# TERMS OF REFERENCE

for

## Graphic identity, IT support, Communication and Web design services

for the project

## TeachersMOD – "Future Elementary School Teachers Modernization in Kurdistan"

### Call: ERASMUS-EDU-2022-CBHE
(Capacity building in the field of higher education)

### Topic: ERASMUS-EDU-2022-CBHE-STRAND-1

### Project number: 101083095

## 1. Background of the project

In the Kurdistan Region of Iraq, students enrolled in public elementary schools are educated by elementary school teachers; 90% of them are graduated from colleges of Basic Education of the HEIs in Kurdistan.

The Basic Education colleges in Kurdistan are the main providers of the primary school teachers in the region. The current teaching staff at Kurdish primary schools are for the 75% graduated in the Basic education colleges, and 20% graduated from two-years teacher preparing institutes, equivalent to a secondary school.

The TeachersMOD project aims to enhance the capacity of the Basic education Faculties in each Kurdish Partner institution, with the objective of improving the general regional standard of primary education.

The project builds on two assumptions: the first relates to the education's pivotal role in the society for the fulfilment of human rights, peace and responsible citizenship at both local and global levels; the second relates to the digital transformation of education as embedded in teaching, learning, and work. Universities, therefore, need to increase their capacities at two levels:
- updating and reviewing curricula towards a student-centred approach; and
- pedagogies based on active methods integrating participative and innovative components.

TeachersMOD seeks to contribute to modernise and improve the quality of teaching, by innovating teaching methodologies, by curricula reviewing and by reinforcing the competences of university staff in the Basic Education Colleges in the HEIs of the Kurdistan region of Iraq.

The project is carried out by:
1. University of Pavia, Italy (coordinator)
2. University of Granada, Spain
3. University of Tras-os-Montes and Alto Douro, Portugal
4. University of Duhok, KRG-Iraq
5. University of Zakho, KRG-Iraq
6. UNIMED – Mediterranean Universities Union, Italy
7. Salaheddin University, KRG-Iraq
8. University of Raparin, KRG-Iraq
9. University of Halabja, KRG-Iraq

Project duration: 24 months, from 1 February 2023 to 31 January 2025.

## 2. Main tasks of the service

The service includes the following tasks:

### 2.1. Project visual identity and branding

- Design of the logo of the project;
- Development of project visual identity and branding style, together with branding guidelines for digital and printed materials;
- Digital template for public documents (events' reports, press releases, events agenda, etc.).

### 2.2. Project website

The domain name, which has been already purchased by UNIMED, is: www.teachersmodproject.eu. The website should incorporate the project logo that has to be also conceived and designed as well as the logo of the agency of the European Commission and the disclaimer as indicated here.

TeachersMOD website will serve several functions:
- Diffuse information about International Cooperation Erasmus+ project entitled **"TeachersMOD – "Future Elementary School Teachers Modernization in Kurdistan"**
- Be an integral part of the project and key to the dissemination strategy by reaching a wide audience on an international scale giving visitors details on the project in general, activities carried out during the project lifetime, the partnership and project results.
- Should have an integrated statistics tool to track the geographic location of visitors, number of connections per month, etc.
- Should be available in English and Kurdish languages.

### 2.2.1. Content Management System (CMS)

The website should be developed in WordPress.

![unimed logo] Unione delle Università del Mediterraneo
Mediterranean Universities Union
Union des Universités de la Méditerranée
إتحـاد الجـامعــــات المــتوسـطــــية

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### 2.2.2. Search engine optimization

The website should be designed and information architecture should be optimised for search engines. Potential visitors should be able to find the website when they write Teachersmod, teachersmod, **TeachersMOD – "Future Elementary School Teachers Modernization in Kurdistan"**.

### 2.2.3. Integration with social media

The project's website should be fully integrated with social media:
- While publishing a post or a news on the website there should be the possibility to share it directly from the CMS;
- The visitors of the website should have a tool bar to share the posts and news directly on their main social media platforms;
- Creation of a YT channel where training materials and other contents will be made available and integrated with the project website /embedded in the project website.

