

**Support to Food Safety, Veterinary, and Phytosanitary Standards, Albania
(Contract: 2018/403-625)**

Tender Opportunity – Appointment of Creative Design Agency

Protocol no. 05

c/o CBS, 4th Floor, Rr. Mustafa Matohiti, Nr 4, Kati III, Tirana, Albania

Date: March 08, 2019

Re: Provision of Creative Design Agency
Procurement Procedure: Competitive Negotiated
Ref: 5.2.11

Dear Madame/Sir,

The 'Support to Food Safety, Veterinary and Phytosanitary Standards', is a 4-year project financed by the European Union and implemented by the Food Safety Authority of Ireland, in partnership with the Irish Department (Ministry) of Agriculture, Food and the Marine, the Finnish Food Authority and Creative Business Solutions (CBS) has commenced activities in Albania. The direct beneficiaries of the project include the Albanian Ministry of Agriculture and Rural Development (MoARD), the National Food Authority, ISUV and other organisations within the national food safety system. The aim of the project is to help strengthen the national food safety system in Albania.

The project now wishes to appoint a Creative Design Agency and invites suitably qualified agencies to submit a proposal based on the Terms of Reference provided.

Submission

The proposals in response to this 'Request for Proposal' RFP must be submitted by email in the following e-mail address: info@cbs.al no later than April 17, 2019 by including "Provision of Media Design Services" in the subject line.

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Request for Proposals

External Actions of the European Union – 2018/403-625. ‘Support to food safety, veterinary and phytosanitary standards’ - The Food Safety Project

1. DESCRIPTION OF THE ASSIGNMENT

1.1 Requested services

The project is accepting proposals from qualified firms to help develop various design options for application across digital, print and online platforms.

1.2 Scope of Service

The project is seeking to appoint a Creative Media Design Company. This will be a concept to end-product service across a range of assignments over the 4-year project period. Design services are anticipated to include:

- Branding and identity for project publications, documents, manuals;
- Concept, creative and lay-out design for print-based products such as brochures, training manuals, publicity posters and related awareness materials;
- Digital design of creative digital visual presentations such as Powerpoint template and/or event backdrop/digital screens;
- Concept of leaflets and brochures, roll-up banners and *ad-hoc* visibility items for events and conferences, training activities and workshops during the project implementation.

A common theme across all products will be food safety. The selected company should be in a position to offer leading-edge creative and design solutions. Building a distinctive brand and identity for project-commissioned publications that communicate a sense of quality, engagement and professionalism.

1.3 Language of the Specific Contract

Language of the contract will be English. Productions may be in both English and Albanian language.

2. LOCATION AND DURATION

2.1 Starting Date

The design company will be engaged by the project over the period from 1st of April 2019 to 31st December 2023.

2.2 Location(s) of assignment:

The assignment will be based in Tirana

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3. MANAGEMENT AND REPORTING

The design company will work with the Food Safety Communications Team with ultimate reporting to the Project Team Leader.

ANNEX I

A. SUBMISSION REQUIREMENTS / PROPOSAL GUIDELINE

The service provider should be a qualified design company with the ability to work across print, online and digital platforms. You are now invited to submit a Technical and Financial Proposal that includes:

a) **Economic & Financial Capacity**

- Certificates of business registration and legal establishment;
- Tax compliance certificate;
- Turnover figures for past 3-years.

b) **Professional Capacity**

- Firm organisational profile and profile of company directors/key staff;
- Description of previous assignments including approximate value, project names, references and experience of working with international partners.

c) **Technical Proposal**

A brief Technical Proposal (maximum 8 pages - with any additional samples annexed) that describes:

- Example methodology that would be applied from concept to final product for creation of a **corporate identity** e.g. logo design, application of logo to headed paper and business cards (a) Key stages in process; (b) Typical timeline (c) Critical points for creating a quality production (d) Project Management and interaction with client;
- Example methodology that would be applied for design of **printed brochure** based on simple fold-over option, A4 size (fold-over of A3 page) to give four-sided production, glossy paper, colour with combination of text, pictures and diagrams – (a) Key stages in process; (b) Typical timeline (c) Critical points for creating a quality production (d) Project Management and interaction with client.

d) **Financial Proposal**

- A budget with detailed breakdown of costs for the completion of the corporate identity described above;
- A budget with detailed breakdown of costs for the design of the corporate brochure described above and supply of 2,000 copies in Tirana.

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**The fee offered shall include all the taxes*

B. EVALUATION CRITERIA

The contract will be awarded to the consultant getting the best value for money combination based on the following evaluation criteria. The selection of the firm/provider will be based upon the following factors:

Economic and Financial Capacity	20%
Professional Capacity	20%
Quality of technical and creative approach	30%
Delivery timeframe	10%
Value for money	20%
Total:	100%

Questions related to the RFP

All interested firms shall direct questions to info@cbs.al. The project team reserves the right to disclose the general content of its communications to ensure process fairness and the distribution of useful information.

Language

Proposals, correspondence and documents relating to the Proposal should be submitted in the official project language which is English.

Confidentiality

Proposals and the information contained therein will be considered confidential and will not be shared with the public and/or individuals other than for the purposes of evaluating the various "Request for Proposal" RFPs and reporting purposes to the Contracting Authority of the project - European Delegation to Albania. The proposals will be evaluated by a panel of experts.