

December 2023

Call for Tenders

Framework contract for ad-hoc communication services

Deadline: 15 February 2024, 00.00 CEST

Version 05

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1 About ARCTIK

ARCTIK is a Brussels-based communications agency recognised for its strategic and creative communication capacity in the field of sustainability. ARCTIK develops tailored public relations and communication strategies that take both objectives and resulting impact into account. We facilitate the creation of communities and networks that contribute towards circulating content, whilst cultivating meaningful dialogues and synergies between influencers and decision-makers.

ARCTIK has substantial experience in designing and implementing communication campaigns and projects which mix creative communication, interactivity, and sustainability. We believe in communication campaigns that provide a setting where opportunities are created, and knowledge is shared between actors. It is an occasion to convey a message and collect insights and intelligence.

ARCTIK acts as communications partner in EU, national and regional tenders and has ample experience in managing communications for international consortia. ARCTIK also has several contracts with non-profits. Our team is both engaged in science communication for Horizon projects as Work Package leader, partner, or subcontractor for specific communication services (communication strategy, creative concept, conference, video, website, position paper, copywriting, social media, ...).

Corporate Social Responsibility & environmental friendliness

As our slogan, Communication for sustainability, states, ARCTIK has a strong commitment to sustainability, which emerges from the cohesion of economic, social, and environmental values. Using a systematic and coherent approach, we incorporate these values into all our operations and the projects we deliver for clients.

We lead by example that social responsibility and environmental friendliness can be achieved in communication. We make use of recognised labels and certificates to select our products and suppliers, and we adhere to the requirements of the 'Label Entreprise Ecodynamique'¹, an official recognition by the Brussels-Capital Region of good environmental management practices by enterprises.

ARCTIK communicates for impact and makes sure to leave no one behind. When choosing venues, planning communication campaigns, or working on the structure of a website, we aim for inclusivity, both in terms of accessibility and representation.

www.arctik.eu

¹ <https://environnement.brussels/thematiques/transition-de-leconomie/le-label-entreprise-ecodynamique>

2 The call for tenders in brief

Organisation	ARCTIK
Framework contract	Ad hoc communication services
Location	Brussels, Belgium
Contract duration	Maximum duration of 4 years (2 years with possible renewable)
Reporting to	ARCTIK project manager

Date of the publication of the call for tenders: January 2024,
 Deadline for the submission of offers: 15 February 2024, 00:00 CEST
 Date of the opening of offers: 19 February 2024

The opening of the tenders will not be public.

This call for tenders is published on:

- ARCTIK's website www.arctik.eu
- ARCTIK's social media channels (Twitter, LinkedIn)

Reference:

Framework contracts for ad hoc communication services can enter into force as early as 1 January 2024 for a period of two years (twenty-four months). If desired, but to guarantee that contract can be renewed once for a maximum of four years.

3 Instructions to tenderers

3.1 Context and purpose

ARCTIK would like to establish a biannual agreement with freelancers and/or companies to whom the organisation could systematically entrust ad hoc communication tasks managed from its office in Brussels.

Through this Call for Tenders, ARCTIK wishes to source several suppliers who can carry out services related to the 'Lots' described below. Tenderers can apply to one or more lots, depending on their skills, experience, and capacity.

Following the evaluation process, three to four bidders will ideally be approved per lot at ARCTIK's discretion. Approved tenderers may be offered a framework contract to provide services to ARCTIK. Tasks are entrusted through purchase orders as needs arise. ARCTIK reserves the right to enter several framework agreements for each lot.

The objective of the potential framework contracts is to develop a long-term working relationship with subcontractors, which will result in maximum quality and efficiency in the execution of the work.

This Call for Tenders is divided in five (5) lots:

- Lot 1: Cross-media graphic design
- Lot 2: Animated video and motion design
- Lot 3: Video and podcast production
- Lot 4: Website development and maintenance
- Lot 5: Platform and app development and maintenance

3.2 Terms and conditions

Tenders shall remain valid one hundred and eighty (180) calendar days, as from the deadline for receipt of offers.

Should any questions arise during answering this Call for Tenders or thereafter, tenderers may contact ARCTIK at info@arctik.eu. Tenderers should not contact ARCTIK staff individually to ensure fairness and transparency. ARCTIK reserves the right to reject bidders who reach out to ARCTIK team members.

ARCTIK is not obliged to accept any offers submitted as part of this Call for Tenders. ARCTIK reserves the right to reject late or incomplete submissions, extend the deadline, and to modify or cancel this Call for Tenders entirely or in parts.

- Approved suppliers must not subcontract work under this framework contract to third parties.
- Tenders are unpaid. ARCTIK will not reimburse any expenses related to any tender.
- All information obtained through this call for tenders will be treated confidentially.

3.3 Copywriting

- All productions, mock-ups, footage, photos, and drawings prepared or otherwise delivered as part of the contractual agreement will be the **sole property of Arctik or Arctik's clients**, source files must be delivered.
- The contractors (company or freelance) will need to clearly identify Arctik if the work is used on the contractor or freelance portfolio or any commercial activities. Contractors would ask Arctik written approval to use work as a reference.
- All music or footage purchased in the framework of this contractor will need to be delivered with the final work, including the licence type, where the product(s) have been purchased and any prior copyrights. By answering this call for tender, the contractor or freelance will agree to these conditions.

