

6 November 2020

TENDER FOR THE PROVISION OF EDITORIAL, GRAPHIC DESIGN

New Direction – The Foundation for European Reform publishes reports, scientific analysis, economic studies, policy briefings and discussions papers each year.

In the coming months, the Foundation is keen to expand its work in a number of areas covering:

- Eurozone, Finance and the Economy
- Energy and the Environment
- Defence, Foreign Policy and Security
- Accountability, Transparency and Efficiency
- Immigration, Justice and Society
- Transatlantic Relations

Tenders are sought for the provision of Graphic Design services

GENERAL REQUIREMENTS

GRAPHIC DESIGN & PRODUCTION RELATED

- building and improving corporate & brand identity for New Direction and all related initiatives (The European Journal, ReDiscovering Conservatism, La Convencion Azul...)
- merchandise design
- visual identity of all events New Direction is working on, along with all promo items
- graphic and layout design of New Direction reports, approximate 35-45 per year (each 50-150 pages)
- graphic and layout design of New Direction - The European Journal magazine, approximate 1-2 per year (each 180-230 pages)
- graphic and layout design of New Direction books, approximate 10 per year (each 150-300 pages)
- video presentations for specific projects or events
- editing and video/audio post production of New Direction - ReDiscovering Conservatism webcast videos, approximate 10-15 per year (each 50-90 min long)

WEB RELATED

- email hosting and account management (approximate 7-12 email addresses)
- web domains management (newdirection.online, laconvencionazul.com, theeuropeanjournal.online, rediscoveringconservatism.online)
- web hosting providing and management (approximate 20 GB hosting space divided into 4 web domains)
- periodic redesign of sections on the website, improvement and update, in accordance with time and new technologies
- if necessary creating new websites or landing pages for new projects

- very important // knowledge and work on "Expression Engine" platform - maintenance and management of content management system behind all websites, periodic updates, refreshes and extensions

CONSULTING RELATED

- creative direction of New Direction visual presence
- advertising consultation, in traditional and online media, making media plans
- content consultation, for all publications, events, web and digital work
- active participation in brainstorming and project planning
- technical supervision of all New Direction work

The successful bidder may be required to design material that uses European languages other than English. They should therefore ensure that they have the ability to use typefaces (including any special characters) for alphabets used by languages including Greek, German and French.

The Tenderer shall be deemed to have satisfied themselves before submitting its tender as to the accuracy and sufficiency of the rates and prices stated in their tender which shall (except in so far as is otherwise provided in the Contract) cover all the Contractor's obligations under the Contract and the Contractor shall be deemed to have obtained for itself all necessary information as to risks and any other circumstances which might reasonably influence or affect the Contractor's tender.

SUBMISSION OF TENDER

Tenders should be returned no later than 10 December 2020. Tenders received after this time will **NOT** be considered.

The tender submission must be completed as directed and returned via mail as per the instructions below.

The tender submission can be submitted at any time before the submission deadline specified within this document. Submissions can be re-submitted any time before the submission deadline.

Please do NOT wait until near the closing time on the day that your response is to be submitted.

Please be advised that **INCOMPLETE SUBMISSIONS MAY BE REJECTED.**

New Direction cannot accept responsibility for transmission delays. It is the responsibility of the Economic Operator to ensure that its tender response has been submitted in the prescribed manner and in accordance with the specified deadline.

All submissions must be in Euro exclusive of VAT.

CONTRACT PERIOD

The anticipated Contract start date is 1 January 2021, the Contract will initially be awarded for a period of one year with an option to extend for a further four, to be reviewed annually.

CLARIFICATION

Before submitting a tender, clarification could be sought on any points of doubt. The deadline for receipt of points for clarification is ten working days before the tender return date and time.

The tenderer will be expected to have satisfied itself that the tender price submitted will cover all expenses and obligations under the Contract, the Specification and the Conditions are acceptable, before the tender is submitted. No claims can subsequently be made for omissions.

EXPENSES AND LOSSES

New Direction shall not be responsible for, or pay for, any expenses or losses that may be incurred by any tenderer in preparing their tender proposals. It is the responsibility of prospective tenderers to obtain for themselves, at their own expense, any additional information necessary for the preparation of their tenders.

