

TECHNICAL SPECIFICATIONS

Provision of Graphic Design Services

PS/SRV/DSN/020/2026

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1. Introduction

This document includes all the requirements on the basis of which each Tenderer will prepare its tender (Technical Proposal and Financial Proposal) for the performance of the services that are the subject of the Contract resulting from this procedure.

The Contracting Authority is the Transport Community through by the Permanent Secretariat of the Transport Community.

Permanent Secretariat of Transport Community - is one of the institutions set up under the Transport Community Treaty ("Treaty"). The Transport Community is an international organisation in the field of mobility and transport, consisting of 33 participants – the EU and the six Western Balkans regional partners, established by the Treaty establishing the Transport Community.

Permanent Secretariat of Transport Community provides administrative support to the other institutions of the Transport Community, acts as a Transport Observatory to monitor the performance of the indicative TEN-T extension of the comprehensive and core networks to the Western Balkans and supports the implementation of the Western Balkans Six (WB6) Connectivity Agenda aiming to improve links within the Western Balkans as well as between the region and the European Union. It also reviews and monitors the implementation of the obligations under the Treaty.

Address: Beogradjanka building, Masarikova 5/8, 11000, Belgrade, Serbia
Internet addresses:

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

Email: procurement@transport-community.org

2. Description of the services

The Secretariat seeks to develop publications, reports, analyses, and communications materials that require creative and engaging graphic design, including brochures, factsheets, flyers, posters, newsletters, infographics, animation videos, logos, and similar items. These materials aim to support communications and enhance the visibility and understanding of Transport Community initiatives. To this end, the Contracting Authority intends to establish a framework contract for design services in accordance with the specifications outlined in the procurement documents.

In preparing their tenders, tenderers must adhere to the provisions in these tender specifications, the draft framework contract, and the invitation to tender, which detail the rights and obligations of the contractor, particularly concerning payments, confidentiality, checks, and audits.

The signing of the Framework Contract does not obligate the Contracting Authority to purchase the full scope or any minimum quantity of services.

Participation in this tender procedure is open on equal terms to all individuals who are nationals of, and to legal entities effectively established in, a Member State or a country, territory, or

region listed in Annex A2a1 of the practical guide¹. Tenderers must indicate their nationality in their submissions and provide the requisite proof of nationality in accordance with their national legislation.

2.1. Services to be performed

1. Design of text layout, graphs, tables, and photos of publications for web and print, different number of pages.
2. Conference branding with development of conference design and its application to various materials (backwall, folders, notebooks, accreditations, PPT template, etc. (as per needs))

2.2. Expected results/outcomes following the performance of the services

The implementation of the Contract in accordance with the provisions of this Technical Specifications must at least lead to the achievement of the following measurable final results:

- Delivery of high-quality designs of publications
- Delivery of high-quality designs of conference materials

2.3. Duties and responsibilities of the parties

The Contractor shall be responsible for:

- ensuring resource planning in relation to the estimated schedule for the performance of the contract and presented in this document;
- fulfilling its obligations, in compliance with the best practices in the field, the relevant legal and contractual provisions, as well as with full understanding of the complexity related to the successful execution of the Contract, so as to ensure the fulfilment of the established objectives, ensuring that the activities performed and the obtained results are at the required quality parameters;
- ensuring the validity of all authorisations and certificates required for the performance of the services;
- ensuring a certain degree of flexibility in the performance of the services according to the objective needs of the Contracting Authority during the term of the Contract, provided that such flexibility does not constitute a modification of the Contract;
- performing the services - and presenting the results - in accordance with the requirements of the Technical Specifications;
- collaborating with the assigned staff of the Contracting Authority.

The Contracting Authority shall be responsible for:

- making available to the Contractor all available information for obtaining the expected results, such as: input data, reports, specific situations;
- designation of the team involved and responsible for the interaction and support offered to the Contractor;
- ensuring all resources under its responsibility that are necessary for the smooth implementation of the Contract.

¹

https://wikis.ec.europa.eu/spaces/ExactExternalWiki/pages/152798822/Annexes?preview=/152798822/152800112/a2a1_ecpro grammes_eligibility2021_2027_en.docx

3. Place and duration of activities/services

3.1. Place of delivery

The services shall be delivered primarily at the premises of the Permanent Secretariat of the Transport Community, Masarikova 5/8, 11000 Belgrade, Serbia, and/or remotely, as required.

Duration of services is until 31 December 2026

3.2 Duration of the Framework Contract

The Framework Contract shall remain in force until 31 December 2026.

3.3 Commencement and deadlines for individual assignments

Deliverable	Deadline
Concept development	10 calendar days from commencement
Finalisation of materials	40 calendar days from commencement

4. Deliverables, Acceptance and Copyright

4.1. Deliverables to be issued by the Contractor

All deliverables (graphic designs) issued by the Contractor should be in a size and format allowing further production of the same in electronic or print version.

4.2. Acceptance of partial and final results within the Contract

Deliverables (graphic design) should be approved and accepted by the Contracting Authority in order to be eligible for payment.

4.3. Copyright

The successful bidder shall be required to acknowledge and accept the following:

- The Contracting Authority retains ownership of the copyright for all work produced under any contract resulting from this Invitation to Tender.
- Any artwork, photographs, films, electronic files, or other physical or electronic media (including preparatory, intermediate, and final works) created under any contract resulting from this Invitation to Tender shall be the property of the Contracting Authority and must be surrendered upon request.
- Should it be necessary or requested to utilize third-party materials (e.g., footage or

stock photographs), the Contractor shall ensure that it possesses or obtains the necessary licenses for such materials to fulfill the needs of the Contracting Authority.

5. Contract budget and payments procedure

Maximum total value of the Framework Contract: EUR 8,000 excluding VAT.

The payment shall be done:

- Payment shall be made following the delivery and acceptance of the services requested under the respective assignment/specific contract, against a duly issued invoice;
- In EUR

6. The Methodology for evaluation of the tenders

The contract will be awarded based on the most economically advantageous tender, according to the best price-quality ratio. Tenders will be evaluated according to the following award criteria and their respective weightings:

1. **Financial component (Price) - 30%**
2. **Technical/quality component - 70%**

Details are specified in the Instruction to tenderers.