



TERMS OF REFERENCE

for a graphic designer

in the framework of the Partnership Agreement between UNIMED and the Anna Lindh Foundation

1. Background

In March 2019, UNIMED and the Anna Lindh Foundation signed a Partnership Agreement to work together on the issue of intercultural trends and media in the Mediterranean, through initiatives involving academics, students, journalists, activists and experts from different backgrounds.

All these initiatives aimed at capitalising the 2018 Anna Lindh Foundation Report on Intercultural Trends and Social Change in the Euro-Mediterranean region. This Report was the third one issued since 2010 and represents the ALF response to one of the main recommendations and concepts of the 2003 High Level Group on Intercultural Dialogue (the “Prodi Groupe des Sages”), namely that any dialogue project must be built on the understanding of deep transformations in our societies, and the analysis of their impact on behaviours, values and perceptions.

The Report is based on a unique public polling methodology co-designed with Gallup and Ipsos-MORI and is a pioneering resource for the Euro- Mediterranean agenda.

2. Main tasks of the service

The fourth edition of the Report is currently under production, featuring the results of the last survey launched by the ALF and IPSOS in 2020 and the analysis of the context made by international experts.

Based on the texts, data and charts provided by UNIMED and the Anna Lindh Foundation, the provider appointed should work on the layout of an 8-10-page factsheet including 8-10 infographics illustrating the topics tackled by the 2021 Report and the 2020 survey, the profile of the respondents, the data and answers collected.

This factsheet will enrich the promotional material that will be realised to disseminate the 2021 Report. It should be ready-to-print and adaptable for an online dissemination, also on social media.

[Here](#) is an example of the factsheet and infographics produced for the previous Anna Lindh Foundation Report on Intercultural Trends and Social Changes in the Euro-Mediterranean region, issued in 2018.

3. Expected Products

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

Product/Service	Delivery Date
Layout of the factsheet including 8-10 creative illustrations/infographics	21/06: first draft
Review process: exchanges between UNIMED-ALF and the provider appointed.	25/06: closing of the reviewing process
The factsheet and infographics should be delivered in the following formats: <ul style="list-style-type: none">- PDF 300 ppi, ready-to-print in A4 format- JPG or PNG for social media posts (LinkedIn, Facebook and Twitter)	05/07: delivery of the final products

4. Contract Period

The contract shall be carried out from the signature of the contract until the delivery and acceptance of the final products by UNIMED and the Anna Lindh Foundation.

5. Form of Contract

Goods or services ordered in the framework of the Partnership Agreement between the Anna Lindh Foundation and UNIMED shall be rendered in accordance with the conditions of contract. For the purpose of the specific services required, the Contractor is UNIMED - Mediterranean Universities Union.

6. Budget

The service provider is required to indicate an economic offer for the realization of the infographics and the layout of the factsheet.

The total value of the contract (including any taxes and contributions) shall not exceed **3.000 EUR**.

7. Application Procedure

Offers should include:

- Company profile and reference projects



- Detailed technical offer
- Detailed financial offer for the implementation of the tasks

Deadline for submission of offers: **28th May 2021**

Applications should be sent in English 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 selection criteria of the applications are:

- 50% best price
- 25% professional experience and reference projects
- 25% technical skills

9. Contact

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