

## **ANNEX A.1**

### **OPEN CALL FOR TENDER – F-SU-12-T02**

Design and Production of  
Communication and Awareness raising materials (exhibition design)  
And Production of customised promotional Materials

## **TECHNICAL SPECIFICATIONS**

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## 1. Background information

The European Union Agency for Fundamental Rights (FRA) is an Agency of the European Union. It was established on 15 February 2007 on the basis of Council Regulation (EC) No 168/2007<sup>1</sup>. The objective of the Agency, according to Article 2 of the Regulation, is to provide the relevant institutions, bodies, offices and the Community Agency concerned and the Member States with assistance and expertise relating to fundamental rights in order to support them when they take measures or formulate courses of action within their respective spheres of competence to fully respect fundamental rights.

In order to fulfil its objectives the FRA conducts research collecting relevant primary and secondary data and contextual information from EU Member States and analyse them comparatively in order to develop policy relevant reports addressed primarily to their main stakeholders, the EU institutions and EU Member States. These tasks are accomplished primarily through the work of expert staff. In addition, the FRA develops and co-ordinates research networks of experts and organisations across the EU based on contractual relations.

More information on the FRA and its activities can be found at its website: <http://fra.europa.eu>

## 2. Objectives per LOT

The overall objective of the contract is to assist the FRA in illustrating and promoting the complex outcome of its work using printed materials, electronic means of communications, promotional and awareness raising materials.

The FRA is seeking contractors for the design and production of conference and awareness raising materials (Lot 1) and for the design and production of customised promotional materials (Lot 2), as described in the relevant sections below.

The objective of LOT 1 is to request a company to provide the FRA with a wide range of conference and awareness raising materials including customisation, graphic design, layout, printing, finishing and delivery services.

The objective of LOT 2 is to request a company to provide the FRA with a wide range of promotional materials including customisation, printing, finishing and delivery services.

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<sup>1</sup> COUNCIL REGULATION (EC) No 168/2007 of 15 February 2007 establishing a European Union Agency for Fundamental Rights

### 3. Supplies and services requirements

All services will be carried out according to the Annex 1– Corporate Visual Identity guidelines

#### **Lot 1: Provision of Design and Production of Conference and Awareness Raising materials**

The FRA hosts many meetings in different locations in Europe and welcomes a high number of visitors to these meetings and to its premises. The FRA is thus often in a position where it needs to distribute and display customised conference and awareness raising materials sometimes based on a specific branding. For this reason, we require the services of a company developing, producing and delivering customised conference and awareness raising materials.

The successful tenderer(s) will be asked to provide:

- graphic design and related services for the development and implementation of specific brandings (usually combining FRA visual identity with the specific elements linked to the event) based on FRA input; this includes the preparation of concepts and artwork and the provision of pictures and other third party materials including copyright handling.
- Provision and customisation, including layout, the preparation of 'camera ready' files, scans, films, proofs printing and finishing services of a wide range of conference and awareness raising materials such as but not limited to booklets, flyers, posters, leaflets, writing pads, business cards, folders, exposition stands, roll-ups and other related products. These products usually have a special design, and are printed in a limited number of copies.
- Delivery of the produced items to the FRA.
- For the development of a specific branding:

Based on specifications provided by the FRA for an order form, the contractor will be requested to develop and present 5 different design proposals and their concept for the branding to the FRA. The design concepts shall take into consideration the FRA CVI (see annex 1). The FRA will, based on these proposals, chose the one which should be further developed and will provide the contractor with further input and guidance. The contractor will finalise the design concept and shall consider up to 3 proofing rounds in their offer. When the design concept has been finalised, the contractor will provide FRA with open InDesign package for the products specified in the order form. The templates shall include all relevant setting like paragraph/character styles, colour variations, artwork developed for the branding and references to pictures used.

- For the layout of products:

Based on the provisions of the FRA CVI or, if available, a specific branding, the contractor shall prepare the layout of the products specified in the order form. The FRA will provide relevant text, templates and artwork. Due to the sensitivity of the work of FRA, changes in the text will have to be expected and the contractor shall consider up to 6 proofing rounds for the layout of products like the brochure and flyers. The contractor shall provide FRA with print ready PDF files as well as an InDesign package including all open files, templates, artwork and fonts if specific fonts have been used.

## **LOT 2: Provision of customised promotional Materials**

The FRA requires the services of a company able to produce customised promotional materials in various qualities.

The successful tenderer(s) will be asked to provide the following:

- Provision and customisation of a wide range of promotional materials and executive gifts such as but not limited to: biro, neckbands, pins, badges, stickers, key fob/rings, mouse pads, contact notes, pin board magnets, bags, Information carriers, briefcases, umbrellas, ties, scarfs, award trophies, USB sticks, custom shaped CD/DVD-ROMs, tape for packets, and other related products.
- Delivery of the produced items to the FRA.

### **4. Catalogues**

The successful tenderer(s) should provide a printed catalogue in the offer or indicate the link to the online catalogue. It should contain the main supplies they are able to provide with a full description mentioning characteristics of each item including colour and material, prices and delivery time.

The FRA shall be notified frequently on the new items the contractor can provide.

The contractor will be requested to provide the FRA with 2 copies of printed annual catalogues at the beginning of each year.

### **5. Deliverables**

The contractor shall execute the design, pre-press services and the printing services, respectively, according to the requests included in each order form (see draft order form – Annex B Draft Framework Contract) under the Framework contract. The deliverables shall be delivered to FRA via the channels and in the formats agreed in the respective orders.

- The deliverables of this contract falling under the category creative works, designs, layouts, etc. shall become the property of the Agency that will be able to use them without additional costs. They will be delivered on appropriate electronic data storage devices (CD-ROM, DVD, USB-Key, etc.) and also by email. They shall be delivered in appropriate formats (word, PDF, jpeg, etc.) as stated in the respective orders.
- The deliverables of this contract falling under the category of communication materials shall be properly packed and protected against all damage. The tenderer is responsible for any damage that may occur to the deliverables during the transportation. The boxes shall clearly indicate the content, including the number of copies and any other required information. The contractor ensures the delivery of printed materials to the FRA premises.

### **6. Project monitoring**

The FRA will monitor the execution of the Framework Contract and Order Forms in technical and administrative terms. The Contractor should report immediately to the Agency in writing any problems encountered during the implementation of the Contract.

## **7. Communication**

During the implementation of the framework contract, communication between the FRA and the Contractor will mainly be by phone, fax, electronic, and surface mail.

Requests for offers for conference and awareness raising materials shall be possible via e-mail and shall be answered within three (3) working days.

The Contractor should ensure that comments during the development of a branding or during layout phases shall be implemented and a new proof shall be provided at the latest two working days following the request.

The Contractor should ensure that questions for clarification regarding any deliverable are addressed the same, at the latest the next working day following the request.

## **8. Language**

The working language of the Agency is English. The English language shall be used throughout the project duration for all communication, reports and other documentation.