ZOE. Institute for future-fit economies gUG
Norbertstr. 31
50670 Cologne

Call for Proposals:

Communications and Knowledge Dissemination Support (Horizon Europe project WISE Horizons)

Who we are

ZOE, the Institute for Future-fit Economies, is a non-profit and independent think & do tank. We are dedicated to research for a future-fit economy. At the interface of politics, science and civil society, we develop trend-setting impulses for the fundamental questions of economic development.

We believe that our society's behaviour disproportionately hurts the most marginalized people – including people of colour, people from working class backgrounds, people with disabilities, women and LGBTIQ people. We are committed to challenge this through our work for socially just development and by creating a diverse workplace at our organisation.

About the project

The WISE Horizons project is a multiannual EU-funded research project. It seeks to accelerate systemic change towards a new economic paradigm with wellbeing, inclusion, and sustainability at its core. The project will create a synthesis of WISE indicators – presented in a special database – and WISE models for evidence-based modelling and policymaking. It also seeks to create a unifying theoretical framework and synthesise the current beyond-growth initiatives through a novel and open access WISE accounting framework. More information can be found here and here.

Scope of work

As part of the work on this project, we are looking for an economic operator with expertise in communications (i.e. communications agency) who can support us implement core communications activities and develop audience-specific communications materials around project results. More information can be found in the recently drafted Communications, Dissemination and Exploitation (CDE) Plan, and a needs assessment, which can be made available at the start of the collaboration.

Specifically, this involves carrying out tasks around the following needs and in the following work areas:

- **graphic design:** designing visual materials such as infographics, visual summaries, and short videos for the project's research outputs, publications, social media, bi-annual newsletter and website, and other communications materials in line with the project's existing visual identity (attached as Annex 2).
- **publications:** ensuring professional layout and formatting of at least 5 major project publications and other official documents such as reports and press releases, applying the existing visual identity.

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- **press relations**: advise the project consortium on its media strategy and develop specific components (e.g. press releases, media and presentation kit for consortium members). Specific KPIs to be achieved by 12/2026
    - 50 mentions of the WISE database in the media
    - 3 op-eds
    - 20 podcasts or interviews about WISE Horizons with people from the consortium (external media)
- **social media:** co-create content with the project consortium to maintain a regular presence on social media (Linkedin & X)

We aim for a close collaboration with regular exchange between the contractor, and the project's communications and social media contacts to deliver on the objectives described above.

Due to the project structure and regulations, there is a hard limit in terms of budget, so that prioritisation may have to take place between the project team and subcontractor within the above-mentioned scope based on the unit costs provided in your financial offer.

Who we are looking for

We are looking for a tenderer specialised in the above-mentioned activities with a proven record on delivering high-quality communications materials and graphic design, ideally in the context of research communication and/or EU-funded projects such as Horizon Europe. We are looking for partners who share our core principles: value orientation, sustainability, agility, and self-responsibility.

Evaluation criteria and conditions

Evaluation criteria:

1. Price – weight 0.4

2. Experience – weight 0.3

   Proven track record of providing services under at least two contracts within the last 3 years, each with a budget of at least 20,000 EUR, dealing globally with all the topics listed below:
   a. science/research communication defined as carrying out communications work that conveys research outputs to specific audiences and/or the general public
   b. graphic design & data visualisation defined as design of graphics that communicate complex scientific results including boiling down complex models and/or data into easily digestible visuals and barrier-free.
   c. press relations defined as press releases and social media posts

   As evidence of fulfilling this criterion the tenderer shall submit a description of the work done under the contracts along with sample work portfolio.

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3. Public sector/EU-level project experience – weight 0.1

   Experience in visual communication/public relations work for public sector or EU-funded projects [Horizon Europe/LIFE] within the last 3 years, defined as proven track record of providing services under at least 1 contract with a budget of at least 20,000 EUR.

   As evidence of fulfilling this criterion the tenderer shall submit the description of the work done under the contract along with the sample work portfolio in the technical offer.

4. Language – weight 0.1
   Given the international nature of the project, at least one team member of the assigned team should have a high English level (C1 or equivalent; proven through an internationally recognised test certificate, completion of a university degree in English language, or similar experience) and/ or be a native speaker.

   As evidence of fulfilling this criterion the tenderer shall submit the name of the person dedicated along with information on the English level.

