**TERMS OF REFERENCE (ToR)**

**Tender for Public Campaign Services**

**Project: EUAV TEACH - Technical Assistance for European Caritas**

**Organisations in Humanitarian Aid**

Caritas Czech Republic Project number: EA02H

EC Contract number: 2017-3554/001-001

1. **Introduction**

TEACH is a project funded through the Education, Audiovisual and Culture Executive Agency of the European Commission and implemented by Österreichische Caritaszentrale (Caritas Austria) together with 6 European Caritas Organisations (Austria, Czech Republic, Ireland, Romania, United Kingdom and Caritas Europa). Project details are outlined in the enclosed presentation (Tender overview PDF).

The present tender aims to select a **qualified Creative Agency** in Czech Republic highly experienced in the field of marketing, PR, campaigning etc. that will support partners Caritas (Czech Republic and Romania) organisation in better communication on EUAV and Humanitarian Aid topics among the general public in Czech Republic and Romania. The aim is to raise the interest of the target groups (potential volunteers from corporations and NGOs, students, general public) in volunteering in humanitarian aid and supporting general knowledge about humanitarian aid.

The winning bidder will be responsible for implementing the campaign material together with Caritas Czech Republic and will provide campaign identity materials including short video, leaflet, poster, magazine and mobile exhibitions visualisation as a final products with the Caritas Czech Republic and Caritas Austria ownership. The winning creative agency will not be responsible for the printing of materials (expect mobile exhibition).

Elaborated materials will be used during the specific events for the audiences in Czech Republic and Romania. All elaborated materials will be also spread electronically through the Caritas Europa network between all European Caritas organisation.

The selected creative agency will be contracted by Caritas Czech Republic, Vladislavova 12, Prague.

**2. BACKGROUND OF THE PROJECT**

Project details are outlined in the enclosed presentation (Tender overview PDF).

**3. OBJECTIVES OF THE CAMPAIGNING SERVICES**

The objectives of the campaigning services are:

1. To create united campaigning lay out/campaign identity (including merchandising)
2. To create graphic design of communication materials

* Poster – united promotional poster for public events (A3/A2 format)
* Leaflet – informative leaflet about TEACH project and how to participate in EUAV programme (A4 format, folded in 3:6 pages)
* Magazine – magazine providing more detailed information about humanitarian aid, including testimonies, interviews and stories about volunteers working in humanitarian aid (A4 format, 12 pages/6 sheets)

1. To elaborate short video about EUAV and humanitarian aid – 3-5 minutes long video. Video will be used for the presentation on the public events and disseminated through the social media.
2. To design interactive mobile photo exhibition – exhibition consisting of 10-12 thematic pictures with use of interactive instruments. Mobile exhibition shall be designed for transportation in a small van and useable for indoor and outdoor conditions.
3. To provide professional support and consultancy to the Caritas project team

General conditions for all campaign materials:

1. All materials shall be elaborate in English and Czech language
2. All materials shall be create with the possibility for following translation and adaptation to the other project languages such as Romanian, Hungarian or German (translation is not responsibility of the winning bidder)
3. Caritas Czech Republic will provide to the winning bidder technical background for content of leaflet and magazine (information about humanitarian aid, volunteering, EUAV etc.) and other campaign materials (if is need)
4. Caritas Czech republic will provide to the winning bidder photo and video materials from its database. If provided materials will not be suitable for the campaign objectives, creative agency may use own sources
5. Caritas organizations are responsible for the printing and elaboration of merchandising materials. This is not part of the tender budget.
6. Creative agency is responsible for designing of materials, video making and elaboration of the mobile exhibition, what is part of the tender budget and shall be covered by the Creative agency.

**4. BUDGET**

The budget is **290.000 CZK, included** **VAT,** for the contract period. This includes all costs for licences, content production and sub-contracted services.

**5. REQUIRED EXPERTISE**

* Understanding and knowledge of public campaigning with the NGO sector is a plus.
* Financial stability.
* Proven ability and experience of video making and graphic designing.
* Knowledge and experience of delivering campaigning materials with understanding of the environmental context (policies, media, attitudes, political) and challenges this brings.
* Flexibility to adapt all materials to the European countries with different context.
* All communication, resources, materials and documentation will be in English and Czech.
* Proven ability and knowledge to create all materials in both, Czech and English, language.

**6. PROVISIONAL TIMETABLE AND DEADLINES**

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| --- | --- |
| **ACTIVITY** | **DATES** |
| Submission deadline | 5th February 2019 |
| Result announcement (1st round) | 8th February 2019 |
| Presentation of selected applicants | 13th – 15th February 2019 (TBC) |
| Results announcement (2nd round) | 15th February 2019 |
| Contract signing | 18th – 22th February 2019 |
| Deadline for delivering of material | May 2019 |

**7. PAYMENTS**

Details regarding financial reporting and payments will be specified in the contract. The final cost can not exceed **290.000 CZK,** included VAT.

**8. TENDER EVALUATION CRITERIA**

Tender submission will be evaluated on both quality and ability to deliver the Service Specification within the contract price. A score will be awarded for each element of the evaluation criteria.

Each of the following quality criteria has been determined and weighted in accordance with its relative importance to the Service Specification.

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| **CRITERIA** | **MAXIMUM POINTS** |
| Track record ( application template page 2) | 10 |
| Management Approach (application template page 3) | 10 |
| Quality of implementation plans (application template page 4) | 30 |
| Technical skills (application template page 4) | 30 |
| Knowledge and Networks | 20 |
| **Total Score** | **100** |

**9. AWARD CRITERIA**

Each member of the evaluation committee will assess your submission and a mean score will be calculated. Selected applicants will be invite for the personal final evaluation presentation. The evaluation committee will consist of members of Caritas Czech Republic management team and is conducted in accordance with the guidance as specified in the Caritas Czech Republic Procurement Manual. The contract will be awarded to the bidder assessed best according to the evaluation criteria mentioned above.

**10. SUBMISSION DEADLINE**

Submission of bid can be considered only with completed application template, including the signature of legal representative.

Submission deadline is **5. 2. 2019 15:00 CET.** Late submission is not permitted.

Documents must be returned via e-mail to: [sarka.zapotocka@charita.cz](mailto:sarka.zapotocka@charita.cz)

Selected applicants will be invite after the first evaluation round for the final personal presentation. Presentation will be held in Vladislavova 12, Prague and the date will be specified after the first round of the evaluation.

**11. CONTACTS**

Main PARTNER contact for this project is Ing. Šárka Zápotocká

E-mail: sarka.zapotocka@charita.cz

Telephone: +420 739 481 253

**12. ANNEXES**

1. Project overview PDF – for your information
2. Application template – to be completed and signed
3. Procurement\_Manual\_CCR\_HQ\_missions
4. Exclusion criteria