

## CALL FOR SERVICE PROVIDER & SCOPE OF WORK

### Design, Printing and Project Promotion Services

#### General Information

Grant no:	2025/488-600
Project Implementer:	Center for economic analyses - CEA Skopje
Type of action:	Grant EU for Rule of Law (IPA 2021 )
Program	EU for Rule of Law (IPA 2021) EuropeAid/183031/DD/ACT/MK
Title:	Strengthening Integrity in Climate Finance: Transparent & Accountable Climate Finance for Corruption Prevention
Internal short title:	Climate Finance
Project start date:	3/12/2025
Project end date:	02/06/2028
link:	(if required)

**Position:** Expert(s) Design, Printing and Project Promotion Services

**Location:** North Macedonia

**Start/End Date:** 05.2026 - 5.2028

**Contact Person:** Igor Mitevski , [ceaorgmk@gmail.com](mailto:ceaorgmk@gmail.com)

#### Project Information

The Project “*Strengthening Integrity in Climate Finance: Transparent and Accountable Climate Finance for Corruption Prevention*” aims to strengthen integrity, transparency, and accountability of climate finance at the local level in North Macedonia, thereby reducing corruption risks and improving resource allocation.

Climate finance is increasingly channelled through complex public finance management (PFM) systems at both central and local levels, involving state budget allocations, donor and EU funds, reimbursement mechanisms, and municipalities own-source revenues earmarked for environment and climate-related actions. While climate-related investments are essential for sustainable development and socio-economic resilience, they are also exposed to heightened corruption risks due to fragmented funding streams, limited transparency, weak risk management, and uneven institutional capacities, particularly at the local level.

#### 1. Objective and Scope of Engagement

The objective of this engagement for experienced individuals/entities to provide a series of professional services of design, printing, and project promotion services. The assignment aims to ensure high-quality visual communication, branding consistency, and effective visibility of project outputs, in line with EU communication and visibility requirements.



## 2. SCOPE OF WORK AND KEY RESPONSIBILITIES

The selected service provider will be responsible for delivering the following services:

### 2.1 Design and Layout of Policy Briefs

- The service provider will be responsible for the professional design, layout, and visual structuring of total of 4 policy briefs (9-15 pages each) during project implementation depending on the outputs of the project timeline.

The assignment includes:

- Full graphic design and layout of each policy brief, ensuring:
  - o clear structure and readability, consistent typography, spacing, and formatting, professional use of colors aligned with project branding, integration of if any Charts, tables, and data visualizations, Icons and visual elements to simplify complex content, highlight boxes, key messages, and call-outs,
  - o use images that are free to be used or acquired through reputable royalty-free platforms, ensuring all visual assets are cleared for digital and print distribution without copyright infringement.
- Ensuring:
  - o Print-ready and digital formats (PDF), Compliance with EU visibility requirements (logos, disclaimers, funding acknowledgment)
- Deliverables:
  - o Final PDFs (print + web optimized) and Editable source files (InDesign or equivalent)

### 2.2 Branding and Project Visibility Materials

The service provider will develop a coherent visual identity package for the project, including:

- Project logo design, including: Minimum of 3 initial concepts, up to 3 revision rounds, final delivery in multiple formats (PNG, SVG, AI)
- Roll-up banner design and print:
  - o Standard size (85x200 cm or similar)
  - o Print-ready file with proper bleed and margins
  - o Clear visual hierarchy for event visibility
- Development of 5-10 branded Word and power point templates, including:
  - o Letterhead / official communication template in word
  - o Word Report(s) template with unified cover page incorporating the designed logo the overall project style
  - o Policy brief template
  - o Power Point Presentation template
  - o Meeting agenda/minutes template



Each template must include:

- Predefined styles (headings, paragraphs, tables)
- Consistent branding (fonts, colors, logos)
- Easy usability for non-design users

Deliverables:

- Fully editable templates (Word, PowerPoint if applicable)

### **2.3 Social Media and Digital Visibility Assets**

The service provider will design 15 high-quality digital assets for social media visibility, including:

- 3–5 static posts (project promotion, key messages)
- 3–5 infographics (data-driven, simplified visuals)
- 3–5 promotional visuals/images (campaign-style creatives)

All assets must:

- Be adapted for multiple platforms (Facebook, Instagram, LinkedIn)
- Follow platform-specific formats (square, vertical, etc.)
- Include clear messaging and call-to-action elements
- Additionally, the provider will:
  - Develop a basic content and promotion plan, including:
  - Posting schedule (minimum 1–2 months guidance)
  - Suggested captions and hashtags
  - Target audience definition
  - Recommendations for boosting/ads (if applicable)

Deliverables:

- Final visuals (PNG/JPG)
- Editable files (PSD/AI or equivalent)
- Content plan document

### **2.4 Project Visibility Tools**

The service provider will design and prepare a set of 10–15 high-quality visibility materials aimed at enhancing project communication and outreach, including:

- 5–7 visually engaging infographics presenting key findings, data, and messages from the project
- 2–3 short videos (30–60 seconds each), using animation or motion graphics, tailored for digital promotion and awareness raising
- 1 professionally designed newsletter template, aligned with project branding and suitable for digital distribution

