



TENDER SPECIFICATIONS

No PS/SRV/COM/004C/2023

Framework Contract for Design and Printing Services, Low value contract

2 lots:

Lot 1 Design services

Lot 2 Printing services



Contents

TENDER SPECIFICATIONS	3
1. Introduction	3
2. Subject of the contract.....	4
3. Exclusion, Selection and award criteria	13
3.4.1	14
3.4.2	16
4. Terms of payment.....	17
5. Content of the tender	17



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

The Secretariat is in a need of developing 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 all quantities as estimated in point 2. of these specifications (Subject of the contract).

Participation in this procurement procedure is open on equal terms to all natural and legal persons or associations of such persons (participating either individually or in grouping-consortium- of tenderers) established in:

- Member State of the European Union;
- Signing Parties of the Transport Community Treaty; or territory or region mentioned as eligible by the relevant regulation/basic act governing the eligibility rules for the grant as per Annex A2a1 to the practical guide¹.

Natural persons who are nationals of, and all legal persons established in non-EU countries can participate to a procurement procedure, only if signatory of the WTO’s GPA or of a bilateral agreement with EU. Participation is also open to international organisations.

To enable the Contracting Authority to verify the access, each tenderer must indicate its country of establishment (and in case of joint tender – the country of establishment of each group member) and must present the supporting evidence normally acceptable under the law of that country/-ies.

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



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.

Tenderers must state their nationality in their tenders using the Tenderer Identification Form (Annex 1) 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 the agreed formats and the communication objectives of the Contracting authority.

The procurement is divided into 2 lots with the estimated value as follows:

Lot 1 – Design Services, estimated value: EUR 8.500,00

Lot 2 – Printing Services, estimated value: EUR 11.500,00

2.1 Services requested:

Lot 1 – Design Services

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 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)
2. Designing new, original products not based on existing templates (e.g. social media or other banners, event visuals 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 in consultation with the Contracting authority:

- 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/>

(v) Target groups:

- Direct beneficiaries of Contracting authority activities (transport authorities: senior and mid-level public servants working in the ministries and governmental agencies responsible for transport issues and european Integration, and in other relevant line ministries);
- High-ranking officials of Transport Community: ministries/ regional key decision-makers;
- Organizations that Transport Community collaborates with (DG Move, DG NEAR)
- The general public as indirect beneficiaries of the Transport Community actions.



(vi) The contractor will be asked to supply the following services:

The contractor for graphic design shall prepare visibility materials for envisaged activities using computer software programs such as Adobe's Creative Suite—including but not limited to Photoshop, Illustrator, InDesign, and others that are standard in the industry.

Short description	Specification (indicative estimated quantities)
1. Publication, design and layout (2.1 (i) and (ii))	Format: A4 Number of pages per publication: 100- 200
2. Publication design and layout (2.1 (i) and (ii))	Format: A4 Number of pages per publication: 50-100
3. Publication design and layout (2.1 (i) and (ii))	Format: A4 Number of pages per publication: 1-50
4. Publication design and layout (2.1 (i) and (ii))	Format: B5 Number of pages per publication: 1-50
5. Posters design	Format: A2 (420 x 594mm)
6. Postcards and leaflets design	various formats
7. Design services as per (2.1, (i)1-4)	Digital, various formats
8. Business cards design	Dimensions in accordance with ISO 7810:2003 ID-1
9. Certificates design	Format: A4
10. Event visual solution/graphics	Tailored graphic solutions for various events (uniform event design to be applied as event background, PowerPoint presentation etc.)



background branding	
11. Logo design	Tailored graphic solutions for various events
12. MS Office tools (MS Word/MS Power point)	2.1 (iii)

(vii) Place and period of assignment:

The assignment foresees work from home, including online consultations and, if possible, in Serbia, which should be agreed upon with TCT Secretariat.

The assignment will be realized from May 2023 until May 2024 or until the whole amount available for the service is exhausted, whatever comes first.