3.4 Presentation, submission, and content of tenders

All documents included to answer the Call for Tenders shall be drafted in English or French and shall be submitted in one single email to info@arctik.eu no later than 15 February 2024, 00:00 CEST.

Bidders who submit proposals for more than one lot shall clearly mention what part of the tender relates to what lot and are invited to highlight potential synergies, cost savings and rebates. All tenderers are encouraged to clarify how they can accommodate ad hoc requests on a short notice.

Answering only one lot shall not be to the disadvantage of the tenderer. The five lots will be evaluated separately. A tenderer applying for multiple lots may be approved for single lots.

3.4.1 Content of tenders

Every bidder must submit:

- **A short technical proposal** demonstrating the qualification to produce the key deliverables listed in the section *Object of the tender* starting on **2-page maximum** (a methodology that would be applied to ensure high-quality outcomes and client satisfaction).
- **A financial offer** using the provided Excel template to fill in. The template shall not be altered. The technical and financial proposals must be submitted as separate documents, sent as email attachments.
- Relevant **CVs demonstrating the experience of freelance tenderers or companies' core teams**. All CVs must be submitted as separate PDF files.
- A **signed letter of application** (to be found in the annexe).
- **Certificates identifying the bidder**, including its name, legal form, address, registration number or equivalent, date founded, areas of activity and number of employees.

3.4.1.1 Technical proposals

Technical proposals should include the following documents for each lot:

- For companies:
 - A presentation of the company and its services including the tools used
 - The company's portfolio
 - A presentation of the core team which may work on the framework contract
 - A short description of two past projects which included the production of key deliverables listed in the section *Object of the tender* for the respective lot (including context, tools, core skills, methodology, timeline, and outcomes)
- For individuals:
 - A CV detailing the academic and professional background, relevant trainings and the tools used
 - The freelancer's portfolio

- A short description of two past projects which included the production of key deliverables listed in the section *Object of the tender* for the respective lot (including context, tools, core skills, methodology, timeline, and outcomes)

Submitted proposals need to clearly demonstrate tenderer's skills, experience, capacity, and prices to carry out ad hoc requests for services in one or more lots. Tenderers are invited to submit work samples corresponding to the listed key deliverables.

3.4.1.2 Financial proposal

To compile a financial proposal, tenderers must fill in the relevant parts of the **financial annexe** related to the different lots. The financial annexe is an Excel template with tables for daily and hourly rates and product prices.

Prices quoted in the financial offer must include all costs necessary for the complete execution of an eventual service request (insurance, transport, guarantees, license fees, etc.). The prices must be valid for the total duration of the contract (maximum 4 years). Charges for items essential to the execution of the contract and not identified in the tender will be covered by the tenderer. The prices shall be quoted in Euros (€) and exclude taxes.

Product prices for key deliverables should include two rounds of comments/feedback.

3.4.2 Additional remarks

It is expected that all individual applicants and team members working under this framework contract can communicate in English or French and have a good understanding of the other language. Proficiency of additional relevant languages is considered an asset.

ARCTIK will not provide any tools, equipment, or software to service providers.

ARCTIK may ask the contractor to work from its office, on occasion.

- ARCTIK may ask the contractors to appear on the Arctik's website.
- Whenever work is carried out for a project with an existing visual identity, suppliers must follow the branding guidelines.
- The tenderer must provide a single point of contact.

4 Object of the tender

4.1 Lot 1 – Cross-media graphic design

ARCTIK is seeking graphic designers who can create visual products for print, web, and social media and are available on a short notice. For details on animation and illustrations for video, please see Lot 2.

Cross-media graphic design work will be conducted based on design briefs which will be drafted by the ARCTIK project manager. The briefs include key information such as the type of deliverables, the theme, the target audience, or existing visual identities or design guidelines. Generally, up to three rounds of corrections on the final product are to be expected.

Approved suppliers are expected to be able to create the key deliverables listed here under.

4.1.1 Key deliverables

- Project logo and visual identity
- Digital banners for different platforms (website, social media, etc.)
- Web design mock-ups
- Template for project deliverables
- Template for policy briefs and papers
- Template for a generic letterhead document
- Template for a newsletter
- PowerPoint and Word template (cover & inside page)
- Brochure/event programme (12 A5 pages)
- Flyer (2 A5 pages)
- Roll-up (85 x 204 cm)
- Animated GIFs
- Totem
- Sketchnote
- Comic book
- Any other visual production

4.2 Lot 2 – Animated video and motion design

ARCTIK is looking for offers from animators and motion designers who are experienced in the fields of illustrations and animations for different products.

Animated work will be carried out based on design briefs. The briefs will include essential information such as the desired final product, the theme, the target audience, or existing design guidelines. Approved suppliers are expected to deliver storyboards/mock-up in some cases before entering the production phase. Generally, one round of corrections for the storyboard/mock-ups and two rounds of corrections for the final product are to be expected.