#### **Technical Requirements**

All materials must meet the following standards:

Videos:

- Duration: 30–60 seconds



- Format: suitable for social media (MP4 or equivalent)
- Resolution: high resolution (minimum Full HD 1920x1080)
- Optimized for platforms such as Facebook, Instagram, LinkedIn
- Include subtitles (if applicable) for accessibility

Infographics and visuals:

- Delivered in formats suitable for both web and print
- Editable source files (e.g. AI, PSD, or equivalent) must be provided

Newsletter:

- Designed for digital distribution (email-friendly format)
- Compatible with common tools (e.g. Mailchimp or similar)

All materials should be:

- Visually appealing and professional
- Fully aligned with EU visibility and communication guidelines
- Optimized for clear and impactful communication to diverse audiences

## ***2.5 Marketing Campaign Development and Optimization***

The service provider will design and support the implementation of a project visibility and awareness campaign, including:

### *Campaign Design*

Development of a campaign concept and messaging framework

Identification of:

- Target audiences
- Key communication messages
- Channels (social media, newsletters, web, etc.)

Creation of:

- Campaign visual identity (if needed)
- Key campaign materials

Campaign Implementation Support

Guidance on:

- Content publishing strategy
- Audience targeting
- Platform selection

Optional support in:

- Paid promotion setup (ads structure and recommendations)

Campaign Optimization (Minimum 3 Months)

- Monitoring campaign performance based on:
  - Reach
  - Engagement



- Click-through rates

Providing:

- Monthly performance insights
- Recommendations for improvement
- Adjustments to content strategy

Deliverables

- Campaign strategy document
- Monthly short performance reports (or summary reports)
- Final campaign evaluation summary

## DURATION

The assignment will be implemented over a period of May 2026 to end of April 2028.

The timeline will be aligned with the needs of the project and with the project staff. The Branding and Project Visibility Materials deliverables need to be prepared immediately after the contract signing.

## APPLICATION PROCEDURE

Interested applicants are invited to submit their applications with the required documents by email to: [ceaorgmk@gmail.com](mailto:ceaorgmk@gmail.com), the deadline for submission is 10/05/2026.

Subject of the mail: Offer for Design Printing and Promotion Services -[Your Name]

Required documents:

**Detailed CV (in English)** - biography outlining relevant professional experience and qualifications. For team applications, submit a separate CV for each expert. For a legal entity include portfolio with CV of the person in charge of the assignment. Include reference material from similar services provided.

**Short Proposed Approach (maximum 2 pages)** - Presenting the proposed approach to the baseline assessment and mapping, listing key analytical steps, methods, tools, and frameworks to be applied based on the understanding of the TOR - Scope.

**Daily and total gross fee:** the expert should provide a financial proposal of the full services as well as per item (Design and Layout of Policy Briefs, Branding and Project Visibility Materials, social media and Digital Visibility Assets, Project Visibility Tools, Marketing Campaign Development and Optimization) Expressed as gross value in MKD, all inclusive.

## PAYMENT

Payments will be made based on the successful delivery and approval of specific deliverables, as defined in



the contract and in accordance with the financial proposal submitted by the selected service provider.

The financial proposal must include a clear breakdown of costs per deliverable and/or service component, corresponding to the scope of work outlined in Section 2.

Payments will be released upon:

- Submission of agreed deliverables
- Review and approval by the contracting authority
- Confirmation that deliverables meet the required quality standards

Indicative Payment Structure (by Deliverables)

Payments may be linked to the following key deliverable groups indicatively:

- Branding and visual identity package (logo, templates, banner)
- Designed policy briefs versions (one by one)
- Social media and digital assets
- Visibility tools (infographics, videos, newsletter)
- Marketing campaign implementation and optimization (periodically on quarterly basis)

Additional Conditions

CEA reserves the right to request revisions or improvements before approving deliverables

Payments will only be processed after formal approval of outputs

Partial payments may be made upon completion of specific deliverable groups, as agreed in the contract

## EVALUATION CRITERIA

The evaluation of applications will be carried out based on the following criteria:

### 1. Technical Evaluation (75 points)

- *Relevant Experience and Portfolio – up to 40 points.*

Assessment of the applicant's previous work, including the quality and relevance of the portfolio, as well as experience in similar assignments such as design of publications, branding, social media materials, and marketing campaigns. Experience with EU-funded projects, civil society organizations, or public institutions will be considered an advantage. Applicants are encouraged to submit relevant portfolio samples (maximum 5 references) demonstrating similar work.

- *Capacity to Deliver – 35 points.*

Assessment of the applicant's capacity to deliver the full scope of work, including ability to cover all required components (design, video production, and promotion), team structure or individual capacity, and demonstrated ability to deliver similar outputs within realistic timelines.

Only applicants scoring a minimum of 50 points out of 75 in the technical evaluation will be considered for financial evaluation.



## 2. Financial Evaluation (25 points)

Financial proposals will be evaluated based on the following formula:

Lowest price / Offered price × 25 = Financial Score

The financial proposal should clearly specify unit costs or lump sums per deliverable to allow transparent evaluation and contract implementation.

