

Call for tender: Graphic Design

08/02/2016



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1. Purpose of the tender

The purpose of this tender is to select a Graphic Designer or a Design Agency to provide graphic design services for the European Patients' Forum, hereafter referred to as the 'EPF'. Translation, printing, filming and distribution of EPF communication material will be subject to another call for tender.

Being partly funded by an Operating Grant coming from the European Commission's Health Programme 2014-2020, EPF needs to submit a call for tender on a yearly basis. The framework contract resulting from the present call for tender will have a maximum duration of one year as from the date of signature of both contracting parties.

The objective of this tender is to secure the provision of services to meet the 2016 needs of EPF in graphic design. This contract refers to coordination work to support the development of EPF communication projects, of which the EPF 2015 Annual Report will be of primary importance. Other projects may include visuals/infographics for the website and social media platforms, layout of promotional items, factsheet leaflets and campaign-related promotional tools.

EPF General Information

The **European Patients' Forum (EPF)** was founded in 2003 to ensure that the patients' community drives policies and programmes that affect patients' lives to bring changes empowering them to be equal citizens in the EU.

EPF currently represents 67 members, which are national coalitions of patient organisations and disease-specific patient organisations working at European level. EPF echoes the voice of an estimated 150 million patients affected by various chronic diseases throughout Europe.

EPF's vision for the future is that all patients with chronic and/or lifelong conditions in the EU have access to high quality, patient-centred equitable health and social care.

EPF produces a range of publications, such as annual reports, brochures, leaflets, infographics, thematic papers, newsletters, etc. made available on paper and using electronic means of communication, bearing in mind the EPF's [corporate identity](#). Other items linked to exhibitions, such as pull-ups, posters, leaflets as well as adapting our products for dissemination and other social media channels will also be required on an ad hoc basis.

2. Description of services

The successful tenderer will provide high-quality services in the field of graphic design. The following tasks will need to be carried out:

- Task 1: Meet the EPF Communication Officer and apprehend EPF's vision for the various communication projects.
- Task 2: Coordinate design work with the Communication Officer of the development process of the Annual Report. Propose at least two different mood boards/ artwork designs for the cover and two for internal pages to agree on a visual line. These proposals are subject to change until EPF satisfaction is met.
- Task 3: Coordinate design work with the Communication Officer on promotional items and brochures for ad hoc events.
- Task 4: Coordinate with the EPF Communication Officer on the development of the annual report's cover and internal pages to ensure on-time delivery. This includes text layout and page make-up with the graphic design of infographics, graphs, charts, tables, maps, icons and other images used in communication tools produced by EPF, both printed and online. This may involve designing from scratch according to specifications, or redrawing existing figures. A search for photos to answer a particular need may also be required. A graphic briefing is attached to this tender.
- Task 5: Provide the final report in ready-to-print files as well as in low resolution PDF for the website use; in designer's format (InDesign, Xpress, etc.); and provide all the fonts and images in a separate folder to ensure EPF is the final owner of the produced material.

EPF's products need to reflect the visual identity but a refresh may take place during the duration of this contract to meet current graphical trends, hence tenderers must be ready and able to adapt to any changes this may imply in terms of product design and layout.

3. Participation in the tendering procedure

1.1. TENDER PROCESS

EPF reserves the right to conduct the tender process and select the successful tender. EPF is not bound contractually or in any way to a bidder to this request for tender until EPF and the successful winner have entered into a written contract.

1.2. TENDER EVALUATION

Participation in this tendering procedure is open on equal terms to all natural and legal persons fulfilling the abovementioned eligibility criteria and language requirements. EPF may, in its discretion, extend the closing date and time of the tender.

The selection procedure will be based on the principles of equal treatment, fairness and transparency and on expertise (75%) and price (25%).

All applicants will receive acknowledgement of receipt of their tender and will be informed of the outcomes of the selection process within one week following the deadline date. EPF is not obliged to provide reasons for its decision to shortlist; accept or reject any particular tender.