5. Barrier-free design – weight 0.1
   With inclusion being a core part of the project, we value previous work on barrier-free design, such as a website, graphic illustration. As evidence for fulfilling this criterion, the tenderer shall submit a content example.

The Total Score for an offer will be evaluated based on the following equation:

TS = C1 *0.4 + C2 * 0.3 + C3 * 0.1 + C4 * 0.1 + C5 * 0.1

TS - Total Score of the tender under consideration

C1 – C5 – Criteria listed above

Price points (under C1) of the tender under consideration = lowest price of all compliant tenders / price of the tender under consideration

Conditions:

The tasks need to be carried out in accordance with the EU guidelines for project communication.

Max. Budget: 40,000€

Delivery Timeframe:

1) February 2024-December 2026

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Additional information

We may negotiate the terms of the tenders, but we are obliged not to discriminate against any tenderer in doing so. This procedure shall be carried out in compliance with the principle of competitiveness and the principle of economical and expedient spending of funds.

Application procedure

Please send your offer describing your organisation's profile and track-record with the above-mentioned tasks to wise@zoe-institut.de by **January 7th/2024, 23:59 at the latest**. **Please state "WISE Horizons Communications proposal" in the subject line.**

The offer should include:

- The full name, address or registered office of the supplier, telephone number and register number (if applicable),
- Full name and position of the legal representative
- Full name, position and contact details of the main contact person
- Technical offer providing all information how the tenderer fulfils the above criteria of the tender
- Financial offer (see Annex 1 for a template) with the full price presented as a gross price, including VAT, which the contractor is obliged to calculate in accordance with the applicable regulations, and include all costs related to the scope of work. Please include unit costs per work area and number of hours allocated in your financial offer.
- portfolio with previous projects

Offers shall be prepared in English only. Offers submitted after the deadline will not be considered.

Please send any questions related to this call to wise@zoe-institut.de no later than 18/12/2023

The bidder shall be bound by their offer for a period of 30 days from the date of submission.

A bidder may, before the deadline for submission of bids, change or withdraw their bid.

During the examination and evaluation of offers, we may request clarification from bidders regarding the content of their offers. We will contact the chosen contractor only.

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Annex 1: Financial tender template

Tasks & Price categories	Unit price	Estimated number of units	TOTAL [EUR]
Graphic design			
Publication design			
Social media			
Press relations			
OTHER			
Item 1			
Item 2			
TOTAL:			**€0,00**

Annex 2: Visual Identity WISE Horizons

See following pages.

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WISE HORIZONS BRANDING

SJE

APPROACH

The logo follows an organic circular design composed of four overlapping circles referring to Well-being, Inclusion, Sustainability and Economy. The four pillars/dimensions W, I, S, E, reflect the multidimensional approach of the WISE project.

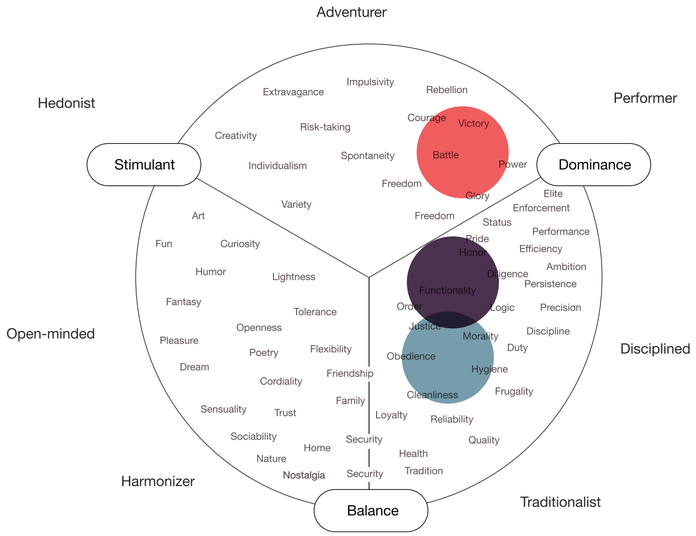
The overlapping of the circles creates a sense of movement and dynamism, suggesting that the data being analysed and tracked is constantly subject to change and progress in real-time.

This is reinforced by the use of a modern, sans-serif font for the project name.

This approach communicates a sense of agility, adaptability, and responsiveness to real-time change.

