



INFORMATION ON SUBMISSION OF TENDERS

Ref: MEDPEARLS_ST5

1. SUBJECT OF THE CONTRACT

The subject of this tender is the provision of **services to develop and design an overarching brand identity and visual identity for the Slow Tourism commercialisation spin-off from the Med Pearls project.**

2. DEADLINE AND PROCEDURE FOR SUBMISSION OF THE TENDERS

The deadline for submission of tenders is **10th October, 2021 at 18h CEST**. Any tender received after this deadline will be automatically rejected.

If no tenders have been received by the deadline or the tenders received are no compliant with the Selection Criteria (Section 6), the deadline could be exceptionally extended.

The content of the tenders shall address the requirements described in section 6 Selection Criteria.

The tenderers will submit their tenders by e-mail clearly indicating:

- Title of the tender
- Reference name
- Name and address of the tenderer

The tender submission form and any supporting documentation will be provided as attachment to the e-mail.

3. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below.

3.1 Background information

Tourism is a key driver for the development of local economies in the Mediterranean, directly contributing to 7.7 million jobs and indirectly to 20 by 2012 (according to the ENI CBC MED Joint Operational Programme SWOT analysis). Projections are really promising, especially in fields like ecotourism or other forms of sustainable tourism. The outstanding variety and richness of cultural & natural assets throughout the region is a competitive advantage compared to other destinations. Nevertheless, some barriers are undermining the possibilities of utilizing its full potential and of increasing its contribution to local development in a sustainable way.

The mainstream model deployed so far relies too much on 'sun & beach' offer, characterised by being large-scale & low-cost, with a lack of innovation, diversification & reinvestment of profits into local economies, while causing high environmental pressures. Situation worsens because of a demand shift





caused by political instability. To address these challenges, Med Pearls' approach proposes an alternative model based on 4 pillars to reposition the area as a quality destination for Slow Tourism (from now on ST):

- i) Deseasonalisation (taking advantage of the exceptional weather conditions);
- ii) Diversification (developing new tourist products & experiences for niches & new segments based on ST and valorising the rich existing heritage);
- iii) Innovation (introducing ICT & digitalisation to bolster the most promising tourist product ideas coming from local MSMEs);
- iv) Local economy development (by supporting ST, around 66% of the trip costs from packages remain in local destinations (as estimated by the ATTA 2014 Snapshot), thus at local stakeholders, while in mass tourism packages up to 80% of travellers expenditures go to airlines, hotels or other international companies, according to UNEP).

Med Pearls will work towards the integration of the Med diversity into a top quality & single brand for ST, guaranteeing similar experiences to visitors based on regions' values & lifestyle.

Med Pearls project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program "Mediterranean Sea Basin" 2014-2020 (ENI CBC MED). It started on 1st September 2019 and has a duration of 36 months (until 31st August 2022). It counts on an overall budget of 3.015.132 EUR, which are co-financed at a 90% rate by the ENI CBC Med program.

It includes the following project partners:

- Lead Beneficiary: Spain: Catalan Tourist Board
- Project partner 1: Egypt: Confederation of Egyptian European Business Associations
- Project partner 2: Greece: Municipality of Thessaloniki
- Project partner 3: Jordan: Discovery Travel & Tourism LLC
- Project partner 4: Italy: APS Mediterranean Pearls
- Project partner 5: Palestine: Palestine information & communications technology incubator
- Project partner 6: Palestine: Palestine Wildlife Society
- Project partner 7: Egypt: Alexandria Chamber

More information is available at: <http://www.enicbcmed.eu/projects/med-pearls>

3.2 Recipient countries / areas where impact of the tourism strategy is to be considered

Mediterranean Region with special attention to the Med Pearls selected pilot areas:

- Ribera d'Ebre + Anoia + Garrigues (in Catalonia, Spain)
- Imathia Veria + Olympos Pieria (in Thessaloniki, Greece)
- Al Salt + Deir Alla (Jordan Valley) (in Jordan)
- Etna-Alcantara + Sabina-Reatina (in Italy)
- Jenin + Bethlehem (in Palestine)
- El-Montazah + Lakes Mariout and Edku (in Egypt)



3.3 Background documentation

The following documents are support information that will be provided once the contract is signed. The access to these documents does not prevent from developing this assignment.

- Slow Tourism concept and type of activities included in this type of tourism can be found in the Research Study on Slow Tourism developed by the Med Pearls project (<http://www.enicbcmmed.eu/projects/med-pearls> → Library / Documents / Research Study on Slow Tourism: chapters 1 to 7.
- Priority Market segments can be found per country on the: Study on Slow Tourism International trends developed by the Med Pearls project (<http://www.enicbcmmed.eu/projects/med-pearls> → Library / Documents / Slow Tourism International Demand: chapters 1 to 9.
- Information on the pilot areas of the project (Mapping of tourist assets and SWOT)

3.4 Objective of the assignment

The objective of this assignment is to create a **single unifying compelling brand identity (1)** and **visual identity (2)** for the commercialisation spin-off of the Med Pearls project.

The main channel of this commercialisation spin-off to reach the main target groups will be online promotional action (i.e. a commercialisation website currently being developed and other digital communication actions).

