

## SERVICE CONTRACT NOTICE

### A. INFORMATION ON SUBMISSION OF THE TENDERS

<b>1. Publication reference:</b>	<b>No.3</b>
<b>2. Project Title:</b>	<b>“Heritage is our Brand”</b>
<b>3. Subject of the contract:</b>	<b>Service provider on Development of Project’s Visual and Online Identity /production of communication materials and online platform</b>
<b>4. Contracting Authority:</b>	DMO Albania
<b>5. Maximum Budget:</b>	Maximum budget available: <b>22,700 EUR</b>
<b>6. Deadline for application:</b>	<b>27 February 2025 at 16:00</b>

#### 7. Contract description/technical specification

During the implementation of the Project “Heritage is our Brand,” a service provider company will be contracted to produce the project's visual content, communication materials, and design. The service provider will also design and develop the Albania-Heritage.com Platform. The website will have many components and be linked with other repositories, such as short stories, brochures, audio, podcasts, and newsletters.

The deliverables that the service provider will cover are:

- Development of Project Visual and Online Identity (company)/ production of communication materials. Designing all promotional materials: Logo, Slogan, posters, invitations, Leaflets, T-shirts, Pens, Tote bags, and Notebooks. Apart from designing, the company will deliver 500 copies of leaflets, 300 T-shirt, 300 pens, 300 tote bags, 300 notebooks, and 300 hats
- Development the Albania-Heritage.com Platform
- Roll ups for the project
- Banners and Flags for the project
- Electronic newsletters for the project (design)
- Short stories, interviews, and podcasts with grantees
- Media appearance in promoting the platform and stories

#### 8. Selection Criteria

The following selection criteria will be applied to candidates:

##### **Service provider services requirements:**

- The service provider must have proven expertise in creating high-quality visual designs that are both aesthetically appealing and effective in conveying key

messages.

- Experience in graphic design, typography, layout design, and the use of various design software (e.g., Adobe Creative Suite, Illustrator, Photoshop, InDesign).
- Ability to adapt designs to various mediums (print, digital, etc.), ensuring consistency and effectiveness across different platforms.

#### **General professional experience**

- The service provider must have a strong portfolio showcasing past work related to visual content production, communication material design, and branding projects, preferably within the same industry or with similar objectives.
- Should be able to provide references from previous clients as well as case studies that demonstrate the success of their design work in meeting project objectives and communicating key messages effectively
- Previous relevant working experience with EU or other donors funded project will be an asset.

#### **Specific professional experience**

- Previous experience in 2 similar projects and/or development of at least 2 branding and visual campaigns

- **Award criteria**

The best price-quality ratio is established by weighing technical quality against the price on a 80/20 basis.

- **Application procedure**

Offers should include the following documents:

- Proven experience (CV) diplomas or certificates for in graphic design, typography, layout design, and the use of various design software (e.g., Adobe Creative Suite, Illustrator, Photoshop, InDesign)
- Portfolio from previous high-quality visual designs
- At least two references from previous collaborations or projects
- Financial offer – daily fee rate requested in EURO; tax included.
- Service Tender Submission Form with the Annex: Declaration on honour on exclusion criteria and selection criteria.
- ID Card/NUIS

Note: All the above-listed documents are mandatory for submission. If any of these documents are not presented, the offers will not be qualified for the evaluation process.

Applications must be submitted within the deadline **27 February 2025, at 16:00**. in English exclusively to the contracting authority in a sealed envelope.

- Either by post or by courier service, in which case the evidence shall be constituted by the postmark or the date of the deposit slip, to:

**Qendra DMO ALBANIA**

**Adress: Rr. Gogo Nushi, Nd 18, shk5, Ap2, Tirana**  
[info@dmoalbania.al](mailto:info@dmoalbania.al)  
**Tel +355 69 2078553**

- OR hand delivered by the participant in person or by an agent directly to the premises of the contracting authority in return for a signed and dated receipt, in which case the evidence shall be constituted by this acknowledgement of receipt, to:

**Qendra DMO ALBANIA**  
**Adress: Rr. Gogo Nushi, Nd 18, shk5, Ap2, Tirana**  
[info@dmoalbania.al](mailto:info@dmoalbania.al)  
**Tel +355 69 2078553**

Applications submitted by any other means will not be considered. Submission of the tender should be made within the deadline specified in point 6 of this document.

- **Evaluation of tenders**

Proposals shall be evaluated on the basis of their compliance, and responsiveness to the Terms of Reference and other provisions of this Request for Proposals.

Their evaluation will be based on the **Best price – Quality ratio** criteria as follows:

A: Quality of Qualification - 80%

B: Financial offer – 20%

- **Evaluation Grid**

<b>A. Qualification Evaluation Criteria</b>		<b>Max Points (70)</b>
A1	The service provider must have proven expertise in creating high-quality visual designs that are both aesthetically appealing and effective in conveying key messages	30
A2	The service provider must have a strong portfolio showcasing past work related to visual content production, communication material design, and branding projects, preferably within the same industry or with similar objectives	30
A3	Previous experience in 2 similar projects and/or development of at least 2 branding and visual campaigns	20
<b>B. Financial Proposal Evaluation Criteria</b>		<b>Max Points (20)</b>
B1	The financial proposal is well aligned with the budget line and corresponds to the quality of qualifications.	20

**13. Notification of award**

The contracting authority will inform all tenderers simultaneously and individually of the award decision.

**14. Other**

For more information the applicants may consult the Terms of Reference attached to this tender procedure.