Terms of Reference
Request for Services
Expert/Agency for Graphic/Web Design and Video Production

1. Background

The Regional School of Public Administration (ReSPA) is an inter-governmental organization that enhances regional cooperation, promotes shared learning, and supports public administration development in the Western Balkans (WB). ReSPA Members are Albania, Bosnia and Herzegovina, Montenegro, North Macedonia and Serbia, while Kosovo*[1] is a beneficiary. ReSPA aims to help regional governments develop better public administration, public services and overall governance systems for their citizens and businesses and prepare them to join the European Union (EU). Since its inception, ReSPA has contributed to developing human resources and administrative capacities through training programmes and innovative cooperation mechanisms such as exchanging good practices, peer reviews and developing know-how.

The European Commission (EC) provides funds to support ReSPA activities (research, training and networking programmes) that align with the EU accession process. ReSPA activities cover a wide range of networking and capacity-development events, as well as conducting regional research analyses to help Western Balkans governments navigate the complex journey of public administration reform. In constant exchange with the WB governments and academic society, ReSPA delivers effective and sustainable solutions to implement the measures, systems and approaches necessary for an enhanced reform process in all areas envisaged by the Public Administration Reform (PAR).

ReSPA's activities cover four key thematic areas: Policy Development and Coordination, EU Integration, Human Resources Management and Profesional Development, Service Delivery (Quality Management and Digitalization).

To conduct the activities under the above-mentioned thematic areas (such as Seasonal Schools on EU Integration and Digitalization, ReSPA Regional Quality Management Centre, Ministerial Conference, etc.), **ReSPA has identified the need for external support from the Expert/Agency for the Graphic/Web Design and Video production to design and produce visibility materials such as brochures, factsheets, research documents, videos, video testimonials, etc.) as it is stipulated in Tasks and Responsibilities.**

2. Description of the Assignment

Following the Programme of Work, ReSPA will promote its programmatic activities and outcomes during 2024/2025, which implies the development of various visibility materials.

---

[1] This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

The Expert/Agency for graphic design and video should consider the target audiences while working on the assignments:

• Direct beneficiaries of ReSPA activities (public institutions in ReSPA Members whose representatives are either involved in ReSPA activities or are directly supported by ReSPA: senior and mid-level public servants working in the ministries and governmental agencies responsible for PAR and European Integration and in other relevant line ministries);
• High-ranking officials of ReSPA's partner ministries/ regional key decision-makers;
• Organizations that ReSPA collaborates with (DG NEAR, OECD/SIGMA, KDZ, EIPA, etc.)
• Direct and indirect users of public services in ReSPA Members and Kosovo*.

The Expert/Agency for Graphic/Web Design and Video Production shall prepare visibility materials for envisaged activities using computer software programs such as Adobe's Creative Suite (including but not limited to Photoshop, Illustrator, InDesign, Adobe Premiere Pro, and others that are standard in the industry).

The assigned Expert/Agency for Graphic/Web Design and Video Production is supposed to provide deliverables as stipulated in Tasks and Responsibilities **from April 2024 until April 2025**.

3. Tasks and Responsibilities

In close collaboration with the Communication and Visibility Officer (CVO), the Expert/Agency for Graphic/Web Design and Video Production will design the visibility material as stipulated below:

3.1.Activities Related to Graphic/Web Design

1. **Design related to the Policy Development thematic area – 5 Working Days (WD)**
   • Key Visuals for the 4th Module of the Academy on Policy Planning (and its implementation on Agenda, HD file for projector) – 1 WD;
   • Key Visual for the Regional Conference and accompanying files (HD file for LED, Web banners, One-Paper, Agendas, etc) - 1 WD;
   • Research document – Study (up to 80 pages) - 3 WD;
   (The Study shall follow the standardized template in line with some of the previous studies: Policy Coordination, EU Support/IPA II)

   <div align="right">Find more about the Policy Development thematic area at the link
Find more about the ReSPA Programme of Work 2024 at the link</div>

2. **Design related to the EU Integration thematic area – 7 Working Days**
   • Key Visual for the Series of 3 Training programs related to Clusters and accompanying documents (3 One-pagers, Web banners, etc.) – 2 WD;
   • Key Visual for the Seasonal School on EU Integration and accompanying documents (Factsheet, web banners, HD files for each day of the School, etc.) – 2 WD;
   • Key visual for the Peer-learning platform and accompanying documents (Factsheet-up to 3 pages, web banners, infographics, graphics, etc.) – 2 WD
   • Other Activities for other activities (Infographics, Covers for social media, etc.) – 1 WD;