Offers to the tender will be evaluated based on the following criteria:

Qualitative Award Criteria
1) A cost proposal for the Annual Report - Most economically advantageous tender for a maximum budget of 5500€, VAT included.
2) A list of references - Quality of the technical and professional capacity proposed by the tenderer in terms of graphic design and layout. The tenderer is requested to provide at least three recent examples of graphic design and layout done for other clients that are similar to EPF's request.
3) Quality of the assurance mechanisms proposed by the tenderer to ensure the production of high quality products (number of mood board/ artwork proposals, round of corrections, etc.).
4) Congruence of proposal with the timeline - Measures in place to ensure timely delivery of the services.

Applicants must have excellent knowledge of the English language.

1.3. EXCLUSION CRITERIA

Candidates or tenderers shall be excluded from participation in this procurement procedure if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the EPF can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the EPF or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union's financial interests;

- f) following another procurement procedure or grant award procedure financed by the Union’s budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

1.4. SCHEDULE

The assignment shall start in February 2016 and shall be completed by 31 December 2016.

Tender submission and schedule of the work related to the development of the 2015 annual report:

Launch Tender	EPF	08/02/16
Close of the Tender	Tenderer	22/02/16
Selection of the tenderer	EPF	23/02/16
Briefing meeting	EPF - Tenderer	26/02/16
Provide Annual Report draft text	EPF	10/03/16
Mood Board/Artwork	Tenderer	17/03/16
Feedback on Mood Board/artwork	EPF	24/03/16
Agree on Mood Board/artwork	EPF	25/03/16
Provide 1st project model for all pages	Tenderer	01/04/16
1 st round of corrections	EPF	06/04/16
Provide 2 nd project model with corrections included	Tenderer	15/04/16
2 nd round of corrections	EPF	19/04/16
Provide 3 rd project model with corrections included	Tenderer	21/04/16
3rd round of corrections with approval	EPF	25/04/16
Final report delivery for printing	Tenderer	29/04/16
Final report delivery with all formats	Tenderer	29/04/16

4. Terms of payment

Prices must be fixed amounts in Euro and will not be subject to revision. The amount of VAT should be shown separately.

Costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.

5. Quality issues

In delivering the service the tenderer shall ensure the highest quality standards of which EPF shall be the sole judge.

6. Confidentiality and conflict of interest

The Tenderer undertakes that they will not at any time, either before or after the termination of this service, use or disclose or communicate to any person confidential information relating to the affairs of EPF. This restriction shall continue to apply after the termination of the service without limit in point of time.

To ensure the independence of terms of their contract, the winning tenderer will sign a declaration certifying that they have no conflict of interests in relation to the tasks to be undertaken and undertake to inform EPF's communications officer should this status change.

7. Terms and conditions

EPF reserve the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this call for tender at any time prior to the execution of the written contract. EPF reserves the right to waive any formalities in the call for tender process. EPF may respond to questions or provide information from tenderers, and is under no obligation to provide such responses or information to all other tenderers.

By submitting a proposal, the tenderer agrees that:

- EPF may copy the proposal for purposes of facilitating the evaluation of the proposal and agrees that such copying will not violate the rights of any third party.
- It will not bring any claim or have any cause of action against EPF based in any misunderstanding concerning the information provided or concerning EPF's failure, neglect or otherwise, to provide the bidder with pertinent information as intended by this call for tender.

The accomplishment of a tendering procedure imposes no obligation on the EPF to award the contract. Should the invitation to tender cover several items or lots, EPF reserves the right to award a contract for only some of them. EPF shall not be liable for any compensation with respect to tenderers whose tenders have not been accepted. Nor shall it be so liable if it decides not to award the contract.

The estimated date for the signature of the contract will be 23 February 2016.

8. Contracting authority

European Patients' Forum (EPF)

Rue du Commerce 31

1000 Brussels

www.eu-patient.eu

In witness whereof this Contract has been entered into the day and year set out below:

Signed by the European Patients' Forum:

on the day of 20....

Signed by the Tenderer:

on the day of 20....