



TERMS OF REFERENCE

for the realization of infographics

in the framework of the Urban Transports project

Interreg MED Project “Urban Transports”

MED 6144

CUP J45J19000360001

1. Background and rationale of the project

Urban Transports is a so-called Horizontal Project co-funded by ERDF – European Regional Development Fund in the framework of the Interreg MED Programme.

The Urban Transports Community is promoting sustainable urban mobility planning in the Euro-Mediterranean region as an effective tool to reduce carbon emissions and improve the quality of life of the population and the environment.

The project is carried out by:

- MedCities (Barcelona, Spain) – Lead partner
- UNIMED Mediterranean Universities Union (Rome, Italy)
- Area Science Park (Trieste, Italy)
- CODATU (Lyon, France)
- CIVINET CY-EL (Cyprus-Greece)
- POLIS, Cities and Regions for transport innovation (Brussels, Belgium)
- Durres Municipality (Durres, Albania)

UNIMED – Mediterranean Universities Union (an Italy-based association of 138 Universities from both shores of the Mediterranean Sea) is in charge of the Communication work package, setting the communication strategy and producing all the communication materials, and it is responsible for subcontracting specific services to external experts and agencies.

2. Main tasks of the service

In February 2021, the Urban Transports Community (UTC) has launched a mentoring program with eight entities with competences on sustainable urban mobility working in eight Mediterranean cities respectively. These cities have joined the mentorship program to adapt and replicate some of the best practices developed by UTC’s territorial cooperation projects and



focusing on sustainable mobility solutions collected in the “Catalogue of Sustainable Urban Mobility Solutions” ([see here](#)) mainly focussing on the following topics:

- Big data
- Soft Mobility
- Shared mobility
- Sustainable mobility planning approaches and electromobility

The eight replicating organisations participating in the UTC’s mentoring program are the following:

1. algoWatt S.p.A. and Genoa Municipality (Italy);
2. Cyprus Energy Agency and Larnaca Municipality (Cyprus);
3. Greater Irbid Municipality (Jordan);
4. Municipality of Larissa (Greece);
5. Municipality of Narni (Italy);
6. Planifica engineers and architects agency and Castellon de la Plana Municipality (Spain);
7. Municipality of Pallini (Greece);
8. Municipality of Sfax (Tunisia).

Based on the information provided by UNIMED, the provider appointed should realise four infographics to illustrate how replicating cities will adapt and implement the main tools developed by the Urban Transports Community’s pioneer cities.

The infographics should be ready-to-print in A2 format and adapted for the dissemination on-line and on social media. A basic animated GIF version of the infographics with small animations, enough to retain the readers’ attention online.

3. Expected Products

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

Product/Service	Delivery Date
Four infographics illustrating how the replicating cities will adapt and implement the main tools developed by the Urban Transports Community pioneer cities (collected in the “Catalogue of Sustainable Urban Mobility Solutions”).	30/06: first drafts of the four infographics
Review process: exchanges between UNIMED and the provider appointed.	09/07: closing of the reviewing process

The infographics should be delivered in the following formats:

- _ PDF 300 ppi, ready-to-print in A2 format
- _ JPG or PNG for social media posts (LinkedIn, Facebook and Twitter)
- _ Animated GIF with small details of the illustrations with a simple animation just enough to retain the readers' attention online.

30/07: delivery of the final products

4. Contract Period

The contract shall be carried out from the signature of the contract until the delivery of the final product, no later than 31st August 2021.

5. Form of Contract

Goods or services ordered for the Urban Transports project shall be rendered in accordance with the project conditions of contract. Urban Transports project is coordinated by MedCities, 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 Urban Transports project.

6. Budget

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

The total value of the contract (including any taxes and contributions) shall not exceed **6.000 EUR**.

For the projects financed under the Interreg MED Programme, and in accordance with Article 69 (3) of Regulation (EU) No 1303/2013, VAT is not eligible except where it is non-recoverable under national VAT legislation. For Italian providers, the VAT exemption is applicable according to the Article 72 of the Italian Law D.P.R. 633/72. Providers based in other countries must refer to the national legislation and indicate the applicable law in the offer.

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 receipt of offers: **23rd 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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