

TERMS OF REFERENCE

for the graphic design and IT services to the UNI(di)VERSITY project

1. Background and rationale

UNI(di)VERSITY “Socially responsible university for inclusive societies in the era of migration” aims to support European Higher Education Institutions to uphold their role towards building inclusive societies in the era of migration, with a view to promoting the social inclusion of migrants and refugees. The project is funded by the Erasmus+ programme of the European Union (project ref. number: 2019-1-IT02-KA203-063321).

Rationale

In a context of increased xenophobia, cultural tensions, and toxic narratives on migrants and migration, UNI(di)VERSITY will help universities develop a 360-degree approach to the phenomenon of migration to foster inclusion in society at large. Such approach includes strategic planning for providing equitable access for migrant and refugee students and staff, and reconsidering teaching and research activities.

Promoting socially-responsible universities in the era of migration implies forming citizens for life in multicultural societies and producing knowledge that is relevant to the societal challenges posed by the migration phenomenon. Building inclusive higher education systems for migrants and refugees is indeed a key aspect of HEIs’ contribution to social inclusion.

Project Objectives

UNI(di)VERSITY aims to support European HEIs to uphold their role towards building inclusive societies in the era of migration. For this purpose, the following objectives will be pursued:

- **Increase knowledge** about outstanding and transferable HEIs’ strategies and approaches towards diversity and inclusion in relation to migration;
- **Inspire commitment** and support discussion on HEIs’ role as key actors in promoting inclusion and cultural diversity, and addressing related societal challenges;
- **Raise awareness** amongst the European academic community concerning the social responsibility of HEIs on inclusion in relation to the phenomenon of migration;
- **Empower HEIs** in the development of 360-degree institutional strategies that cover the full range of universities’ activities (research, teaching, administration, “third mission”);
- **Mainstream practices** and achievements in a comprehensive framework for action that would support HEIs’ strategic planning in this domain across Europe.

Project Expected Results

1. Analytical Atlas of HEIs’ actions and strategies in the field of migration
2. #uni4diversity awareness campaign

3. Toolkit for university staff and services
4. Strategic Framework for socially responsible universities in the era of migration

Expected Impact

The project intervention will increase knowledge, inspire commitment, sensitise, and empower European HEIs leaders, managers and staff from different structures (governance bodies, third mission office, international relations office, student services, faculty and research department leaders) in relation to migration issues, to act as agents of change in their own institutions and academic community, and throughout Europe.

Members of the Consortium

- [Sapienza University](#), Italy (coordinator)
- [UNIMED - Mediterranean Universities Union](#), Italy
- [University of Barcelona Solidarity Foundation](#), Spain
- [EUA - European University Association](#), Belgium
- [Campus France](#), France (associate partner)
- [IOM – International Organization for Migration](#) (associate partner)

2. Main tasks of the service

The service includes the following tasks:

A) Multilingual project website

- Technical and graphical design of the accessible and usable multilingual project website (www.university.eu), update of contents. Language versions of the project website: English, Italian, Spanish;
- Creation/personalisation of social media channels and integration on the project website;
- Setup of an interactive webpage to allow users to upload contents (texts and images) according to an online submission form as part of the project website;
- Production of 2 visits monitoring reports (mid-term and final) and analytics.

B) Project graphical identity & Promo-kit

- Design of the overall graphical identity of the project and production of basic promotional materials for dissemination purposes (e.g. project logo, templates for deliverables, project postcard, project flyer, roll-up etc.) in multiple languages (English, Spanish, Italian);
- Typesetting and artwork for Output O3 “Toolkit for university staff and services”. Language versions: English, Italian, Spanish;
- Typesetting and artwork for Output O4 “Strategic Framework for socially responsible universities in the era of migration”. Language versions: English, Italian, Spanish.



C) Awareness campaign

Support to the implementation of the O2 - #uni4diversity awareness campaign aimed at awareness amongst the academic community in Europe and key stakeholders about the important role of universities on university's social responsibility and related impact. The service includes the following tasks:

- Contribution to the concept of the campaign, its message, and outreach strategy;
- Creation of a communication toolkit composed by visuals, animations, etc for social media;
- Monitoring of the campaign implementation and impact assessment.

3. Expected Products

In specific terms, the consultant appointed is expected to deliver:

	Product/Service	Delivery Date
A	Project website and social media channels	April 2021 and regular updates
	Interactive webpage	May 2021
	Visits monitoring and analytics reports	December 2021; December 2022
B	Promo-kit materials (e.g. project logo, templates for deliverables, project postcard, project flyer, roll-up etc.)	April 2021 (project logo) and multiple delivery dates
	Project graphical identity for O3	June 2022
	Project graphical identity for O4	December 2022
C	Campaign communication plan (contribution to the communication framework, core messages and channels)	June 2021
	Communication toolkit (visuals, animations, etc for social media)	July 2021
	Impact assessment report	December 2022



Deliverables clause: once a company is selected, the contract may be amended with time and materials to capture new specific developments upon request of the UNI(di)VERSITY consortium.

All products have to be delivered under an open license (e.g. Creative Commons CC-BY).

4. Contract Period

The contract shall be carried out during the period 15/03/2021 to 30/12/2022.

In case the duration of the project is amended, the duration of the present contract is intended to be amended accordingly.

5. Form of Contract

Goods or services ordered by the UNI(di)VERSITY project shall be in accordance with the UNI(di)VERSITY's conditions of contract. UNI(di)VERSITY is coordinated by Sapienza University, the Terms and Conditions are those of the aforementioned organisation. For the purpose of the specific services required, the Contractor is UNIMED - Mediterranean Universities Union, partner of the UNI(di)VERSITY Consortium.

6. Budget

The service provider is required to indicate an economic offer for the project website and project graphical identity. The total value of the contract shall not exceed **8.500,00 EUR**.

7. Application Procedure

Offers should include:

- Company profile and reference projects
- Detailed Technical offer
- Detailed Financial offer for the implementation of the tasks, including the detailed budget for each of the tasks and the proposed fee rates (per hour)

Deadline for receipt of offers: **25 February 2021**.

Applications should be sent in English by certified email to: uni-med@pec.it

8. Selection criteria

The contract will be awarded to the bid offering best value for money (best price-quality ratio). The criteria for the selection of applications are:

- 50% best price;



- 25% professional experience and reference projects;
- 25% technical skills.

9. Contact

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