

TERMS OF REFERENCE

for the visual identity and website development of the project

HGRA– EnHancing manaGement and studies on migRation issues in LibyA

Project number 101083015 — HGRA

1. Background of the project

The HGRA project aims to improve Libya's capabilities to manage and mitigate the impact of the migration crisis which is affecting the country, both as a destination country and as a country of origin, through the strengthening of the higher education institution system.

The topic is rarely addressed by the academia and faculties offering courses, trainings or research on the subject are practically non-existent. HGRA aims to strengthen the awareness of the academic community on the medium-long term effects of the crisis and build the capacities of HEIs in structuring an adequate educational offer in this regard.

A deep knowledge of a phenomenon is the first step to control and manage it. The project aims to establish an observatory where to collect massively data and relevant information, and to use such data for developing solutions to reduce its negative effects and benefit from its advantages.

A Hub will develop policy recommendations to be addressed to key actors involved in the management of the migratory phenomenon. Focused trainings will be delivered to build the capacities of the academic staff of Libyan universities. The aim is to provide beneficiary universities with the tools to structure their own academic teaching modules in the field, suitable to train professionals to be employed in the sector.

Technical support and on-the-job training will target beneficiary universities to elaborate a tailored made teaching proposal adapted to the Libyan national context. HGRA will play a role in establishing educational programs on migration studies in the near future to address the migratory crisis locally and from its roots.

More specifically, HGRA seeks to:

1. Produce scientific outputs and capabilities with knowledge, know-how, and experience gained, in order to deal with migrants and their presence in Libyan lands, to ensure reducing the negative side of the phenomenon and boosting the positive side.
2. Equip Libyan HEIs with knowledge and tools allowing them to design and implement high level curricula (such as Master courses) on the management of migration flows, adapted to the Libyan context.



The main project outputs are:

1. Set up of a migration observatory for fact finding and update of data collection.
2. Set up of a Libyan Policy Hub on Migration to develop policy recommendations.
3. Training workshops targeted to Libyan universities to elaborate a tailored made teaching proposal.
4. Establishment of educational programs on migration studies in the near future.

The project is funded in the framework of the Erasmus+ CBHE Programme of the European Union under the Grant Agreement number 101083015 — HGRA.

The project is carried out by:

1. UNIMED – Mediterranean Universities Union (coordinator)
2. Sapienza University of Rome
3. University of Barcelona
4. University of Zawia
5. University of Sebha
6. University of Tobruk
7. Gulf of Sidra University
8. University of Tripoli
9. Sabratha Higher Institute for Science and Technology

Project duration: 1 February 2023 – 31 January 2026 (3 years).

2. Main tasks of the service

The service includes the following tasks:

2.1. Project visual identity and branding

- 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.hgraproject.eu. The website should incorporate the project logo as well as the logo of the agency of the European Commission and the disclaimer as indicated [here](#).

HGRA website will serve several functions:

- Diffuse information about International Cooperation Erasmus+ project entitled **HGRA– EnHancing manaGement and studies on migRation issues in LibyA**;

- 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 Arabic. In the Arabic version it is essential to manage the font and the scroll in the opposite direction.

2.2.1. Content Management System (CMS):

The website should be developed in WordPress.

2.2.2. Search engine optimization:

The website should design and information architecture should be optimized for search engines. Potential visitors should be able to find the website when they write HGRA, hgra, Hgra, enHancing manaGement and studies on migRation issues in Libya.

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 the 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, brief abstract and key objectives, news feature allowing 3 news extracts to be shown with a picture, timeline showing the project development and links to social media pages;
- About HGRA – Detail on project activities on 1st page with possibility to integrate 5 separate sections for the 5 different 'Work Packages' of the project with a menu on the left to access each section;
- Partnership – Logos and Names of 9 project partners. Function which allows visitors to click on the 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. Get in touch – 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 (i.e. Google Analytics) 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
Delivery of visual identity and branding guidelines Digital template for public documents (events' reports, pressreleases, events agenda, etc.)	15/09/2023
Project website	30/09/2023 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 HGRA 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 – 31 January 2026. In case of an extension to the eligibility period of the project, the contract period is intended to be extended accordingly.

Expected Starting date of the assignment: 7 August 2023

Finishing date of the assignment: End of the project

5. Form of Contract

Goods or services ordered by the HGRA project shall be in accordance with the HGRA 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.

The total value of the contract (including any taxes and contributions) shall not exceed 8.000,00 EUR. VAT exemption is applicable. 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.

7. Application Procedure

Offers must include:

- Company profile and reference projects;
- Detailed technical offer;
- Detailed financial offer for the implementation of the tasks.

Deadline for receipt of offers: **2 August 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)			S = Σs_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:

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

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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