

Contracting authority

Organisation name: Zero Waste Europe
Address: Chaussée de Vleurgat 15, 1050, Ixelles
Telephone: +32 (0)2 736 20 91
Website: www.zerowasteurope.eu
E-mail: hello@zerowasteurope.eu

Date and Place

15 October 2020, Brussels - Belgium

CALL FOR TENDER

Topic: Development of branding assets

Deadline to apply: 28 October 2020

Presentation of the request

[Zero Waste Europe](http://www.zerowasteurope.eu) wishes to develop branding assets (visual identity and branded materials) for a new project and one of its main services.

The ZW Academy (working title) will be launched in February 2021. The Academy will make resources and expertise accessible for those working on resource management and circular economy topics.

It will provide services and resources which have specifically been designed to help train and support local stakeholders in the design and implementation of zero waste strategies in municipalities and businesses.

Likewise, Zero Waste Europe and its member organisations designed a certification system for [Zero Waste Cities](#), which will be part of the ZW Academy services.

For further information, please read our "[When a certification becomes more than just a certificate](#)" blog post.

Objectives of the study

Lot 1 - Branding and Visual Identity for new ZW Academy project (contract value: 10.000 EUR incl. VAT)

The services provided for Lot 1 must include:

- Meetings and briefings with ZWE,
- Development and editing of samples/proposals (up to 2 revisions before delivery of the final assets),
- Delivery of full Branding Assets, including both raw files and a full 'Guidelines and Use' document

Lot 2 - Branding for Certification Scheme activities (contract value: 4.000 EUR incl. VAT)

The services provided for Lot 2 must include:

- Meetings and briefings with ZWE,
- Development and editing of samples/proposals (up to 2 revisions before delivery of the final assets),
- Delivery of full Branding assets, including raw files and a full 'Guidelines and Use' document

Deliverables

Lot1

Branding assets include (*n.b. - for all items, raw files must be included*):

- Original branding logo and negative versions
- Original and negative logo versions adapted to website banners and images, as well as for social media purposes
- Academy-branded materials such as:
 - Certification diplomas
 - Kitemarks
 - Letterhead templates
 - Powerpoint presentation templates
- Roll-up banners (file only, ZWE will be in charge of the production)
- Stage backdrop for on-site events (file only, ZWE will be in charge of the production)
- Backdrop and holding titles for webinars and other online events (file only, ZWE will be in charge of the production)
- 'Guidelines and Use' document

Lot2

Branding assets include:

- Original branding logo and negative versions (including raw files)
- 'Guidelines and Use' document

Tender response

Your response should include:

- Details of your methodology/approach to the services required and methods you will use;
- Expected timeline for the work;
- Examples of previous work;
- A breakdown of the costs;
- A description of the team that will manage and deliver the work, including the skills and experience of the team members, as demonstrated by the CVs of those who would undertake the work.

The tender response document should be limited to no more than 6 sides of A4 (at a minimum of 10 point font) excluding the CVs of team members.

The same tenderer can apply for both Lots - however please ensure that proposals and budget breakdowns are clearly labelled.

Please note that offers exceeding the contract value of each Lot will not be considered.

The contract will be awarded to the tenderer offering the best quality of work with the most economically advantageous tender.



Please send tender responses (Subject Line: ZWE CFT – development of branding assets) to:
Ana Oliveira, Communications Coordinator at Zero Waste Europe: ana@zerowasteurope.eu

Timetable

The deadline for the receipt of tenders is 28 October 2020.

The final delivery of the branding assets by the chosen contractor must take place by 18 December 2020
COB.