



## URBACT II

## Graphic design for print files

### 1- CONTEXT

**URBACT** is a European territorial cooperation programme promoting integrated and sustained urban development.

Through URBACT, cities come together to develop responses to the main challenges facing urban environments. The programme affirms their key role in addressing the increasingly complex challenges that face our society, helping them develop new, concrete, sustainable solutions that integrate economic, social, and environmental dimensions and allowing town planning professionals in Europe to share good practice and lessons gleaned from exchanges. The URBACT programme has enabled more than 500 cities in 29 countries in Europe to participate in thematic networks consisting of 10-12 cities involving more than 7,000 actors on the ground (local administrations, elected representatives, civil society, residents, etc.). URBACT is co-financed by ERDF, Member and Partner States.

#### URBACT Capitalisation process in 2014-2015

During 2014-2015, URBACT has been capitalizing good city practices and knowledge about:

1. New urban economies;
2. Jobs for young people;
3. Social innovation in cities;
4. Sustainable regeneration in urban areas.

These topics have been explored by 4 working groups, otherwise called workstreams, aiming to consolidate and put forward results and findings from URBACT city networks and beyond.

As part of their work, each workstream has produced:

- An articles for the URBACT Tribune 2014;
- State of the Art report;
- 2 detailed city cases;

By end of February 2015, each workstream is expected to produce a final thematic publication summarizing all the findings and results.

## 2- PURPOSE OF THE CONTRACT

With this call, URBACT is looking for a service provider for the design of the print versions of the four thematic publications produced by the workstreams.

In particular, the service provider is expected to design and deliver laid out files of the four workstream thematic publications (for the print version) and laid out files for the devise that will bring together the printed publications.

## 3- REQUESTED DELIVERABLES

**3.1. Conceptual note on creative identity for the four thematic publications and for a physical support bringing them together:** The conceptual note should present the basic elements of the creative identity for print files. The publications should be designed in a visually stimulating editorial style so that the reader can capture the essence of the key facts and be drawn back to read further.

The contract holder should propose and explain a visual identity/style for each of the four separate publications (in terms of titles, style, colours, icons, aesthetic elements, typography, etc). At the same time, the visual identity of each publication should be coherent with the style of the others.

The conceptual note should also present a visual theme/image showing the interconnection of the four thematic publications. This will be illustrated on a physical support that will bring together the four printed publications (box, folder, slip case, tote bag, etc). The visual theme of the chosen devise should include a single master image that can be cleanly divided and adopted by the four publications. Segments of the master image could be used for the covers of the four publications but when positioned together they should create an over arching image and theme.

The creative approach has to conform to the URBACT graphic charter (see appendix).

The contract holder has also to ensure that the visual identity and files can be reused and applied in digital files (i.e. e-book and videos that the URBACT programme plans to produce).

The contract holder should provide the conceptual note to the URBACT Secretariat by 16 February 2015. This will be validated by the URBACT Secretariat after exchanges with the contract holder.

**3.2. Laid out files for the print versions of the four thematic publications and their devise** (to be ready and validated by the URBACT Secretariat before 27 March 2015)  
Each thematic publication counts more or less 35 pages in word only with text. The number of pages is subject to increase when adding pictures/aesthetic elements in the laid out versions.

### **Note:**

All deliverables and source files will be under URBACT's intellectual property.

## **ARTICLE 4: METHODS OF EXECUTION**

4.1 Working language: All outputs are to be delivered in excellent English

### 4.2 Correspondents

To implement and deliver the services, the Contract Holder shall designate a project manager as the sole interlocutor of the URBACT Secretariat for this mission. This manager will be responsible for coordinating all stages of the process, planning, and the quality of the final product.

The technical correspondent of the URBACT Secretariat for this contract shall be Jenny Koutsomarkou, Capitalisation Officer, while the administrative and financial correspondent shall be Thierry PICQUART, Administration and Coordination Manager. The language of correspondence between the Contract Holder and ACSE – URBACT Secretariat shall be English or French.

### 4.3 Kick-off meeting

An online kick-off meeting shall be organised between the Contract Holder and the URBACT Secretariat after notification of the bid. During this meeting, working procedures shall be set out and the work programme and timetable shall be agreed definitively.

### 4.4 Liaison:

During the layout process the contract holder will liaise with i) the URBACT Secretariat, ii) the authors of the thematic publications.

### 4.5. Visuals and photos:

The service provider should be able to provide photos related to the topics of the workstream publications.

### 4.6 Planning and delivery process:

The contract holder should set a timeline for the creation and production of the requested services to be validated by the URBACT Secretariat. The URBACT Secretariat shall send the text of the four publications to the contract holder in word files by 27 February 2015.

## **5- DEADLINES**

Laid out files of print version of the thematic publications: the URBACT Secretariat will provide the text of the four final publications in word files to the contract holder by 27 February 2015. After validation of the conceptual note, the service provider should foresee a planning and validation process with the URBACT Secretariat on the laid out versions of the files. The exchanges on the laid out versions are expected to take place in March. The laid out versions of the files should be validated by the URBACT Secretariat by 27 March 2015.

**6-ESTIMATED BUDGET:** 15,000 euros excluding VAT

## **7- APPLICATION PROCESS**

Candidates are invited to send to the URBACT Secretariat **by 26 January 14.00 CET** (Jenny Koutsomarkou [j.koutsomarkou@urbact.eu](mailto:j.koutsomarkou@urbact.eu) and Thierry Picquart [t.picquart@urbact.eu](mailto:t.picquart@urbact.eu)) :

- Experience and evidence (portfolio) in designing or producing printed/digital publications
- CV of the project manager
- Cover letter explaining motivation, capacity to fulfill the mission etc.
- Timeline about the production of deliverables incl. stages, validation process, exchanges on artwork, etc
- A detailed budget for the mission

Any candidacy after that date and time will not be accepted.

## APPENDICES:

### **1. Background information related to the four final thematic publications**

The successful candidate should take into account the following background information about the final thematic publications.

***Purpose of the publications:*** Given the fact that URBACT outputs are destined to city practitioners and aim to impact on local practices for sustainable and integrated local development, workstream coordinators will produce four thematic publications about **what can cities do** in relation to the workstream topics.

***Target audience:*** Urban practitioners and decision-makers around Europe, local elected representatives, national authorities, EU community.

#### ***Content of the four thematic publications:***

Each thematic publication, written by the workstreams, will include (about 35-40 pages of text):

- Navigator. Estimated length 1 page.
- "Setting the scene". Estimated length around 3 pages.
- 4-7 Articles. Estimated length 3-4 pages for each article.
- Two case studies. Estimated length: 3-10 pages for each case.
- 3-5 Interviews. Estimated length: 1 page for each interview.
- Policy responses. Estimated length: 2-3 pages.
- Process of the workstream and credits. Estimated length around 2 pages.
- Editorial by the URBACT Secretariat. Estimated length half or 1 page.
- References
- 10 pictures per paper, including diagrams, photos, etc.
- Appendices

## **2. Previous URBACT bibliography:**

***URBACT II Capitalisation reports 2012-2013:***

<http://urbact.eu/en/urbact-capitalisation/outputs/reports-cities-of-tomorrow-action-today/>

## **3. URBACT graphic charter :**

[http://urbact.eu/fileadmin/graphic\\_charter/](http://urbact.eu/fileadmin/graphic_charter/)