

17 DECEMBER 2025
INVITATION TO TENDER // GRAPHICS DESIGNER

We are seeking a Graphic Design firm:

Description of the services under this call

- building and improving corporate & brand identity for New Direction and all related initiatives (ReDiscovering Conservatism, Think Tank Central...)
- 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 postproduction of New Direction content including - ReDiscovering Conservatism webcast videos, approximate 10-15 per year (each 50-90 min long)
- email hosting and account management (approximate 7-12 email addresses)
- web domains management
- web hosting providing and management (20GB of hosting space divided into 4 web domains, or more if needed)
- periodic redesign of sections on the website, improvement and update, in accordance with time and new technologies and online safety features.
- 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
- 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 including on design work, and AV for events.

TECHNICAL SPECIFICATION

- 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 contract will be awarded as an annual contract, extended annually by mutual consent for one year, up to a maximum of five years.
- The bid should be made at an overall annual cost, but with specific breakdowns for extra provisions charged at an hourly rate.

EXCLUSION CRITERIA

- If the bidder has ever made a donation to New Direction or the ECR party, the offer will be excluded from the selection;
- If there is any conflict of interest with other bidders, the offer will not be selected for the evaluation;
- If the bidder attempts to influence the decision-making process of the contracting authority during the award procedure.

SELECTION CRITERIA

- The bidder should have the legal capacity to pursue the professional activity needed for performing the contract as required in the tender specification;
- The bidder should submit proof of previous report on EU topics to demonstrate their professional ability;

AWARD CRITERIA

New Direction will select a supplier based on:

- The overall cost and value for money. (40%)
- Proof of previous professional experience. (30%)
- Vision to expand and develop the New Direction brand. (30%)

Each criteria will be evaluated from 0 to 4 and then weight accordingly with each category as described here above (0=unacceptable, 1= Poor, 2= Acceptable 3=Good 4= Excellent)

All prices quoted must be exclusive of VAT, fixed and shall cover all costs borne in performance.

SUBMISSION PROVISIONS

Submission of a proposal implies that the candidate accepts all the terms and conditions set out in these specifications and in the contract.

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 organization 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.

PUBLICATION AND COPYRIGHT ISSUES

New Direction envisages publishing the research papers in a volume collecting all contributions. New Direction will retain the copyright of papers and it governed by the provisions specified in the contract.

SUBMISSION OF TENDER

Tenders should be returned no later than midnight on 3 January 2025. Tenders received after this time will not be considered. The template for tender can be found on <https://newdirection.online/about/privacy-policy-legal>.

The tender submission must be completed as directed and returned via email to robert.tyler@newdirection.online.

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

Please be advised that incomplete submissions may be rejected.

New Direction cannot accept responsibility for transmission delays. It is the responsibility of the supplier 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 English or French and prices in Euro exclusive of VAT.

FURTHER INFORMATION

Information of a clarifying nature can be requested solely by email on admin@newdirection.online

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



Tendering 02/2025

New Direction reserves the rights to allocate all the reports to only one supplier or to allocate the reports among different providers in order to give equal chances to all bidders.