

Terms of Reference

CIHEAM Zaragoza Graphic Design and Printing Services for EU Horizon Europe Grass Ceiling Project

Within the Horizon Europe project Grass Ceiling (n° 101083408), CIHEAM Zaragoza is looking for “Graphic Design and Printing Services” for the maintenance and updating of the project's visual materials, document design and layout, creation of document templates and printing services.

Working under the supervision of CIHEAM Zaragoza Projects team, the contractor will be responsible for the following tasks:

Graphic Design and Printing of Materials for the Grass Ceiling Project

A first initial graphic design charter has been developed for GRASS CEILING consisting of the logo, website, social media platforms, brochure, posters, powerpoint template and several document templates. Therefore this service will consist in implementing that Charter, adding any modifications or updates, as new products are developed throughout the project while ensuring a homogeneous appearance to all products and outputs from the project. The selected supplier must provide final printed products in the format and support agreed with the Projects Unit of CIHEAM Zaragoza.

The main tasks to be carried out by the contractor for the development of the graphic design and printing service support are:

Lot 1 - Maintaining a coherent visual identity for brands, products or projects based on the initial graphic charter through implementing small design support tasks (**24 hours of design support** – please provide price per hour in your offer. The number of hours for each support task will be agreed in writing before commencing each task).

Price for lot 1 -

Lot 2 - Website design support, modifying and updating existing web and **social media materials** as appropriate (**24 hours of web design support** – please provide price per hour in your offer. The number of hours for each support task will be agreed in writing before commencing each task.).

Price for lot 2 -

Lot 3 - Social media infographics for the following 5 campaigns: World rural women’s day 15th October 2024, European Gender Equality Week – last week October 2024, Women’s day 8th March 2025, World rural women’s day 15th October 2025 and European

Gender Equality Week – last week October 2025. For each campaign, produce 3 individual infographics based upon key facts and/or messages and designed based on GRASS CEILING branding and incorporating where possible the official branding and related images for those days. (Please include a price per campaign)

Price for lot 3 –

Lot 4 - Create design concepts and the printing of the following products based on the initial graphic charter (please provide price per product below):

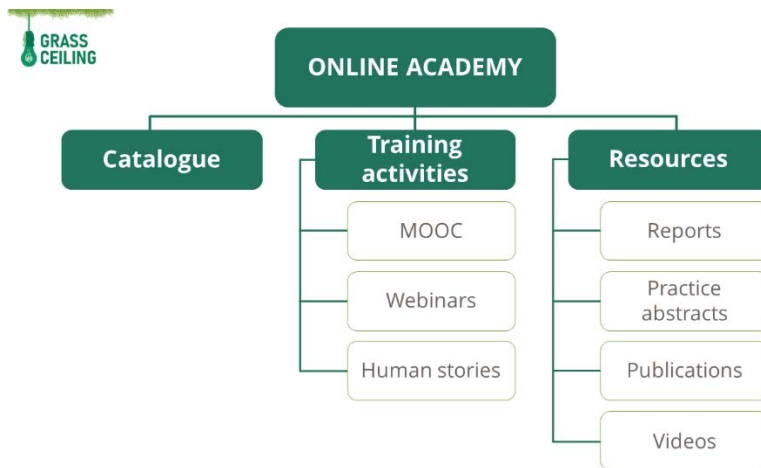
- a. 2 general leaflets for the project (4 pages A5, full colour, 300 copies) – **Price per leaflet -**
- b. 1 Living Lab leaflet template design and preparation of 9 individual leaflets for each Living Lab (i.e. incorporation of unique images and text). This activity may be spread over several months as we will not have all materials ready in one go. (same print details as a. above). **Price for this task -**
- c. 2 general posters (B1 size poster, full colour, 50 copies) - **Price per poster**
- d. 3 scientific posters on results of project (B1 poster, full colour, 20 copies) – **Price per poster -**
- e. Annual Showcase Events Best Practices leaflet (this link provides access to the template that you should use as a starting point: <https://www.grassceiling.eu/results-resources/fact-sheet/>). (16 pages, A5 paper size, full colour, 100 copies) – **Price -**
- f. Annual Showcase Events Best Practices poster (Annex II contains the template for this which you will have to use as a starting point). Design and typesetting of 12 Individual best Practice posters based on the template (B1 paper size, full colour, one design per Living Lab *with posters printed locally by CIHEAM at venue.* – price for design and typesetting work of all 12 posters – **Price -**
- g. Design and production/printing of 3 general Pop-up panels – **Price per pop-up panel -**
- h. Design and production of 11 unique Living Lab pop-ups each based on a common template (to be included in your offer) – each with different photos, design elements and text – **Price per pop up –**
- i. **Web format design of online Training Academy and MOOC training portal** and toolkit (to be housed on GRASS CEILING website). The GRASS CEILING online academy (see Diagram 1) will be structured in three different sections. A catalogue where you can find all the resources uploaded on the online academy and which will be used by a search engine. Secondly, a training activities tab where you will find the MOOC, webinars and videos on the different Living Labs success stories. Finally, under the online toolkit tab you will find the different reports generated by the project, reports from other

relevant institutions, practice abstracts, publications (both scientific and those used for conferences) and videos. – **Price -**

Price for lot 4 – (all the above price elements should add up)

Total price for all of the above lots – (all the above price elements should add up)

Diagram 1



Period of execution

A provisional estimate has been made of the work periods affecting each of the lots. This forecast may be modified by the evolution of the project itself.

