

Call for Tenders

Outreach and Communication Services

A. Technical specifications

1. Background Information and Context

enpact is a Berlin-headquartered non-profit organisation empowering entrepreneurship, ecosystems and international cooperation.

enpact is one of the world leaders in the cultivation of startup ecosystems as a means to promote international cooperation and development. Through a variety of products and services, enpact supports founders and startups in Europe, Africa, Asia, Latin America and the Middle East. The goal is to create a global network of startup ecosystems that facilitates the exchange of ideas, solutions and support.

At present, enpact's network consists of 2500+ startups, 600+ mentors and experts and 150+ support organisations in 30+ countries. 10,000+ jobs have been created as a direct result of enpact's work with startups.

enpact's activities focus on three core areas:

Entrepreneurial Support empowers entrepreneurs at all stages of development. enpact provides founders with a tailored approach that prioritises knowledge exchange with peers - from entrepreneurs for entrepreneurs. This allows founders to further their business acumen and achieve sustainable economic growth.

Data & Research empowers startup ecosystems. Using a proprietary framework - The Startup Friendliness Index - enpact analyses cities and their entrepreneurial ecosystems. The resulting data enables the formulation of policy recommendations and monitoring of the efficacy of international development.

Organisational Support empowers organisations and individuals that support entrepreneurship and economic development. It offers a diverse portfolio of capacity-building services and training with a strong focus on the horizontal and vertical exchange of knowledge, expertise and networks.

In each of these areas, a wide variety of innovative products and components, such as bootcamps, ecosystem expeditions, city reports, and capacity-building labs, are utilized. enpact also creates co-working spaces as the physical platforms that connect startup scenes worldwide. These spaces are a melting pot of enpact's activities. enpact was founded by Matthias Treutwein and Dr. Sebastian Rubatscher. Since its inception in 2013, the organisation has grown to 25 employees in three regional hubs.

2. General objectives

enpact e.V. wishes to enter into a service contract. The general objective of this tender is to support enpact in the area of graphic design.

This includes the development and design of enpact's communications and marketing materials for different products, for online and offline use.

It is mandatory that all outputs produced follow the already existing visual identity and style guidelines of enpact e.V.

3. Deliverables

Upon selection, the successful candidate will become enpact's official graphic design service provider to contact for any support for the design of materials.. Services will include, but are not limited to:

Brand assets	<ul style="list-style-type: none"> ▪ Design and/or update enpact's brand assets including: Brand guidelines, logo design for enpact's products, icons, business cards, and letterheads ▪ Design and/or update enpact's branded merchandise including: Roll-ups, Banners, Gift bags, notebooks, and stickers
Digital Marketing & Social media	<ul style="list-style-type: none"> ▪ Development of editable social media templates for enpact's projects and activities across Facebook, LinkedIn, Instagram, and Twitter ▪ Development of social media headers and banners for pages and events ▪ Development of social media designs for events, activities and announcements as needed in alignment with enpact's editorial calendar ▪ Development of quarterly, weekly and project-based newsletter designs ▪ Development of animated social media designs in .GIF or .MP4 formats
Brochures	<ul style="list-style-type: none"> ▪ Design brochures for enpact's different projects and activities for digital and print distribution ▪ Design flyers for enpact's different projects and activities for digital and print distribution
Website	<ul style="list-style-type: none"> ▪ Design headers, infographics, graphs and photo collages optimized for web ▪ Optimize portraits of enpact team, partners, stakeholders, entrepreneurs, and supporters for web ▪ Provide UX/UI input and create mock web design layouts and wireframes
Presentations	<ul style="list-style-type: none"> ▪ Design presentation template for enpact in different formats as needed ▪ Design and optimize enpact's pitch deck and company profile ▪ Design presentation decks for enpact's different products and projects

	<ul style="list-style-type: none"> ▪ Design fact sheets and proposal documents for enpact's different projects ▪ Support design of presentations and documents as needed
Design workflow management	<ul style="list-style-type: none"> ▪ Support in optimizing design workflow and processes within enpact ▪ Support in process documentation and organization of assets and deliverables

It is mandatory that all outputs produced follow the already existing visual identity and style guidelines for enpact e.V. When there is a fundamental change proposed in the existing visual identity and style guidelines, written approval is necessary. The deliverables are reliant on spontaneous requests from the contracting authority. As such, it is expected that the tenderer provides in their service an offer a price list where each service relevant to those deliverables is listed.