   <div align="right">Find more about the EU Integration thematic area at the link</div>

3. **Design related to the HRMPD Thematic Area – 6 Working Days**
   - Design of the 2 Staff satisfaction Surveys (up to 30 pages each) - 4 WD;
   - Key visual for the Seasonal School on HRMD and accompanying documents (3 HD files, One paper, Web banners, Covers for social media) – 2 WD

   <div align="right">Find more about the RMPD thematic area at the link</div>

4. **Design Related to the Digitalization sub-thematic area –12 Working Days**
   - Key Visual for the Interoperability Academy and accompanying documents (Factsheet, Agenda, etc.) – 1 WD
   - Key Visual for the Summer School on Digitalization, with accompanying documents (3 HD files, One-page paper, web banner, etc.) – 2 WD;
   - Key Visual for Cyber Security Forum and accompanying documents (Agenda, HD file, web banner, etc.), 1 WD;
   - Regional Open Data Challenge – Winners announcement during the School (implementation of logo and key visual to website pages, social media) – 1 WD
   - Other activities (infographics, social media layouts, etc.) – 1 WD
   - PA Award 2024: redesign of Key visual, design of Factsheet, Methodology, Contest Rules, graphics for website section (Timeline, Web banners, etc.), Trophies and Certificates for Winners, LED screens for the PA Awards Ceremony – 6 WD

   <div align="right">Find more about the Service Delivery thematic area can be found at the link</div>

5. **Design related to the High-Level-Conference – 3 Working Days**
   - Key Visuals for the Conference;
   - Visuals for the LED Screens (up to 30 screens);
   - Agenda, web banner, social media visuals, etc. (see the visuals for LED screens from the latest Conference)

6. **ReSPA Annual Report 2024 – 4 Working Days**
   Annual Report comprises the essential information within a year (up to 50 pages). It shall be designed as per the Annual Report 2023

7. **Design / Update of the ReSPA On-Demand Brochure – 2 WD**
   Redesign up to 20 pages, including the cover page.

8. **Design of ReSPA Newsletter (4 issues) – 10 Working Days**
   - Key layout and cover page
   - Up to 8 pages per each Newsletter

10. **Design Infographics and banners for the Knowledge Management Platform – 3 Working Days**
    - KMP Logo and Key Visual for KMP Homepage
    - Various infographics (up to 10) and visuals (up to 10)

11. **Design of Key visual for the Mobility Scheme – 3 WD**
    - Key visual with accompanying documents (One-paper, web banner, social media layouts, etc.)

12. Design of Key visual for the Academy for Young Leaders – 2 WD

- Key visual with accompanying documents (One-paper, web banner, etc.)

13. Design of ReSPA PPT, email signature and social media posts layout – 1 WD

Indicative Deliverables in the area of Graphic/Web design, based on activities listed above:

VISIBILITY PRODUCT	DESCRIPTION	QUANTITY
Key Visual	Designed for various ReSPA activities and events	15
Research Documents/Surveys (30-70 pages)	Word files are to be transformed into Adobe InDesign or other relevant programs, tables and graphs are to be designed/polished (if needed), a few pictures or infographics are to be inserted, etc. The final output shall be in a standardized layout as per the provided info.	3
Brochures / Newsletter (5-40 pages)	Word files are to be transformed into Adobe InDesign or other relevant programs, tables and graphs are to be designed/polished (if needed), a few pictures or infographics are to be inserted, etc. The final output shall be in a standardized layout per the provided info.	5
ReSPA Annual Report (up to 50 pages)	Well-designed to highlight the achievements of ReSPA by using graphics, visuals, etc.	1
Factsheet/ One Paper Up to 3 pages per each	Well-designed to highlight achieved results by using graphics, visuals, etc.	7
Newsletter (up to 8 pages)	Well-designed for various purposes, to inform the target audience and highlight achieved results/features by using graphics, visuals, etc	4
Infographics	Well-crafted to help communicate complex and detailed information in an easily digestible, visual format.	30
Visuals	Different graphics for different purposes, a combination of pictures and graphic elements	20
Other	ReSPA PPT layout, Social media layout	30

Within a contracting period, following ReSPA's requirements, the Expert/Agency for Graphic Design can spend **up to fifty-eight (58) Working Days (WD)** to implement the indicative tasks related to the graphic/web design, as stipulated above.