SUSTAINABLE DEVELOPMENT, ENVIRONMENTAL MANAGEMENT AND BIODIVERSITY

New Direction is committed to the principles of Sustainable Development, Environmental Management and protection of biodiversity. All tenderers shall agree to abide with these principles. New Direction is committed to furthering the conservation of biodiversity and requires tenders to be mindful of this and where appropriate ensure that goods and services do not adversely affect local or global biodiversity.

AWARD CRITERIA

New Direction will select a supplier based on:

1. The overall cost and value for money
2. The ability to meet our required timescale
3. Previous experience in similar works

In the event a candidate is shortlisted for more than one proposal, New Direction will autonomously determine which proposal(s) will be retained.

Reservations

Withdrawal From Process – New Direction reserves the right to withdraw from the tender process described in this document for whatever reason, prior to the signing of any Agreement/Contract with any party for the delivery of goods or services described in this document.

Lowest Cost Proposal – The lowest cost proposal, or any proposal, will not necessarily be accepted.

Negotiation – New Direction reserves the right to negotiate with short-listed tenderers after the nominated closing date for tender submission.

Part Offers – New Direction reserves the right to accept tenders in relation to some and not all of the scope of activity described, or appoint one, more than one or no organisation on the basis of the tenders received.

Costs - All costs incurred in the preparation of the proposal are the supplier's responsibility and New Direction is not obliged to award a contract for these services and reserves the right to withdraw from the procurement process at any stage.

Conflicts of Interest Declaration

Tenderers (including their officers, employees, contractors, partners and consultants) must declare to New Direction any matter or issue which is, may be perceived to be or may lead to, a conflict of interest regarding their proposal or participation in supply of the services described. Tenderers must describe a strategy so that any conflict of interest will be avoided.

Financial and economic capacity:

By responding to this call, candidates declare on honour that they have the financial and economic capacity to deliver the services.

Tender Response Letter & Tender Response Form

Where possible, New Direction advises that the Tenderer uses both the Tender Response Letter & Tender Response Form template.

Further information

Information of a clarifying nature can be requested solely in writing via email to contact@europeanreform.org. Tenders should be submitted by email to admin@europeanreform.org. New Direction reserves the right to extend this deadline. The assessment procedure is carried out throughout the year and only successful candidates will be informed. New Direction reserves the right to request reference information.

This document does not constitute an offer to provide goods and/or services to New Direction.

ANNEX

[insert NAME]

Tender Response Letter

Re: New Direction's Invitation to Tender for Graphic Design Service(s).

[insert DATE]

Dear New Direction:

Please find enclosed our response to your Invitation to Tender.

We acknowledge and agree that:

1. We have read and reviewed all parts of the 'Invitation to Tender' and accepts its terms and conditions;
2. Our tender constitutes offers for service(s) tendered;
3. If our tender is successful, a formal contract for the supply of the relevant service(s) will be formed and entered into, and we will provide the service(s) in accordance with the terms and conditions set out in the contract, guided by the Invitation to Tender;
4. New Direction is not bound to accept the lowest offer it receives, and
5. The information provided in this response is accurate and complete and the person signing this Tender Response Letter is duly authorised to do so.

No	Provision of Services	Price
GRAPHIC DESIGN & PRODUCTION RELATED		
1	Building and improving corporate & brand identity for New Direction and all related initiatives (The European Journal, ReDiscovering Conservatism, La Convencion Azul...)	
2	Merchandise design	
3	Visual identity of all events New Direction is working on, along with all promo items	
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WEB RELATED		
9	email hosting and account management (approximate 7-12 email addresses)	
10	web domains management (newdirection.online, laconvencionazul.com, theeuropeanjournal.online, rediscoveringconservatism.online)	
11	web hosting providing and management (approximate 20 GB hosting)	

	space divided into 4 web domains)	
12	periodic redesign of sections on the website, improvement and update, in accordance with time and new technologies	
13	if necessary creating new websites or landing pages for new projects - very important // knowledge and work on "Expression Engine" platform - maintenance and management of content management system behind all websites, periodic updates, refreshes and extensions	
CONSULTING RELATED		
14	creative direction of New Direction visual presence	
15	advertising consultation, in traditional and online media, making media plans	
16	content consultation, for all publications, events, web and digital work	
17	active participation in brainstorming and project planning	
18	technical supervision of all New Direction work	