The estimated periods, which are shown in the timetable attached as ANNEX II, are as follows:

Lot 1 - To be developed throughout the active life of the project until its completion.

Lot 2 - Estimated two key periods between September and November 2024 and the same period in 2025

Lot 3 - Two estimated periods between August/September 2024 and 2025 and February 2025.

Lot 4 –

General leaflets for the project: Estimated period July to December 2024

Living Lab leaflet template / 9 individual leaflets for Living Labs: Estimated period September 2024 to February 2025

General posters: Estimated period September-October 2024 to 2025

Scientific posters: Estimated period December 2024-January 2025 and October-November 2025

Annual Showcase Events Best Practices leaflet: Estimated period September-October 2024 to 2025

Annual Showcase Events Best Practices poster: Estimated period September-October 2024 to 2025

Pop-up panels: Estimated period between November 2024 and February 2025

Living Lab pop-ups: Estimated period between November 2024 and April 2025

Web format online Training Academy and MOOC training portal: Estimated development and updates throughout the active life of the project until its completion.

Required skills:

- Be proficient in design programs such as Adobe Photoshop, Illustrator, InDesign and Premiere Pro.
- Be proficient in developing WordPress websites (design, develop and maintain) theme customization and plugin development.
- Be familiar with the latest trends in design software.
- Mother tongue (or equivalent) Spanish or English is a requirement with at least B2 level of the second language.
- The ideal candidate will be creative, original, and have a strong sense of aesthetics.
- The contractor will have a deep understanding of design and how it can be used to achieve specific goals.
- University degree or equivalent experience in Graphic Design, communications or related areas.
- Experience working to tight deadlines.

Submission conditions and procedure

As part of the offer, the following should be included:

- A proposal letter for the contract
- Clear detailed and all-inclusive budget (including all charges, taxes, etc.)
- CV or Professional portfolio/demonstrated experience

Maximum amount of the offer and deadline

The **maximum amount** for this contract is **19.000€** including all overheads, taxes etc. and offers over that amount will not be considered.

The shortlist of offers will be established on the basis of the following award criteria:

Award criteria 1: a total of 50 points for Total Price (the most economical offer receiving 50 points and other rated against that proportionately in descending order).

Award criteria 2: Quality, presentation, clarity and drafting of the dossier presented (30 points)

Award criteria 3: relevant professional experience in design (20 points).

Total evaluation points: 100

Applications: Your application, (CV, motivation letter and detailed budget) are to be sent before midnight on **24th July at 23:59** in English to CIHEAM Zaragoza gomez@iamz.ciheam.org with the reference “**GRASS CEILING Graphic design and printing services**” in the subject line.

CIHEAM Zaragoza reserves the right to request or order only part of the above listed products and services, the right to withdraw this request for offers, offer a contract at lower value or even not award a contract. Once and if your offer is accepted, CIHEAM Zaragoza will order each of the above items, lots or tasks in accordance with the attached timetable in Annex II, using the attached Purchase Order Form in Annex I. Payments for work completed will be made on a quarterly basis in relation to the completed Purchase Order Forms. Upon making an offer for this contract, you accept those conditions and that all copyright for your work will be owned by the GRASS CEILING project and the Horizon Europe programme. All images, materials, designs, etc. provided by the contractor in the implementation of these services and products must be rights free and the contractor (and not CIHEAM Zaragoza) will be liable for any claims of misuse of copyright.

About Grass Ceiling

The EU-funded Grass Ceiling project aims to empower rural women and increase the number of socio-ecological innovations led by women in agriculture, the rural economy and rural communities. The project will contribute to advancing the UN’s goals on gender parity, realise the EU Gender Equality Strategy, and achieve the goals of the Green Deal, the Farm to Fork strategy, the Long-Term Vision for Rural Areas, and the European Pillar of Social Rights.

More info: www.grassceiling.eu

About CIHEAM Zaragoza

CIHEAM Zaragoza is one of the four Institutes of the International Centre for Advanced Agronomic Mediterranean Studies (CIHEAM), together with Bari in Italy, Montpellier in France and Chania in Greece. CIHEAM Zaragoza was founded in 1969, offering complementary quality and excellence in international training and cooperation through research project management based on five fields of expertise: Environment, Fisheries and Aquaculture, Animal Production, Plant Production and Food Technology and Agro-food Marketing. CIHEAM Zaragoza has become consolidated as a point of reference for specialized international training in the agro-food sector.

