



TERMS OF REFERENCE

for the graphic design and IT services to the FRAMES project

1. Background

The FRAMES “Fostering Resilience through Accredited Mobility for European Sustainable HE innovation” project aims to foster an harmonised implementation and accreditation of blended mobility among European Higher Education Institutions, making the European Higher Education Area more innovative and resilient. The project is funded by the Erasmus+ programme of the European Union (project ref. number: 2020-1-IT02-KA226-HE-095196).

The project will do so by promoting a specific online collaboration methodology called Virtual Exchange (VE), a practice that consists of sustained, technology-enabled, people-to-people online exchange sessions in which constructive communication and interaction takes place with the support of educators or facilitators. The VE methodology has proven to work as a synergistic and complementary component of physical exchange programmes, showing that it can prepare, deepen, and extend physical exchanges, and now it is high time to work to facilitate the integration of this approach in the daily mobility activities of as many EU universities as possible. To achieve its aim, the FRAMES project will:

- 1) valorise successful scenarios of accredited Virtual Exchanges, considered as an innovative, inclusive and intercultural complement to physical mobility;
- 2) build capacity of European HEIs to integrate and accredit Virtual Exchange as a key component of their mobility activities, towards a more inclusive and sustainable internationalisation;
- 3) support HEIs, European Universities and HEI Networks in creating the conditions for long term harmonised integration and accreditation of physical, blended and virtual mobility.

The project expected results for the project are:

1. Blended mobility integration scenarios
2. Collaborative online training on Virtual Exchange and blended mobility integration and accreditation
3. Multiplication Toolbox for Blended Mobility Implementation and Accreditation
4. Strategic framework for blended mobility at institutional level

The members of the FRAMES Consortium are:

- UNIMED - Mediterranean Universities Union, Italy (coordinator)
- UniCollaboration (Spain)
- Sharing Perspective (The Netherlands)
- University of Girona (Spain)
- University of Limerick (Ireland)
- University of Siena (Italy)



2. Main tasks of the service

The service includes the following tasks:

A) Project graphical identity & website

- 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);
- Design and development of the multilingual project website (www.frames-project.eu), update of contents. Language versions of the project website: English, Italian, Spanish;
- Creation of a communication toolkit composed by visuals, animations, etc for social media;
- Production of 2 website and social media analytics reports (mid-term and final).

B) Project graphical identity & Artworks

- Editing and artwork for Output O1 “Blended mobility integration scenarios”. Language versions: English, Italian, Spanish;
- Editing and artwork for Output O3 “Multiplication Toolbox for Blended Mobility Implementation and Accreditation”. Language versions: English;
- Editing and artwork for Output O4 “Strategic framework for blended mobility at institutional level”. Language versions: English, Italian, Spanish.

3. Expected Products

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

Product/Service	Delivery Date
Basic promotional project materials: project logo, templates for deliverables, project postcard, project flyer, roll-up in multiple languages (English, Spanish, Italian) - content will be provided by the project team	Mid June 2021
Multilingual project website (www.frames-project.eu) - content will be provided by the project team	Mid June 2021



Communication toolkit for social media	30 July 2021
Production of 2 website and social media analytics reports	28 Feb 2022 (mid-term) 28 Feb 2023 (final)
Editing and artwork for Output O1 “Blended mobility integration scenarios”. Language versions: English, Italian, Spanish;	30 July 2021
Editing and artwork for Output O3 “Multiplication Toolbox for Blended Mobility Implementation and Accreditation”. Language versions: English;	30 April 2022
Editing and artwork for Output O4 “Strategic framework for blended mobility at institutional level”. Language versions: English, Italian, Spanish	30 November 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 FRAMES 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 eligibility period of the project (1 March 2021 – 28 February 2023). In case of an extension to the eligibility period of the project, the contract period is intended to be extended accordingly.

5. Form of Contract

Goods or services ordered by the FRAMES project shall be in accordance with the FRAMES’s conditions of contract. FRAMES is coordinated by UNIMED, the Terms and Conditions are those of the aforementioned organisation.



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 **5.000,00 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: **14/05/2021**

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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