(1) The new Brand identity will need to include a name and tagline, brand narrative main statement and be aligned with these already identified brand attributes and those that the contractor concludes as necessary for a successful brand positioning:

- The Mediterranean as an integral tourism destination.
- The new spin-off offers a compendium of sister tourism experiences in less-known tourist destinations.
- Multiculturalism and assets of the territories (naturalistic, historical, cultural and entertainment) and the values that can be used to make it distinctive and recognisable in the eyes of potential visitors.
- The tourism products of this new spin-off are fully aligned with sustainable tourism values.
- Must be attractive to the market segments identified by the project as more inclined to do sustainable tourism and slow tourism.
- The new spin-off aims at a balanced growth in visitor numbers to these less-known destinations.
- This new spin-off encourages tourists to perform long visits and multycountry visits.



(2) As for the visual identity, the contractor is expected to develop a compelling logo, logo baseline (if needed) and visual guidelines for use across all platforms and marketing collateral that comply with:

- Conveying the brand identity attributes
- Engaging with and appeals especially to overseas visitors (especially those identified in previous researches (See Background documentation section).
- The logo must be an identity sign, distinctive and recognisable.
- The visual identity of the brand serves to ensure that the territory becomes a brand, the logo will become a real brand; not only in the sense of "logo" but also of "seal of quality".
- The logo should visually encapsulate the value of the experiences promised by the territories.
- The logo should be suitable for any type of media and should be reproducible in any size. There must be a degree of versatility and flexibility of the logo so that it can be easily adapted for all the applications (off line and on line) useful for the promotion of the brand.

3.5 Deliverables of this contract

At the end of the assignment the contractor should deliver a **Brand Manual covering:**

- (1) **Brand identity:** including at least brand attributes, name and tagline, brand narrative main statement. (Attention should be given to consider localisation aspects or translation issues for the name and tagline).
- (2) **Visual identity:** Including logo (in the required formats to allow reproducibility in any support, media and size), logo baseline (if needed), brand colours, font selection and any other relevant graphic design elements.

3.6 Methodology and timing plan

The tenderer will present a methodological proposal, which will contain the stages of work to carry out this mission, as well as a schedule of tasks (with timing of the elements to be delivered and the planned meetings and work sessions).

The project foresees 3 main milestones:

1. Development of at least 3 names and brand narrative main statement propositions for the new spin-off → Validated through consultation with Project Partners. (The inclusion of some consumer testing will be positively evaluated as an added value).
2. Development of at least 3 logo options → Validated through consultation with Project Partners. (The inclusion of some consumer testing will be positively evaluated as an added value). We expect the tender to cover at least three design iterations for each part of the visuals package.
3. Delivery of the full Brand Manual with the elements as described in 3.5.



If deemed relevant, the **contracting authority may request to arrange follow-up calls with the contractor** to get updates on the development of the different results.

3.7 Human Resources

The proposal will introduce the expert and/or team dedicated to this assignment, indicating their contribution and position with respect to the project, as well as a CV of each participant, specifying the most relevant experiences for this project.

4. PERIOD OF IMPLEMENTATION OF THE TASKS

The intended start date is **18th October 2021** and the **period of implementation** of the contract is to be of a maximum of **10 weeks from the starting date.**

5. FINANCIAL INFORMATION

The maximum available value for the contract is **15.000,00 EUR.**

The financial offer must be a lump-sum all charges and taxes included.

6. SELECTION CRITERIA

The procurement procedure is an invitation to tenderers with pre-set requirements.

Excellent communication skills in English is necessary. This will be assessed by a track record in assignments with English as reporting language.

The tenderer must submit a proposal of no more than 5 pages, which will respond to the needs of the Med Pearls project expressed in this document. The proposal must be clear in:

- Understanding the objectives and needs of this study.
- Presenting a list of past assignments related to the current one with visual examples of the work developed for visual identity and referee contact people (who could be contacted for references).
- Proposing a clear methodology to carry out the assignment. In this regard, the correct adaptation to the context and objectives of the Med Pearl project will be a key element for evaluating the proposal.

Evaluation of the proposals:

20% for tenderer understanding of the brief and any action suggested as an added value (to be evaluated by panel)

30% for successful delivery of previous comparable contracts / experience during the last 3 years, involving the following features: Brand development, visual identity development and implementation, consumer testing (to be rated according to 2 assignment: 10p; 4 assignments: 20p; 5 or more assignments: 30p)



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30% for methodology and timeline on how to carry out the assignment which must meet the milestones and maximum timeline as described in the Terms of Reference (to be evaluated by panel)

20% Price. The most economically advantageous offer will get 20 points. The rest will get points based on the formula:

$$\frac{\text{Lowest offer X 20 points}}{\text{Offer to be evaluated}} = \text{points}$$

Offers exceeding the maximum available budget or offers abnormally low, will be discarded. It will be considered abnormally low an offer below the available budget in a percentage higher than 30%.

The evaluation will be done independently by a panel of at least 3 representatives of the Med Pearls project partners. And the final results will be an average of the ratings given by the panel. In the event of a tie, preference will be given to the most economically advantageous offer.

With the purpose of validating some of the competences or requirements of the tenderer, the contracting authority reserves the right to request reference letters from previous contracting entities.

The successful and unsuccessful tenderers will be informed on the results of the evaluation procedure in written by email.

7. DELIVERIES AND PAYMENTS

The contractor will deliver without reservation the services indicated in the contractor's offer. The deliveries will be implemented within the indicated dates.

The contracting authority will pay to the contractor the services upon approval of the deliverables included in these terms of reference.

In the event of a delay as per the contract schedule for which the contractor is solely responsible, the contracting authority may deduct an amount for Liquidated Damages at a rate of one percent (1%) per week of delay, subject to a maximum of ten percent (10%) of the Initial Contract Price.