More info: www.iamz.ciheam.org

ANNEX I

PURCHASE ORDER FORM					
<u>Buyer Information:</u>					
Name:					
Address:					
Phone:					
Email:					
<u>Seller information:</u>					
Name					
Address:					
Phone:					
Email:					
ORDER INFORMATION					
DESCRIPTION OF SERVICES					
<u>Lot 1</u>					
Detailed description services	Order number	Order date	Quantity	Unit Price	Total Price
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
Sub-total					0,00 €

Lot 2					
Detailed description services	Order number	Order date	Quantity	Unit Price	Total Price
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
Sub-total			0	0,00 €	0,00 €
Lot 3					
Detailed description services	Order number	Order date	Quantity	Unit Price	Total Price
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
Sub-total			0	0,00 €	0,00 €

Lot 4					
Detailed description services	Order number	Order date	Quantity	Unit Price	Total Price
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
					0,00 €
Sub-total			0	0,00 €	0,00 €
TOTAL					0,00 €

ANNEX II

	Provisional dates for completion of tasks																	
	2024						2025											
	July	August	September	October	November	December	January	February	Mars	April	May	June	July	August	September	October	November	December
Lot 1 - Maintaining a coherent visual identity for brands, products or projects based on the initial graphic charter through implementing small design support tasks																		
Lot 2 - Website design support, modifying and updating existing web and social media materials as appropriate																		
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Pop-up panels																		
Living Lab pop-ups																		
Web format online Training Academy and MOOC training portal																		

ANNEX III

LIVING LAB SPAIN

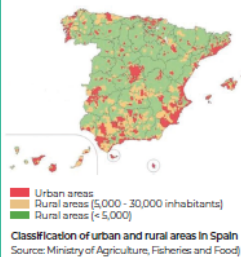


Most Spanish rural areas, especially those located in the northern half, have experienced continuous depopulation and recession of their economic and social sector. In these depopulated areas, agriculture and livestock farming maintain significant productivity importance, simultaneously generating dynamic related service industries and serving as a supply of raw materials to a thriving agri-food industry.

Women and young people play a fundamental role in the agrarian sector, as they are the guarantors that the necessary changes and innovations are adopted to achieve the ultimate goals of feeding the population, obtaining economic profitability, ensuring generational succession and complying with the Sustainable Development Goals.

Special support is provided to women within the Strategic Plan of the Common Agricultural Policy for the period 2023-27, with additional payments for young farmers that increase by 5% if the applicant is a woman. Women are prioritised within other lines of CAP funding eligibility criteria and aid provided.

It is also necessary to mention the Law on shared ownership of agricultural holdings that empowers rural women through a regulatory tool that would allow their access to social security protection. There are other aids aimed at supporting activities of special interest for rural women's associations, training, leadership or entrepreneurship.



The Living Lab (LL) of Spain will focus on innovative agri-food initiatives led by women in uninhabited rural territories in the north of the country. The main reason why this topic has been chosen is related to the wide-ranging opportunities offered by the agricultural and livestock sectors as key elements in territorial development, food production, and economic and social revitalisation.

From this point of view, women play a crucial role in rural areas, from economic, social and environmental perspectives, contributing to settling population in the countryside. Their ability to lead innovative initiatives has an impact on wealth and job creation, and contributes to the production of sustainable food in line with the European Farm to Fork Strategy and the Green Deal. This reflects the strength that collaborative work and the interrelationships between university/business/organisations represent.

Work will be carried out in mountainous areas, where extensive livestock farming is developed. On the other hand, work will also be carried out in plateau areas where extensive agriculture (herbaceous crops), intensive agriculture (horticultural crops and vineyards), and some types of livestock are relevant. In both territories, the case studies will focus on innovative and differentiated agri-food initiatives, managed by young women, that are environmentally friendly and that could integrate both primary production and the transformation of these inputs.

The ultimate goal of the LL is to provide support to women leading these innovative activities in the agricultural sector of depopulated territories in northern Spain, working with and for them. The associative and cooperative agri-food movement and the creation of networks will also be fundamental characteristics of this Living Lab.

In order to achieve the ultimate goal of providing support to women leading or engaged in innovative activities in the agricultural sector of depopulated territories, a series of activities are proposed to be implemented within this project.

- Meetings between women farmers and livestock breeders to facilitate knowledge transfer and exchange best practices across different territories and subsectors.
- Collaborative actions with male farmers and livestock breeders to share perspectives and develop new working models.
- Participation of women farmers in thematic webinars and panel discussions featuring women leaders and subject matter experts to address topics of particular interest.
- Awareness-raising workshops aimed at acquiring skills for advancing leadership within the sector and in various representative organisations.
- Multi-stakeholder gatherings and influential parties to present objectives achieved and make recommendations (including relevant government agencies in the agricultural and equality sectors, private entities, etc.).
- Visibility activities for women utilising tools such as media, the internet, and social media platforms.



The LL involves a total of eight women: three arable farmers (dryland crops, irrigated horticultural crops, and vineyards) and five livestock farmers (free-range chicken eggs, semi-extensive sheep farming, confined pig farming, beekeeping and extensive beef cattle farming). Their ages range from 33 to 60 years, and half of them have university degrees, while all of them have completed numerous agricultural training courses.

Regarding the group of external agents, there are representatives from various fields: central and regional public administration (agriculture and livestock, equality, digitisation and rural development), local action groups, cooperatives, sectoral and women's associations, agricultural producer organisations, financial sector, media and researchers.