LOGO

LIMBIC MAP*



*LIMBIC MAP METHOD COURTESY OF GRUPPE NYMPHENBURG

VIBRANT RED

#F05D5E

R 240
G 93
B 94

DARK VIOLET

#4A314D

R 74
G 49
B 77

AIR BLUE

#779CAB

R 119
G 156
B 171

SJE:

TYPEFACE

Work Sans
Google Font

EXTRABOLD

WISE HORIZONS

Thin *Italic* 100
ExtraLight *Italic* 200
Light *Italic* 300
Regular *Italic* 400
Medium *Italic* 500
SemiBold *Italic* 600
Bold *Italic* 700
ExtraBold *Italic* 800
Black *Italic* 900

DOWNLOAD FONT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
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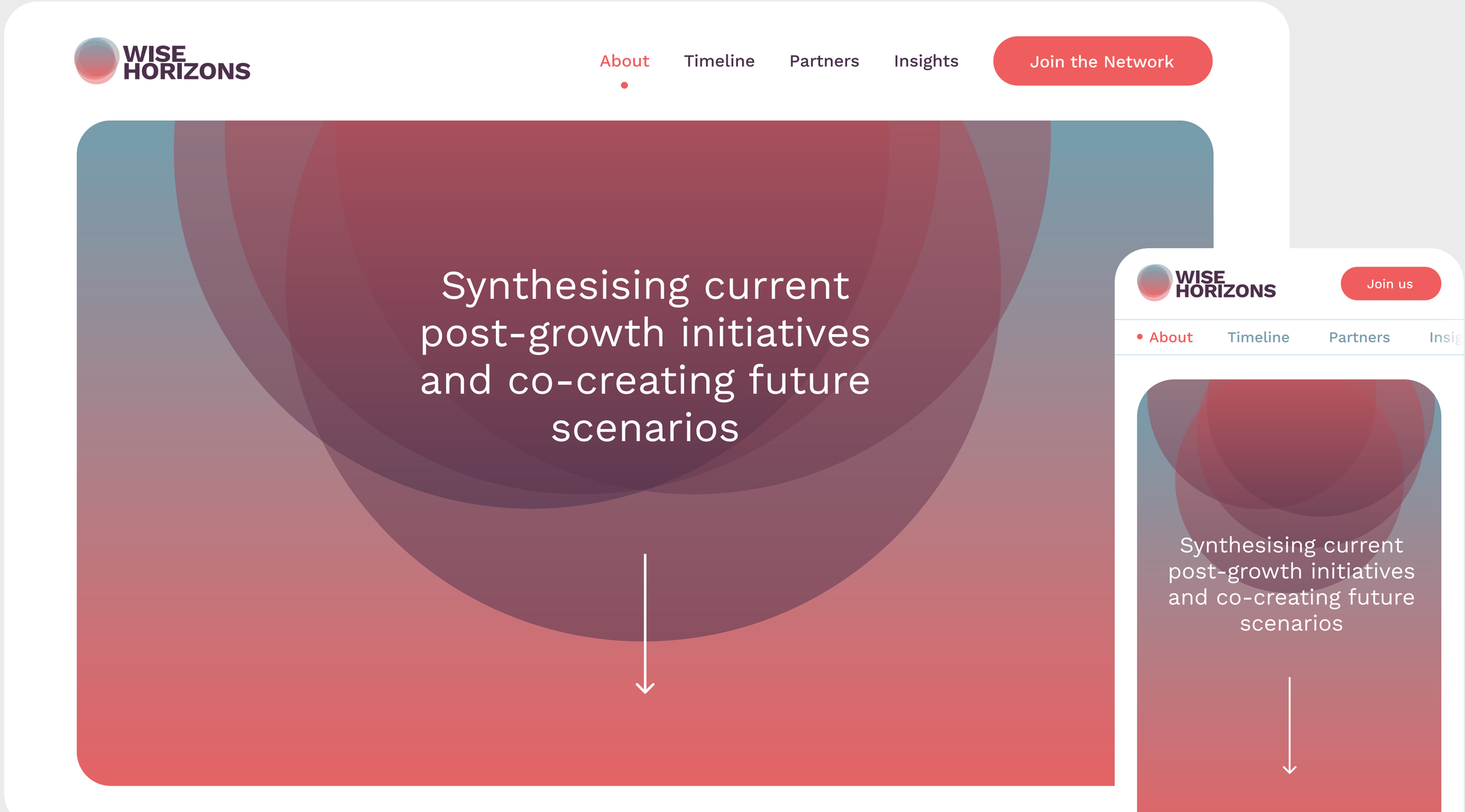
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