4. Geographic Scope

Potential tenderers may be agencies, companies, freelancers, etc. which are located and registered in any location.

5. Starting Date for the Contract and Duration

It is expected that the service contract will be signed in July 2021.

The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed June 2023. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract. The expected minimum workload per month is 15 days.

6. Price

The tenderer is requested to provide in their service offer a price overview for the hourly rate based on the relevant positions for the identified deliverables:

Position	Years of relevant experience	Related tasks
Graphic Designer	Minimum 2 years	Design work including brochures, flyers, marketing collaterals, social media visuals & newsletters

B. Information on Tendering

1. Eligibility

Participation in this tender procedure is open on equal terms to all natural and legal persons, regardless of geography. Eligibility is merely dependent on the presentation of an offer.

However, due to the nature of the technical expertise and the deliverables of the tender, it is expected that the tenderer demonstrates:

- A proven track record of professionally creating designs that are harmonious to a unique visual identity and for use across different formats and channels online and offline.

2. Guidelines on Offer and Offer Deadline

Any entity wishing to respond to this call for tenders may do so by submitting a technical offer in English or German which covers the approach and services they can provide for the duration of the expected contract duration.

All technical offers should include both:

A – A general **creative concept** for how the tenderer will deliver on the expected deliverables. Please have a look at existing material on enpact’s website and social media channels. The concept should include a strategic approach for visually portraying enpact’s growth, various products and programs across the different regions. The concept should show an understanding of enpact’s current brand identity and map out a strategic direction for its development based on the information available on our website.

B – A **price list**, which states the unit prices as defined under point 6.

The tenderer should appoint/propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract including timely completion of the activities, ensuring the required level of quality is met.

Offers are accepted until Sunday, June 20 at 23:59 (Berlin Time – CEST) and should be submitted by e-mail to comms@enpact.org with the subject line: graphic design tender - name of submitting entity / person

3. Evaluation and Award

3.1. Award Criteria

The contract will be awarded based on the most economically advantageous tender, according to the 'best price-quality ratio' award method. The **quality** of the tender will be evaluated based on the following criteria. The maximum total quality score is 100 points. Tenders that receive less than 60% of the maximum possible mark for the whole quality evaluation will be eliminated and their final score will not be calculated. Tenders that do not reach the minimum quality levels will be rejected and will not be ranked.

Components	Grading Criteria
General Requirements	<ul style="list-style-type: none"> • Does the proposal consist of the required elements A (creative concept) and B (price list)? • Is the proposal clearly structured and comprehensible against the background of the service description? • Is the offer designed in such a way that it suggests the existence of skills in project and time management? • Does the offer fully comply and correspond to the general objectives stated in the tender specifications?

<p>Content & Design</p>	<ul style="list-style-type: none"> • Does the tenderer demonstrate a good understanding of enpact’s current visual identity? • Does the tenderer demonstrate a track record in creating high quality content that is related to enpact’s focus areas? • Does the tenderer include a creative proposal for the tone and topic of designed materials? • Does the tenderer include an example of content that fits the objectives of communication efforts for enpact’s projects? • Does the tenderer demonstrate an understanding of the different formats that will need to be created for the different types of content that will be requested by the contracting authority?
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The price overview serves for the calculation of the price criteria. Price scoring shall show the distance between the cheapest offer and the other offers. Points are awarded in relation to the cheapest offer. For example, the cheapest offer receives 100 points for the total price. The score of the other bidders is determined according to the inverse rule of three as follows:

Calculation method of total price: Number of points bidder 1 = (cheapest offer price divided by offer price 1) x 100. The result is rounded to two decimal places.

3.2. Ranking of Tenders

The contract will be awarded to the most economically advantageous tender, i.e. the tender offering the best price-quality ratio determined in accordance with the formula below. A **weight of 70/30 is given to quality and price.**

Score for Tender X = (Most Competitive Price / Price of Tender X) * 100 * Price Weighting (30%) + Total Quality Score (out of 100) for all quality criteria of Tender X * Quality Weighting (70%)

The tender ranked first after applying the formula will be awarded the contract.

3.3. Information to Tenderers on the Final Evaluation

enpact e.V. will inform tenderers of decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure. enpact e.V. will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the selected tender and the name of the successful tenderer. However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the interest of the initiative.