

# **EuroGeographics Graphic Design Services Request for Proposal**

## **1. Association background**

### **EuroGeographics - Connecting you to maps and land information for Europe**

EuroGeographics is an international not-for-profit organisation representing Europe's National Mapping, Cadastral and Land Registration Authorities. We are based in Brussels, Belgium.

Our strength lies in our extensive membership and we are proud to represent over 60 organisations from 46 countries covering the whole of geographical Europe, delivering benefits for each regardless of the geographical, technical, political, organisational, linguistic and business parameters in which they work. By providing a single point of contact, we enable government, business and citizens to benefit from their collective expertise, products and services.

Our activities focus on maintaining a network that helps each member to improve their capabilities and role; facilitating access to our members' data, services and expertise; and representing our members' interests in those areas of policy development where they have a track record, significant expertise and a legitimate interest.

Our website can be found at [www.eurogeographics.org](http://www.eurogeographics.org)

## **2. Proposal request**

We want to appoint a freelance consultant(s) or organisation(s) that will work with us to provide Graphic design services. The aim of the current call is to identify, pre-select and establish a pool of competent, reliable suppliers. The evaluation of the competence and value for money of the services proposed will allow us to fast track procurement of services and allow us to support the growth and visibility of our activities.

- The services to be provided will include, but are not necessary limited to
  - The design and production of our Annual Review
  - Design of templates that can be used for reports and newsletters,
  - Design of ad hoc leaflets and handouts,
  - Design of corporate info-graphics
  - Design of social media templates
  - Design of promotional material
  - The creation of GIFs and short animations
- Maximum planned budget per annum 45,0000 euros. Every year we publish our annual highlights, an annual review, and a set of other documents. The current

versions are available and visible on our website. Should there be a need to procure a higher amount, an additional bid will be launched in order for EuroGeographics to remain compliant with its internal procurement rules.

- For every item of graphic design, a quote will be requested and an agreement will be made. The selected supplier is not obliged to provide a quote and EuroGeographics are not obliged to accept the offer. A binding contract will be established upon the acceptance of a quote.
- The current preselection is valid for a period of three years

### 3. EuroGeographics Brand

EuroGeographics has a strong brand and identity. We are recognised by our members and within the global industry in which we operate.

Our brand values are:

- Quality
- Authoritative
- Trustworthy
- Innovative
- Up to date (currency of data)
- Expert
- Professional

Attached to this document are the Association's visual language guidelines. We are not looking to change these significantly, although minor modifications could be suggested, and would expect the designer to follow the established brand of the Association.

### 4. Evaluation Criteria and selection of suppliers

| Criteria  | Evidence |
|---|----------|
| Evidence of Experience of a not for profit graphic design portfolio |          |
| Capacity to adapt to our design and brand identity                  |          |
| Capacity to deliver all of the services described in section 1      |          |
| Capacity to deliver under pressure and work to short timescales     |          |

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| Located in Belgium would be preferred but it not required   |  |
| Ability speak English fluently as most of the interactions are done in English                                  |  |
| Hourly rate   |  |
| How many hours would you request for creating a document like the annual review accessible <a href="#">here</a> |  |
| Expected modalities of update of the hourly rate  |  |

**5. How to submit your interest**

- Please respond by filling in the above table, the entire submission should not exceed 10 pages.
- Responses should be sent electronically to: Sallie Payne, [sallie.payne@eurogeographics.org](mailto:sallie.payne@eurogeographics.org), by midnight (CEST) on Friday 31 January.
- Responses must be provided in English
- Word or PDF format is acceptable
- Please provide a description of your company, i.e. number of employees, length of time in business etc. as well as providing your registered address, and the main contact person and their contact details.