(viii) 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 of services that might be ordered for the period of duration until end of the contract has been estimated at maximum as follows:

- Lot 1 - 8,500 EUR
- Lot 2 - 11,500 EUR

However, the tenders should duly acknowledge the following:



- the mere signature of the Framework Contract and the issuing of the general order will not give rise to any payment obligation whatsoever for the Contracting Authority. Request for specific services, price and time for delivery shall become the subject of individual orders.
- While it intends to do so, the Contracting Authority shall not be bound to purchase services up to the limit provided in the Framework Contract or any limit whatsoever.

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

Lot 2 Printing services

The contractor will be asked to provide the following printed materials with indicated estimate of maximum quantities as follows:

Item/Short description	Long description/Technical specification	Indicative estimate of maximum quantities
1. Notebooks	Format: A5 and A6 cover 4/0 + plastic 1/0 + UV varnish + preg with folder cliché, 300 gr kunstdruck inside 50 sheets 4/0 (color), 80 gr offset with short spiral	500
2. Folders	Logo application/ two and three colors Format: A4 kunstdruck 350g mat. Stamp: offset color 4/0 Finishing: plastic 1/0	500
3. Publication	Format: B5 Number of pages: 1-50 Cover: plasticized kunstdruck 200 - 300 gr.	1000

	Inside: 80 g paper- 130gr Stamp: color	
4. Publication	Format: A4 Number of pages: 1-50 Cover: plasticized kunstdruck 200 - 300 gr. Inside: 80 g paper- 130gr Stamp: color	500
	Format: A4 Number of pages: 50-100 Cover: plasticized kunstdruck 200 - 300 gr. Inside: 80 g paper- 130gr Stamp: color	500
	Format: A4 Number of pages: 100-200 Cover: plasticized kunstdruck 200 - 300 gr. Inside: 80 g paper- 130gr Stamp: color	500
5. Banner	Aluminum panel with self-retracting mechanism (with printing canvas 120x200cm), packed in a protective case- Printed Blockout canvas min 440g for roll banner, printed in photo quality in high resolution min 1440 dpi and included aluminum roll construction.	8
	Backboard 335x223 cm With light, case and magnetic stripes to construct the backboard from maximum 6 printed canvas segments. Resoolution: from 100dpi to 150dpi	1
	INFO MENU BOARD A3 Aluminum poster stand Dimension: 297 x 420 mm Net weight: 5.16 kg Material: Aluminum Print type: Digital printing on 29.7 x 42 cm	3
6. Leaflets/postcards	Format: 37,5 x 21,5 cm Material: kunstdruck 115g mat. Stamp: color 4/4 (double sided)	5000

	folded to create multiple pages or sides	
7. Posters	Format: A2 (420 x 594mm), B2 (500 x 707mm) Material: kunstdruck 170g mat. Stamp: color 4/0 (one-sided)	100
8. Infographics	Format: A4 Material: kunstdruck 350g mat Stamp: color 4/0 (one-sided)	600
9. Business cards	Blue paper, both side print, dimensions in accordance with ISO 7810:2003 ID-1 Material: mat kunstdruck, 250 - 300 gr	2500
10. Certificates	Format: A4 Material: plasticized kunstdruck 200 - 300 gr. cover paper mat Stamp: color	80
11. Wall calendar	Format: A1 (594 x 841 mm) Material: plasticized kundzruk 200 - 300 gr. (to be able to write on/delete text) Black and white print, including an option to be hanged on wall	25
12. Printed ID	Format: 100x70mm Plastic-coated ID card with adequate printed stripe, including text and logo of the event Stamp: color 4/0 (one-sided)	200
13. ID and Holder for staff	ID Badge Holder Plastic Case Horizontal with Reel Clip Retractable. To fit ID Card + design and printing the ID card. Retractable clips allow for the extending of your badge with ease. Design: High quality and unique fully enclosed, waterproof and dustproof. (Around the circular arc treatment printed with logo of TCT, Durable PP material, Eco-friendly). Estimated Size: 102 x 80mm; Inner Size: 85 x 55 mm (Paper Card)	50