### 2.2.4. Website information architecture and navigation

- For easy navigation, a menu bar function could be integrated along the bottom of each page. A search feature at the top of the page should also be available in order that visitors can carry out quick searches across the website;
- Home page – Very brief outline of the project detailing the full title and key objectives, news feature allowing 3 news extracts to be shown with a picture, flash news feature allowing 3 extracts to be shown (without photo) and allowing links to social media pages;
- About TeachersMOD – Detail on project activities on 1st page with possibility to integrate 7 separate sections for the 7 different project 'Work Packages' of the project with a menu on the left to access each section;
- Partnership – Logos and Names of 9 project partners. They are full partners – distinction to be made by country including flags from each country (Portugal, Italy, Spain, and Kurdistan region of Iraq). Function which allows visitors to click on logo of each partner and be directed to their website page in a new window;
- Blog – Page scheduling and reporting on key project events and news – will require a 'news' style function to put articles up about events that have taken place with possibility to upload photos, videos and documents (word/pdf/ppt/excel/etc.) and calendar function to indicate dates of upcoming events, of meetings and training performed or to perform;
- Project Results – Page dedicated to publishing project results which must be made available to the public. Possibility to upload/download all types of documents (word/pdf/ppt/excel/etc.);
- Project Activities – Page dedicated to put in evidence the project steps and activities to be perform;
- Media – Page dedicated to photos and videos taken during the project lifetime, will require a caption function so visitors will have some information on the media shown;
- Contact Us – page with contact details of Project Coordinator for enquiries / contact email address, postal address.

### 2.2.5. Monitoring visits

The website should have an integrated statistics tool to monitor and track visits, the geographic location of visitors, number of connections per month, etc. Website visits monitoring and analytics should be reported in a summary document on an annual basis. Reports should be written in English.

## 3. Expected Products

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

| Product/Service | Delivery Date |
|---|---|
| Logo (3 proposals to selected by the partnership) | 14/05/2023 |
| Final Logo delivery and branding guidelines | 21/05/2023 |
| Digital template for public documents | 31/05/2023 |
| Project website | 31/05/2023 and regular updates |
| Branding materials | multiple delivery dates |

This includes the design of the following documents:
- Project's Brochure (long presentation) to communicate the project to specific target groups and communicate the objectives and expected results will be designed and realized;
- Postcard (brief presentation);
- Roll-up;
- PPT template;
- Deliverable, agenda and minutes templates;
- Cover (front page and back page) for final project results;
- Banner and graphics for Social Media;
- Video editing with contents provided by the project partners related to the activities and results of the project.

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 TeachersMOD 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, which is 1st February 2023 – 31st January 2025. 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 TeachersMOD project shall be in accordance with the TeachersMOD conditions of contract. The Terms and Conditions are those of the contractor which is UNIMED - Mediterranean Universities Union.

## 6. Budget

The service provider is required to indicate a detailed economic offer for the project Website and for the Graphic identity, Communication services and IT support for the project website.
The available budget for the required services is as follows:
- 5.000,00 EUR for Website services;
- 4.000,00 EUR for Graphic identity of the project deliverables, IT support for the project website and Communication services

for a total gross amount of 9.000,00 EUR (including any taxes and contributions). VAT exemption applies.

## 7. Application Procedure

Offers should include:
- Company profile and reference projects
- Detailed technical offer
- Detailed financial offer for the project Website and for the Graphic identity, Communication services and IT support for the project website.

Deadline for receipt of offers: **25/04/2023**

Applications must be sent in English to: **uni-med@pec.it**

## 8. Selection criteria

The Evaluation Committee will assess the received offers following the criteria stated in the table below:

| Evaluation criteria | Score | Weight (%) | Weighted Score |
|---|---|---|---|
| Professional experience and reference projects | $x_1$ | 25 | $s_1$ |
| Technical capacity to perform the contract | $x_2$ | 25 | $s_2$ |
| Price | $x_3$ | 50 | $s_3$ |
| **Total Weighted Score (S)** | | | $\mathbf{S = \Sigma s_i}$ |

The Evaluation Committee members will assign a score (x) on a scale from 1 to 5 to each criteria, where:

*0 – 1 = very poor*
*1 – 2 = poor*
*2 – 3 = satisfactory*
*3 – 4 = good*
*4 – 5 = very good*

For the price (p), the Score is calculated proportionally as follows:

$$X_3 = 5 \times \textit{the lowest price} \div p_i$$

where to the tender offering the lowest price corresponds 5 points by default.

**Award criteria**

The award method will be the "**best value for money**" meaning that the winning offer is the one offering the best quality/price ratio.

## 9. Contact

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