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## Call for proposal

### Terms of Reference

# Graphic designer for MEDREG Publications and Digital Images

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2022

## 1. Context

MEDREG is the Association of Mediterranean Energy Regulators, born in 2007 under the Italian law.

It currently gathers 27 energy regulators from the following countries: Albania, Algeria, Bosnia-Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Libya, Lebanon, Malta, Montenegro, Morocco, Palestine, Portugal, Slovenia, Spain, Tunisia and Turkey.

MEDREG promotes a transparent, stable and compatible regulatory framework in the Mediterranean Region fostering market integration and infrastructure investments, as well as consumer protection and enhanced energy cooperation. Based on a bottom-up approach, MEDREG acts as a collaborative platform where regulators from the Northern and Southern shore of the Mediterranean exchange technical knowledge and good practices, supporting each other to reinforce their regulatory capacity.

The Institution benefits from the financial support of its members and the European Commission.

To carry out its mission, MEDREG organizes a range of activities such as workshops, trainings, high level events and elaborates technical reports. The organization ensures the visibility of its projects and achievements on its website and social media and through the making of pedagogical publications, such as leaflets, case-studies, infographics and Annual reports, and other engaging digital material.

## 2. Objectives and scope of the work

The purpose of this call for proposal is to identify potential candidates (freelance designer or digital & graphic design companies alike) that would be interested to support MEDREG in the graphic design and layout out of its publications and digital products.

MEDREG regularly translates its most important technical reports into pedagogical and reader-friendly publications, to inform the public and its members of its activities and maximize the dissemination and visibility of its work.

In 2022, MEDREG has planned to produce a series of publications and digital material. Based on our current plan of activities, we foresee the following products. However, the actual realization of all of these products will depend on the correct implementation of our Action Plan and may be subject to changes and revisions during the year. Thus, the following list has to be considered as indicative.

Communication products	Minimum estimated length	Tentative due date - 2022
Annual Report	45 pages	March to April

<p><b>3 Digital cards</b> on selected key reports. <i>Digital cards are short and visual publication intended to provide a short high-level take on the study and its key policy messages. Each of them will have a dedicated graphic design.</i></p>	6 pages	April to December
<p><b>3 Snapshots</b> on selected trainings and study visits. <i>Snaphots are short infographics, very visual and with concise text and data.</i></p>	1 to 2 pages	April to December
<p><b>1 Infographic</b> on MEDREG report</p>	8 pages	February to March
<p><b>12 roll-ups</b></p>	Digital format	January to December
<p><b>Translation of the consumer video narrative in MEDREG Members languages (13)</b> and addition of the subtitles</p>	361 words x 13 languages	February
<p><b>Elaboration of 27 digital images and material to accompany the social media posts</b> to promote events, reports and activities throughout the year on social media</p>	27	January to December

While the MEDREG Secretariat will provide the content of the publications, it will require the support of an external graphic designer to elaborate and conceive visually engaging supports. This includes the design of creative covers, graphs, layout of pages, creation of table of content and a selection of engaging images while maintaining the institutional image of MEDREG. While each product will be unique, a consistency between the various products in terms of colours, look and design will be sought in order to create a corporate identity recognizable and understood by MEDREG's audience.

### 3. Expression of need: Description and scope of the service expected

In 2022, the MEDREG Secretariat needs the support of an external graphic designer to produce a series of publications and digital material listed in Point 2. The candidate should be creative, professional and available to exchange regularly with the Communication Team of MEDREG. The candidate must also have a proven track record of similar projects.

The services required from the graphic designer are the following:

- Coordination with the MEDREG Communication Team from the initial brief of the publication and concept of the layout to the progression of the work, to the additional edits, finalization and printing process
- Creation of web and printing versions of the publication
- Design, conception and making of engaging publications including covers for MEDREG
- Design and making of reader-friendly tables, graphs and other illustrative figures and icons as required
- Design of roll-ups for events
- Elaboration of digital images for website and social media purposes

- Editing of images
- Liaison with the MEDREG Team and occasionally with the webmaster when required
- Translation of content from English to MEDREG Members languages on ad-hoc products (like video narratives or short digital content).

#### 4. Selection criteria

##### 1. Essential requirements

Applications from candidates (freelance designer or digital & graphic design companies alike) will be considered only if they fulfill the essential requirements:

- Professional experience in graphic design and layout of publication (at least 7 years)
- Good knowledge and command of PDF, InDesign, Adobe Illustrator, Photoshop and/or any other relevant Graphic Design Software
- Availability and responsiveness within brief delays
- Excellent command of English

##### 2. Desirable requirements

- Degree in illustration, graphic design or digital related field
- Proven successful management of similar projects based on references (from previous employers or clients for instance, portfolio, etc.)
- Creative, eye for detail, problem solving and proactive attitude
- Capability to understand and meet the client's requirements and expectations
- Availability to meet the MEDREG Secretariat's Communication Team in Milan when required, taking into account the Covid-19 prevention measures in place
- Any other experience or knowledge supporting the production of publications will be considered

#### 5. Duration of the service and remuneration of the service

The service shall start from 24 January 2022 and will last until 31 December 2022, with the completion of all the products listed under Point 2. The list of Point 2 is an estimate likely to be slightly modified in terms of units and length throughout the year depending on the actual implementation of MEDREG's Action Plan.

The remuneration for each product will be specified in the contract based on the specifications of the MEDREG budget and taking into account the specifics of each product. The contract will also precise that MEDREG can propose modifications to the list indicated in Point 2 with other products of the same commercial value and that it can decide to end the mission of the graphic designer during the period covered by the contract.

The total budget for the completion of the design and layout of the publications, and elaboration of other digital products listed under Point 2 is approximately of **16,000 EUR** (country respective VAT and all other taxes included).

#### 6. Payments

The payment will be made within 4 weeks after receipt of the invoice for each completed product.

#### 7. Conditions for responding to the call

Interested candidates should send their responses to this call for tender to [tender@medreg-regulators.org](mailto:tender@medreg-regulators.org) and to [dlacroix@medreg-regulators.org](mailto:dlacroix@medreg-regulators.org) with the mention of "MEDREG Graphic designer" as email subject.



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Applications should include:

- ✓ a CV
- ✓ a cover letter (one-page maximum) explaining how the candidate fulfill the requirements of the selection criteria (See point 4)
- ✓ some references or a portfolio of anterior work (optional)
- ✓ a quote of the requested fee for the completion of the publications with breakdown prices including all taxes

The deadline for sending proposal is **Friday, 21 January 2022**.

The proposals will be examined by the MEDREG Secretariat, which will decide on the basis of the offer's fulfillment of the selection criteria (see point 4 of these Terms of Reference).

An online or telephone interview might be scheduled with the most relevant candidates before the offer is definitively validated.