	Badge holders fit for credit card, ID card, business card, driver license, insurance card, etc.	
14. Office items	Pens, Ballpoint blue ink with logo application/ two and three colors (three options prior printing to be offered for choosing one)	1000
	Mugs with logo application/ two and three colors	50
15. Accessories	Bags 38x42, white, organic cotton 100% with logo application/ two and three colors	500
	Beach Towel Branded Towel, 400 g/m2, branding border min 10 cm wide and hook made of cotton tape in the color of the towel The color: Blue Net weight: Min 0.60 kg Grammar: min 400g/m2 Print size: 10 x 100 cm Material: 100% cotton Dimension: min 100 x 150 cm with logo application	50
	Travel bag ID card tag with logo application (logo print dimension: 3 x 3 cm) Color: Blue Dimension: 9 x 5.4 x 0.4 cm Net weight: 0.02 kg Material: Plastic	100
	Polo shirt Description: 210 g/m2, side seam, with cuffs, three tone-to-tone buttons, spare button, reinforcement tape at neckline, double stitching at bottom and topstitch at the shoulder line, armholes and cuffs Color: White / Blue Net weight: 0.22 kg Composition: 100% cotton Material: Cotton	50



	Print type: Screen printing, Transfer printing, Embroidery Gender: Unisex, Twin model Fit: Regular	
--	----------------------------------------------------------------------------------------------------------	--

The assignment will be realized from May 2023 until May 2024 or until the whole amount available for the service is exhausted, whatever comes first.

3. Exclusion, Selection and award criteria

3.1 Access to procurement (nationality and exclusion grounds) for Lot 1 and Lot 2

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

- 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.

Tenderers must ensure they do not fall under any of the exclusion grounds listed in Annex 2 and submit the Declaration on honour duly signed.

Tenderers must also ensure that they do not fall 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.

3.2 Selection Criteria

Previous expertise and experience in carrying out the requested services

For Lot 1, Tenderers must provide the following:

1. Three (3) 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 at least 1 publication

3.3 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.

3.4 Award criteria

3.4.1

Lot 1:

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

(ii) 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 (excluding VAT), 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 total 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		Maximum points)	Minimum threshold
2	Scenario proposal	-understanding of Contracting authority requirements	40/100	20



		-Innovative use of photos, illustrations	60/100	30
Total Qualitative Points (QP)			100	60

(iii) Quality shall be evaluated based on the technical skills necessary to deliver the requested services as described below:

Scenarios – Graphic design

Tenderers must provide at least one proposal for scenario below).

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.

(iv) 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.

(v) 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.

(vi) 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.

3.4.2

Lot 2: The contract will be awarded based on the lowest price. The offer with the lowest price, which is in conformity with the tender specifications shall be proposed for award.

Professional capacity criteria

Tenderers must prove that they meet the following professional capacity criteria:

- The tenderer has provided similar services in the past three years with at least three contracts with cumulative value of minimum EUR 20,000.

Evidence:



- List containing at least three contracts with cumulative value of minimum EUR 20,000, indicating the contract value, period of duration and the client.

3.5 Financial offer

For both lots, 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. VAT in the financial offer should be presented separately. The Permanent Secretariat of the Transport Community is exempt from such charges in Serbia based on the Headquarters agreement <https://www.transport-community.org/headquarters-agreement/>.

4. Terms of payment

The payments condition shall be define in each individual order. As a general principle all payments 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:

For both lots:

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 – see Annex 3.1 for Lot 1, and Annex 3.2 for Lot 2),
4. Financial Identification Form,
5. For Lot 1 – evidence as specified in point 3.4.1,



6. For Lot 2 – evidence as specified in point 3.4.2.