Approved suppliers are expected to be able to create the key deliverables listed here under.

4.2.1 Key deliverables

- Story board/mock-up and concept
- Fully animated video
- Motion design
- Stop motion
- 2D animation
- 3D animation
- Animated infographics
- Voice over
- Original sound
- 2D animation
- 3D animation
- Animations over existing footage
- Interactive graphics

4.3 Lot 3 – Video and podcast production

ARCTIK is inviting proposals from experienced video makers (DoP) and podcast producers who are skilled in videos, editing stock images, documentaries, and podcast production.

The work will be guided by design briefs provided by ARCTIK, detailing essential aspects such as the desired end product, theme, target audience, and any existing design guidelines. Approved suppliers are expected to produce storyboards/mock-ups for certain projects before commencing the production phase. Generally, one round of amendments for the storyboard/mock-ups and two rounds of amendments for the final product are anticipated.

Approved suppliers are expected to be capable of creating the key deliverables listed below.

4.3.1 Key deliverables

- Story board/mock-up and concept
- Video for social media or web from provided stock images with no text animation
- Video for social media or web from provided stock images with text animation
- Video for social media or web with self-shot material without text animation
- Video for social media or web with self-shot material with text animation
- Edited interview with subtitles and text animation
- Video and drone footage
- Voice over
- Original sound

- Podcast production, including:
 - Conceptualisation and scripting of podcast episodes.
 - Recording and editing of audio content.
 - Integration of sound effects and music.
 - Production of high-quality audio suitable for various platforms.
 - Assistance with podcast distribution and platform optimisation.
 - Creation of accompanying visual content for podcast episodes, such as thumbnails or social media graphics.

4.4 Lot 4 – Website creation and maintenance

ARCTIK is looking for programmers who can develop and design websites as well as provide support and maintenance services.

Web developers will receive briefs drafted by ARCTIK project managers who provide details on the desired final product, the scope, the target audience, design guidelines or other essential information. Developers may be expected to deliver mock-ups before starting to create the actual product. Generally, one round of corrections for the mock-ups and two rounds of corrections for the final product are to be expected.

Approved suppliers are expected to be able to create the key deliverables listed here under.

4.4.1 Key deliverables

- Web design and development of a one-page website (homepage)
- Web design and development of an elaborate mobile-use optimised website (homepage and subpages) taking UX and SEO principles into account which contains the following features:
 - Content management system with access for different roles (admin/editors/authors) including an approval system
 - Search function for content and publications on the website
 - Creation of RSS feeds
 - Newsletter and event registrations
 - Online calendar
 - Publication library
 - Accessibility compliance
 - Social media feed
 - Social media sharing
- Website support, service, and maintenance of delivered websites

All delivered websites must comply with GDPR rules and accommodate green practices to reduce the environmental impact of the website. Having knowledge about making a website accessible is a plus.

4.5 Lot 5 – Platform and app development and maintenance

ARCTIK is seeking skilled developers for the creation and maintenance of digital platforms and mobile applications.

Developers will be provided with comprehensive briefs from ARCTIK project managers, outlining the desired end product, its scope, target user base, design specifications, and other critical details. Developers are expected to present initial mock-ups prior to commencing the full development process. Typically, one round of revisions for the mock-ups and two rounds of revisions for the final product should be anticipated.

Approved suppliers are expected to deliver the key components listed below.

4.5.1 Key Deliverables

- Creation and maintenance of web-based platforms, ensuring seamless integration and functionality across various devices and operating systems.
- Development and design of user-friendly mobile applications, considering both iOS and Android platforms.
- Features to include in the platforms and apps:
 - User account creation and management system with different access levels (admin/user/guest) and an approval workflow.
 - In-app search functionality for content, services, and resources.
 - Push notifications for updates and important information.
 - Integration of interactive tools such as polls, surveys, and feedback forms.
 - Data management capabilities (dashboards, scoreboards, data visualisation, ...).
 - Real-time analytics and reporting tools.
 - Social media integration for content sharing and user engagement.
 - Regular updates and feature enhancements based on user feedback and technological advancements.
 - Apps
- Ongoing support, service, and maintenance for the developed platforms and apps.

All developed platforms and apps must adhere to GDPR regulations and incorporate eco-friendly practices to minimise environmental impact. Expertise in enhancing digital accessibility is highly regarded.

5 Evaluation

The criteria that will be used to evaluate the received tenders are the following:

- Tenderer's profile and experience (30%):
 - Relevance of experience of the tenderer in the fields related to the lot(s) and potentially with relevant clients
 - Relevance of the CVs and profiles of freelance tenderers and the proposed core team for companies
 - Portfolio
- Expertise and methodology (40%):
 - Understanding of the requirements laid out in the Object of the tender
 - Relevance and description of project flow, steps, or methodology of the 2 presented projects
 - Description of how the tenderer plans to communicate during an assignment with ARCTIK
- Financial proposal (30%):
 - Financial annexe (Excel file)

Please note that shortlisted tenderers may be asked to provide additional information or invited for interviews.

Annexes

- A.1 Financial offer
- A.2 Letter of application

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