3.1. Activities Related to Video Production

For ReSPA's flagship initiatives, the Expert/Agency should produce short, modern, appealing videos (up to 1.5 – 2 minutes), using either video material provided by ReSPA or from open source platforms or by providing animation (in 2D and 3D format), as per provided screenplay from ReSPA.

- **Regional Open Data Challenge** – animated video (up to 1.5 min) – 2 WD
- **Knowledge-bite videos** – 3 different short videos (up to 2 min) – 5 WD
- **Intro video for PA Awards**, in line with this one from the link – 2 WD
- **Short videos that will promote ReSPA's Seasonal Schools on Digital Transformation, Open Data, European Integration, HR Management and Development Academy, Young Leaders** (5 short videos up to 1.5 min each) – 10 WD

Within a contracting period, following ReSPA's requirements, the Expert/Agency can spend **up to nineteen (19) Working Days** to implement the indicative tasks related to the Video production, as stipulated above.

NOTE:

- ReSPA reserves the right to change the Description of Assignment and Deliverables list as per real needs during the contracting period;
- The quantity of Working Days is indicative, and ReSPA reserves the right to re-arrange the implementation of Tasks and Responsibilities during the contracting period;
- The Expert/Agency shall ensure that all the outputs produced under this assignment (including designs, sounds, music, photos, videos, etc.) are free of copyright limitations. ReSPA will have no responsibility vis-à-vis third parties if all or some of the outputs delivered by the Expert violate copyright matters. The Expert/Agency shall be the sole responsible for this violation;
- The Expert/Agency shall include within the financial offer the costs per Working Day for Graphic/Web design and Video production, bearing in mind that ReSPA will approve no additional charges after signing the contract.

4. Necessary Qualifications

The Expert in Graphic Design shall possess the following profile:

Qualifications and skills:

- At least Bachelor's degree in Graphic design, Graphic&Illustration, Visual/Graphic/Video communication, Arts, Video Production, Design for publishing, Graphic&Media Design or other relevant fields;
- Advanced computer literacy: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat), CorelDraw, MS Office;

General professional experience:

- Minimum five years of experience in graphic/web design in private or public-sector institutions/organizations in the Western Balkans region;
- Minimum five years of experience in video production in private or public-sector institutions/organizations in the Western Balkans region;

Specific professional experience:

- Hands-on experience in graphic design (logo, brand books, brochures, flyers, newsletters, etc.);
- Hands-on experience in web design (web banners, web infographics, newsletters, etc.);
- Hands-on experience in video production and video animation;
- Availability to react promptly and deliver all needed files in due time/ mainly in deadlines) will be considered a strong asset;
- Working on EU-financed projects will be considered an asset.

Skills:

- Creative mindset;
- Be on top of the latest trends in graphic/web design and video production;
- Ability to work with people of different nationalities, religions and cultural backgrounds.

5. Timing and Location

The assignment foresees work from home, including online consultations and, if possible, in Montenegro, which should be agreed upon with ReSPA Secretariat. The assignment will be realized from April 2024 until April 2025 (until providing the deliverables mentioned within Tasks and Responsibilities), requiring up to fifty-eight (58) Working Days for Graphic/Web design and nineteen (19) Working Days for video production.

6. Remunerations

The Expert/Agency for graphic/web design and video production will perform activities following the instructions given by ReSPA within an envisaged number of **up to fifty-eight (58) Working Days (WD) for Graphic/Web design and nineteen (19) Working Days (WD) for video production, amounting to a maximum of 12,500.00 EUR (twelve thousand five hundred euro).**

The payment will be made **quarterly** after completing and validating the deliverables envisaged under "Task and Responsibilities" within the previous quarter.

Note: No other costs will be covered apart from the expert costs per day. The expert cost per day comprises the Expert's fee per day and a lump sum for covering related costs, which include travel, accommodation, local transport, meals and other incidentals.

ReSPA reserves the right to change the timing and volume of the assignment and will timely inform the assigned Expert if such changes occur.

7. Reporting and Final Documentation

The Expert will be requested to deliver the following documents before the payment is conducted:

Outputs
- All the foreseen activities and outputs are described in the Tasks and Responsibilities section, as well as additional ones per ReSPA's requirements.

Documents required for payment
- Invoices (original and signed) per each quarter;
- Timesheets (original and signed) per each quarter;
- Reports: Each quarter covers all deliverables (before being approved by the ReSPA) within the period mentioned.