes of this invitation to tender	
Contact Person	
Surname: First name: Title (e.g. Dr, Mr, Ms) : Position (e.g. manager): Telephone number: Fax number: E-mail address:	

² For natural persons.

Legal Representatives	
Names and function of legal representatives and of other representatives of the tenderer who are authorised to sign contracts with third parties	
Declaration by an authorised representative of the organisation³	
I, the undersigned, certify that the information given in this tender is correct and that the tender is valid.	
Surname: First name:	Signature:

³ This person must be included in the list of legal representatives; otherwise the signature on the tender will be invalidated.

ANNEX 2

1. An economic operator shall be excluded from participation in procurement procedures if:

(a) the economic operator is bankrupt, subject to insolvency or winding-up procedures, where its assets are being administered by a liquidator or by a court, where it is in an arrangement with creditors, where its business activities are suspended, or where it is in any analogous situation arising from a similar procedure provided for under national laws or regulations;

(b) it has been established by a final judgment or a final administrative decision that the economic operator is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the law of the country in which it is established, with those of the country in which the Contracting authority is located or those of the country of the performance of the contract;

(c) it has been established by a final judgment or a final administrative decision that the economic operator is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the economic operator belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes wrongful intent or gross negligence, including, in particular, any of the following:

(i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of selection criteria or in the performance of a contract;

(ii) entering into agreement with other economic operators with the aim of distorting competition;

(iii) violating intellectual property rights;

(iv) attempting to influence the decision-making process of the Contracting authority during the procurement procedure;

(v) attempting to obtain confidential information that may confer upon it undue advantages in the procurement procedure;

(d) it has been established by a final judgment that the economic operator is guilty of any of the following:

(i) fraud, within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995 (*);

(ii) corruption, as defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, drawn up by the Council Act of 26 May 1997, and in Article 2(1) of Council Framework Decision 2003/568/JHA, as well as corruption as defined in the law of the country where the Contracting authority is located, the country in which the economic operator is established or the country of the performance of the contract;

(iii) participation in a criminal organisation, as defined in Article 2 of Council Framework Decision 2008/841/JHA ;

(iv) money laundering or terrorist financing, as defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council;

(v) terrorist-related offences or offences linked to terrorist activities, as defined in Articles 1 and 3 of Council Framework Decision 2002/475/JHA, respectively, or inciting, aiding, abetting or attempting to commit such offences, as referred to in Article 4 of that Decision;

(vi) child labour or other forms of trafficking in human beings as defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council;

(e) the economic operator has shown significant deficiencies in complying with main obligations in the performance of a contract financed by the budget, which has led to its early termination or to the application of liquidated damages or other contractual penalties, or which has been discovered following checks, audits or investigations by an authorising officer, OLAF or the Court of Auditors;

(f) it has been established by a final judgment or final administrative decision that the economic operator has committed an irregularity within the meaning of Article 1(2) of Council Regulation (EC, Euratom) No 2988/95 .

2. In the absence of a final judgment or, where applicable, a final administrative decision in the cases referred to in points (c), (d) and (f) of paragraph 1, or in the case referred to in point (e) of paragraph 1, the Contracting authority shall exclude an economic operator on the basis of a preliminary classification in law of a conduct referred to in those points, having regard to established facts or other findings contained in the recommendation of the panel referred to in Article 108. The preliminary classification referred to in the first subparagraph does not prejudice the assessment of the conduct of the economic operator concerned by the competent authorities of the Member States under national law. The Contracting authority shall review its decision to exclude the economic operator and/or to impose a financial penalty on it without delay following the notification of a final judgment or a final administrative decision. In cases where the final judgment or the final administrative decision does not set the duration of the exclusion, the Contracting authority shall set this duration on the basis of established facts and findings and having regard to the recommendation of the panel referred to in Article 108. Where such final judgment or final administrative decision holds that the economic operator is not guilty of the conduct subject to a preliminary classification in law, on the basis of which it has been excluded, the Contracting authority shall, without delay, bring an end to that exclusion and/or reimburse, as appropriate, any financial penalty imposed.

Name of the legal representative of the tenderer:

Signature:

Date

ANNEX 3

Financial offer

Service	Price (without VAT) IN EUR	VAT	TOTAL PRICE WITH VAT (IN EUR) IN EUR
(i) Provision of graphic design services for print-ready artwork or electronic files, and/or web optimized PDF files			
(ii) Layout of paper publications and electronic media including provision of photos and redesign of graphs/diagrams			
(iii) Design of templates using MS Office tools			
(iv) Graphic design of logos and visual style guides			
Publication, design and layout (2.1 (i) and (ii)) Format: A4 Number of pages: 100+			
Publication design and layout (2.1 (i) and (ii)) Format: A4 Number of pages: 50-100			
Publication design and layout (2.1 (i) and (ii)) Format: A4 Number of pages: 1-50			
Publication design and layout (2.1 (i) and (ii)) Format: B5 Number of pages: 1-50			
Posters design Format: A2 (420 x 594mm)			
Postcards and leaflets design various formats			
Design services as per (2.1, (i)1-4) Digital, various formats			
Business cards design Dimensions in accordance with ISO 7810:2003 ID-1			

Certificates design Format: A4			
Event visuals/graphics Tailored graphic solutions for various events (uniform event design to be applied as event background, PowerPoint presentation etc.)			
Logo design Tailored graphic solutions for various events			
MS Office tools (MS Word/MS Power point) 2.1 (iii)			
Total Price			

Name of the legal representative of the tenderer:

Signature:

Date:

