CALL FOR TENDERS

Design and realisation of the GRAPHIC CHARTER and LOGOTYPE of EUAV FORESTS

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1. **Object**
   
   This consultation aims to select a service provider to design a logotype and a graphic charter for the multi-actor project **Eu Aid Volunteers FORESTS**, as well as to transcribe it and make it applicable to all project’s correspondence and communication media, whether digital or printed.

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2. EUAV FORESTS CONTEXT

A. Funder

Funded by the European Commission’s DG ECHO (Civil Protection and European Humanitarian Aid Operations), the European Union Aid Volunteers Initiative (EUAV) is a volunteer programme managed by the European Executive Agency for Education, Audiovisual and Culture (EACEA). It aims to provide direct support to local communities that are or might be suffering consequences of environmental, health and food crises in particular.

**Its deployment component** brings together high profiled volunteers and organisations from different countries, in crisis prevention and post-crisis recovery situations, to build or strengthen resilience-related capacities of disaster-affected communities.

It is the only humanitarian volunteering program funded by the European Commission.

The last call for projects for EUAV is currently under way, with an end date of 2022. The European Union’s humanitarian volunteering component should then be integrated into the European Solidarity Corps (also managed by the EACEA agency) under arrangements that are still under negotiation. This means that we are currently entering the last phase of implementation of this European programme. The Funder will therefore insist more than ever on the visibility of the projects and activities carried out by EUAV volunteers in the field.

B. PROJECT

EU AID VOLUNTEERS FORESTS is a 24-month project (Dec. 2019-Dec. 2021), led by a transcontinental partnership (Africa-Asia-Europe) of 8 organisations, experts in volunteerism and solidarity commitment or forest risk prevention. Based in Europe, France Volontaires HQ is in charge of steering the project and ESI LABS! is coordinating EUAV FORESTS’ communication campaign.

FORESTS offers to deploy 27 European volunteers in 5 countries in West and Central Africa and South-East Asia, in order to support and promote local communities’ engagement in reducing the vulnerability of forest-dependent communities living in forest areas and to strengthen their resilience capacities to climate change and forests preservation.

C. OBJECTIVES

**Purpose:**

Forests are necessary for life on our planet: they provide an adequate supply of fresh water, are unique reservoirs of biodiversity and provide many people with income and livelihoods. Today, however, they are facing unprecedented and inexorable pressures from the combined impacts of climate change and human-induced impacts (pollution, intensive activities, deforestation, etc.). More than ever, it is necessary to strengthen actions plans for better management of this precious resource, placing the local populations that depend on it at the heart of it.

**General objective:**

Support and promote local citizen engagement in reducing the vulnerability of forest-dependent communities and strengthen their resilience to the consequences of climate change and pollution.

**Specific objectives:**

✔ Stakeholders networking in each territory and capacity building of project leaders (SO1);
A comprehensive approach to resilience, starting with a mapping study, will enable the understanding of various vulnerability factors to disasters and crises. Risks will be identified at all levels through a collaborative work with forest-dependent communities directly involved. That will eventually lead to concrete actions to protect nature, life, and mitigate those risks. Relations with local authorities and other local actors will be strengthened through the development of joint projects.

✔ Capacity building and tools for local forest-dependent communities (SO2);
Support provided by the volunteers to vulnerable populations will enable direct development of human capital to strengthen people ability to anticipate, reduce the impact, cope and set up an adaptation process. A starting point for the humanitarian support of deployed volunteers will be the acknowledgement and promotion of local good practises (sustainable agriculture, forest monitoring, etc.) to increase individuals’, families’ and communities’ ecological resilience.

The establishment of collaborative work spaces in particular, will enable local actors to plan all intervention strategies based on ecosystem dynamics, local synergies and the reduction of vulnerabilities;

✔ Organisation of awareness-raising actions aiming at sustainability, changing attitudes and mobilising in an inclusive logic, targeting in particular young people and women (SO3);
Resilience building will be combined with activities to mobilise future generations, to help to develop social capital of their communities, to limit current and future risks, and to promote community development activities that will strengthen individual resilience. Reforestation and information management will curb environmental degradation of natural resources and incentive adaptation to climate change and facilitate communication between communities.

✔ Accompanying organisations in setting up exchange and capitalisation activities, to share knowledge on forest governance, project management and communication (OS4).
The cooperation of experienced and diverse partners in the FORESTS project will contribute to collective learning, identification and standardisation of good practices in forest governance and European project management, through consortium meetings, online and presential workshops and networking between country teams.

D. Actions of EUAV FORESTS volunteers

In 5 countries - Congo, Cameroon, Congo, Ghana and Vietnam - the 27 European volunteers will work as close as possible to the communities on the 4 specific objectives thanks to their varied expertise (forestry sciences, project management, supply chain, participatory diagnosis, support for mobilisation, awareness raising, advocacy).

In each country, volunteers will be assigned specific assignments but will also work together in country project teams. One volunteer per country will be directly in charge of project communication and all the volunteers will also have a mission of communication and visibility of the project and EUAV, focused on production of testimonies and field-based contents (visual, audio, written).

Most volunteers (22 out of 27) will be deployed to national representations of France Volontaires. The 5 others will work with the environmental NGO SRD in Vietnam, which explains why communication is a multifaceted issue, in terms of visibility and impact (of actions, messages, partners and the donor) but also coherence and cohesion.

Outside of the collaborative spaces, some will support more directly other local NGOs dedicated to community engagement, forests’ preservation and restoration, and to promote the adoption of a more sustainable and durable way of managing natural resources. These participating organisations are not members of the TERO consortium. However, they shall be involved in the communication.
Finally, where possible, volunteer action will be supported by national volunteers.

Working languages are **English** and **French**; Vietnamese may also be used in local communication.

### E. Members of the EUAV FORESTS consortium
- **ESI LABS!**, Latvia
- **SRD**, Vietnam
- **France Volontaires**, France
- **France Volontaires Ghana**
- **France Volontaires Guinea**
- **France Volontaires Congo**
- **France Volontaires Cameroon**
- **France Volontaires Vietnam**

### 3. EUAV FORESTS COMMUNICATION STRATEGY

The ambition of the project stems at ensuring both very local action and to speak out, promoting a possible model of action to respond to the crises resulting from climate change and human-induced pollution, at regional and global level, by relying on transversal networking and capacity building within the consortium (thematic seminars, technical webinars, exchanges of practices, etc.). The project also ensures, at European level, an awareness-raising strategy targeting young people in particular, in order to encourage them to get involved and promote good practices in environmental protection, forest preservation and sustainable agriculture.

The communication strategy derives from its objectives and the communication strategy specific to the EUAV programme (see 10. Annexes A and B). It is supported by all stakeholders and is an integral part of the project activities. It is implemented at different scales: local, national, European and international and will be coordinated by ESI LABS!.

#### A. Targets
- Funder (European Union, DG Echo, EACEA);
- Volunteers (potential candidates and selected volunteers);
- Local actors (CSO’s, organisations involved in the project, businesses, local communities, etc.);
- Institutional actors (local authorities, ministries, embassies, institutional partners);
- Actors mobilized on climate change, Environment, community engagement (networks of actors, including social networks communities);
- Media (local, national, international, specialized press, etc.);
- General audience on all three continents, with special emphasis on young people aged 18 to 30.

#### B. Objectives
- Raise awareness among local populations about forest conservation and good practices for sustainable natural resource management, promoted in the framework of the project;
- Disseminate the results of the activities, tested methods and identified “good practices”, in relation to Agenda 2030 and the SDOs (Sustainable Development Goals), during and after the project (capitalisation, dissemination);
- Promote volunteers’ commitment through portraits and experiences of EUAV FORESTS volunteers;
- Raise awareness among European audience, especially young people, about forest conservation and the possibilities of involvement in environmental protection (including opportunities for volunteering);
- Promote the action model proposed by the project and the EUAV FORESTS partners and highlight their thematic expertise in volunteer management, support for collective action and sustainable management of natural resources;
- Facilitate the networking of actors involved in the themes of voluntary commitment and environmental protection through the production of varied and innovative multi-channel materials highlighting the achievements of the EUAV FORESTS project;
- Feed the advocacy strategy at local, national, regional, international and European levels in terms of citizen mobilisation and forests and Environment’s preservation, in line with the 2030 Agenda for Sustainable Development and SDG’s;
- Promote EUAV program and European action on humanitarian issues.

C. Communication channels and media

The communication of the FORESTS project is as follows:
- **Digital communication**: websites and social networks of the project, the project partners as well as EUAV platform (see "Stories from the field" [here](#)), including an awareness campaign (competitions, etc.);
- **Events**: meetings, seminars and webinars, awareness-raising days, training and practice exchange workshops, exhibitions, etc.;
- **Prints**: goodies, kakemonos, posters, etc...

4. GRAPHIC CHARTER’S COMPONENTS

The graphic charter must illustrate the FORESTS project by meeting the constraints listed in Annexes 10. A and 10.B. and must comply with the following guidelines:

A. Graphic design

- Is consistent with the project;
- Provides the project with a strong identity and allows it to stand out among European (especially EUAV) projects as well as environment’s;
- Enables as far as possible a seamless communication regarding EUAV program’s graphic charter;
- Enables an adapted communication to different targets (age, type of actors, socio-professional diversity);
- Enables prompt identification of the project’s themes;
- Allows both institutional and less formal communication;
- Enables local ownership in regions of implementation: Europe, Asia and Africa;
- **Keywords**: forests, environmental protection, inclusion, citizen engagement, empowerment, local mobilization, volunteerism, human rights, gender equality

B. Logo

- Full project title is “EU AID VOLUNTEERS FORESTS”;
- Appearance of full title in the logo is not mandatory;
- Logo must be visible, with a strong identity;
- If the logo does not include the title of the project, it must have a second version with the full title adapted to its form;
- Logo has no colour requirements. However, it shall be used in a way that is consistent with the format of the Eu Aid Volunteers logo (see 10. Annexes A and B).
C. Logo usage rules
- Size of the standard logo
- Size of each element constituting the logo
- Positive and negative monochrome versions of the logo
- Logo on colour or photographic backgrounds (with or without cartridge)
- Variations of the logo, in two languages
- Create two horizontal and vertical banners with project logo and project partners’ logos in this order:
  * logo FORESTS + logo EU AID Volunteers (most used format)
  * logo FORESTS + logo EU AID Volunteers + ESI LABS! + SRD + France Volontaires

D. Colour range
- CMYK and/or RGB colour codes of the logo colours
- Specify possible variations (black and white or monochrome versions) and their usage

E. Typography
- Selection of one or more fonts available for download under windows and mac
- Specify the style sheet (typographies, titles, texts...)

F. Supports for using the graphic charter
- Word/PDF header and footer for letter and note templates
- Email signature
- Letterhead paper
- Business Card
- Banners/headers for social networks
- Kakemonos and posters
- Powerpoint presentation
- Template for leaflets (e.g. presentation leaflet, press kit, brochure)
- Other suggestions of support, to be costed, are possible

5. SERVICE PROVIDER

A. Requested services
- A proposal of 3 creative paths, the logo and its variations
- After validation of a creative path, graphic design and realization of the logotype, with a latitude of 4 return trips.
- Definition of EUAV FORESTS graphic charter, with black and white and/or colour versions and of EUAV logotype, both adaptable to different media supports
- Definition of a colour code
- Definition of communication supports’ graphic line
- Production of templates for stationery and communication supports (email signature, business card, header and footer for Word documents, social network banners, Powerpoint presentation, brochure template)
- Examples of goodies associated with the graphic charter (tee-shirts, ethical goodies, etc.)

B. Deliverables
- Pantone colour, four-colour process, black and white, .eps or .ai, png and jpg in 72 and 300 dpi formats;
- Colour references: pantone, CMYK and RGB used
- Provide graphic elements in the following formats: ai; jpeg; png ;
- Provide the communication supports and their source files in the appropriate format (in dd, ptt, word)
● Provide the typographies (adaptable for Windows and Mac)
● Provide guidelines, logo usage rules and graphic charter for different document formats as well as the declination on different types of support
● All to be delivered in one download

6. COPYRIGHTS OWNERSHIP

The rights and properties on the graphics, iconography or any other content of this graphic charter belong to the EUAV consortium, led by France Volontaires. However, the service provider may use the graphic charter to promote its activity.

7. BUDGET

● Maximum budget of 3600 euros including taxes.
● The payment will be 50% at the order (once contract is signed), then the balance of 50% at the delivery.

8. TIME SCHEDULE

● May 25, 2020: Publication of the call for tenders
● **June 14, 2020: Deadline for submission of tenders**
● 14 - 24 June 2020: Exchanges with bidders
● 24 - 29 June 2020: Final decision and contracting
● June 29 - July 17, 2020: Production of Deliverables and return trip between the Sponsor and the selected Service Provider
● **July 20, 2020: Delivery of the complete and finalized graphic charter**

9. SUBMISSION PROCEDURE AND CONTACTS

Tenderer’ offer as well as any questions will be received only by e-mail to the three contacts specified below (make sure to include the 3 contacts in each correspondence).

**Proposals to be submitted by June 14th 2020, 11 pm (UT +2) shall include at least:**
- A book with creation examples
- First graphic track(s) for EUAV Forests’ logo
- A detailed price quote for each deliverable: logo creation, graphic design, communication supports, source files (see points 4 and 5)

Given the constraints imposed by the current health context, postal submissions will not be considered.

- **Sabrina Hervé - EUAV FORESTS Project Coordinator**: sabrina.herve@france-volontaires.org
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10. ANNEXES

A. EUAV Guidelines
B. Communication plan EUAV
C. Logos of project’s partners