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CALL FOR PROPOSALS

Terms of Reference

Creation of visual identity of the project:

Balkan optimizing opportunities for sustainable transformation – BOOST

The Contracting Authority:

European Association for local democracy - ALDA



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1. BACKGROUND INFORMATION

About ALDA

ALDA – European Association for Local Democracy, is a French-registered association dedicated to the promotion of good governance and citizen participation at the local level in the European Union, its Neighbourhood and beyond.

ALDA is a key stakeholder in the field of local democracy, active citizenship, and cooperation between local authorities and civil society in Europe, its Neighbourhood, and all around the World, mainly acting through participative methods and decentralised cooperation.

ALDA was established in 1999 at the initiative of the Council of Europe to coordinate and support the network of the Local Democracy Agencies (LDAs), which are self- sustainable, locally registered NGOs acting as promoters of good governance and local self-government, with which ALDA collaborates in many activities.

ALDA is a membership-based organisation gathering over 300 members, including local authorities, associations of local authorities, and civil society organisations, coming from more than 54 countries in the enlarged Europe. As a core element, ALDA supports citizens and groups of citizens in their initiatives aimed at improving their local context, building bridges with local authorities to make the change real.

ALDA is a wide, consolidated network, made of 300 members from 54 countries, 16 Local Democracy Agencies (LDAs) and 2 Operational Partners (OPs).

The Association is led by a Governing Board elected every four years, composed of its members' representatives and engaged in fulfilling the mission, while daily operations are ensured by a staff made of 50 people working from 6 offices over Europe, from Strasbourg (FR), Brussels (BE), Vicenza (IT), to Skopje (MK), Chisinau (MD) and Tunis (TN).

Background of the project BOOST

Balkan optimizing opportunities for sustainable transformation – BOOST is a 3-year project that is implemented in 6 Western Balkans countries Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia and Serbia supported by Agence française de développement.

The programme of BOOST project aims to strengthen democratic, economic and social development of the WB region while targeting Western Balkans CSOs and young people. This will be achieved through long-term program support for empowering civil society capacities in different thematic pillars:



- Pillar 1: Youth and entrepreneurship;
- Pillar 2: Rural development and environment;
- Pillar 3: Cultural heritage and community development.

The cross-cutting priority of the project is to promote active citizenship through participatory approaches and tools, and to encourage a gender perspective in all the programme’s activities.

The programme aims to strengthen the role and the capacities of civil society organisations in the Western Balkans countries, which work for the democratisation and sustainable development of the region, to set up a network of relevant stakeholders (civil society, local authorities, universities and others) committed to the stable and democratic, economic, cultural and social development of the region and to promote and strengthen a shared narrative among civil society and decision-makers that reinforces European values of peace, democracy, and inclusion of young people (men and women, boys and girls) at regional level.

As main targets, the activities of the project will include Civil Society Organizations from WB region, working in fields of democracy, active citizenship, youth, gender equality, entrepreneurship, rural development, environment and of cultural heritage, operating at national and regional level and young people from WB region, aged 15-29 (men and women, boys and girls, on an equal level) engaged in different societal processes.

The activities are divided in 3 components :

1. CSO Capacity building and Empowerment Program
2. Sub-granting scheme
3. Advocacy activities

Timeline:	April 2024 – March 2027.
Countries :	Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Montenegro and Serbia
Donor :	Agence française de développement.
Language:	English

2. PURPOSE AND ENGAGEMENT ACTIVITIES

The project requires the development of graphic layout materials to establish the visual identity of the BOOST project. The service provider will be tasked with creating a visual identity that aligns with BOOST's goals and is effective from the initial phase of implementation.



This visual identity is crucial for building goodwill, enhancing recognition among audiences, and strengthening the project's position with various partners. The graphic layout will serve as a consistent identity throughout the project's lifetime and beyond.

The contracting authority is in search of a service provider that will offer its services during the entirety of the project, providing solutions upon request.

3. TERMS OF REFERENCE

Development of a Graphic layout material for visual identity of the BOOST project:

- The proposal should be creative and innovative ideas for visual layout which is easy to read and distinguish the information and present the layout idea to contractor, discuss on the proposed layout and incorporate feedback
- Based on the feedback, create a layout and design of all information and communication materials that will used during the project lifetime, (reports, banners, posters, booklets, leaflets, book chapters, calendars, brochures, newsletter, bulletins, flyers, cards) for printing and electronic distribution.
- Create the visual solutions for upcoming events, trainings, meetings or campaigns based on the proposed visual identity and upon request by the contracting authority.
- The service provider will update the materials upon request.
- The selected service provider needs to deliver the final designs both in a working format and pdf versions (print and web) as per the delivery date on the contract.
- The service provider should be able to offer a complete service, design and print of materials.

4. LOGISTIC AND TIMING

4.1. Language

The main language of the materials will be English.

4.2. Period of Performance

The contracted period will be from the date of signing of the contract until March 2027, with the exact dates to be determined in the contract. The visual identity must be completed in a period of 1



month after signing the contract. The first “draft” proposal of the visual identity must be completed and delivered 15 days after signing of the contract.

4.3. Payment

The payment for the assignments will be done based on deliverables. The first payment will be done after delivering the complete visual identity, and the following payments will be made after each completed service requested by the contracting authority.

5. PROPOSAL REQUIREMENTS

5.1. Requested documentation

The proposal should be written in English and contain the following documents:

- Portfolio of the company’s previous work:
 - The company must demonstrate wide experience in developing institutional graphic profiles, with at least five years of experience;
 - Copy of catalogue or samples of design work previously done, provide samples or links and reference details. A minimum of 5 samples or links is expected.
- Financial offer expressed in EUR

5.2. Qualifications

- Proven experience in graphic design, with a focus on information and communication materials.
- Proficiency in design software such as Adobe Design Premium, In-Design, Illustrator, CorelDraw, etc.
- Strong understanding of printing processes and color management.
- Familiarity with new technologies and digital platforms.
- Experience in development space is desirable.
- Portfolio demonstrating clear and mature design style.
- Option to provide complete inhouse service

5.3. Delivering the proposal

All proposal will be sent to boost@aldaintranet.org by the 14.06.2024, 17:00.