



**1 December 2020**

**INVITATION TO TENDER – ECRPVISUAL2021**

European Conservatives and Reformists (ECR) Party is Europe's leading Conservative movement. Since our foundation in 2009, we have become one of Europe's most important political movements. With more than 40 political parties and active representation in the European Parliament, Council of Europe, Committee of Regions and NATO Parliamentary Assembly.

We are united by our centre-right values, as expressed in the Reykjavik Declaration. The ECR Party is dedicated to individual liberty, national sovereignty, parliamentary democracy, private property, limited government, free trade, family values and the devolution of power. These values underpin our politics, including our vision for a reformed European Union.

Europe today stands at a crossroads, with the recent health crisis disrupting the ways and means political activities are held, therefore the ECR Party's agenda for reform has never been more current. The ECR Party contributes to forming European political awareness and expresses the political will of citizens of the Union, through its overall political activity and especially these times of profound disruption by establishing a new series of virtual activities, including virtual panels, conversations, and interviews using its standalone open access website serving as a platform for political debate on the major political issues of our times.

Articles 11 and 12 of the Charter of Fundamental Rights of the European Union state that the right to freedom of association at all levels, for example in political and civic matters, and the right to freedom of expression, which includes the freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers, are fundamental rights of every citizen of the Union. European citizens should be enabled to use those rights in order to participate fully in the democratic life of the Union. In light of the recent developments it is imperative that we do not put our activities on halt rather we improve our efforts and means to communicate effectively with European Citizens.

To counter the restrictions around physical political activity, the ECR is seeking to improve its communications efforts on a number of European public policy areas and broader ideological and political issues from a centre-right perspective.

We are seeking talented designers and animation experts to produce and deliver a number of animated videos, adverts, motion graphic as per the instructions of the ECR Party Secretariat.

This activity aims to support, develop and grow the ECR Party and its engagement with European Citizens in forming European political awareness and in reflecting and expressing the will of citizens of the Union, by providing a number of visual products that inform European citizens about positions and activities of the ECR Party.

### **Description of the services under this tender**

*The tender comprises of the following services:*

- Produce and deliver “Explainer Videos” (animated) “adverts” (animated) “GIFS”, “Motion Graphics” and other visual material as requested
- Provision of consultancy services in the form of regular interactions, discussions and direct consultations with ECR Party staff;
- Participating in regular meetings in Brussels, and when not possible through virtual means;
- Any other related services needed to the final product

### **AWARD CRITERIA**

The ECR Party will select suppliers based on:

1. The overall cost and value for money
2. The ability to meet our required timescale, content and output
3. Previous experience in similar activities and demonstrable professional standing.
4. Competitive market offer

### **Reservations**

*Withdrawal from Process* – ECR Party reserves the right to withdraw from the tender process described in this document for whatever reason, prior to the signing of any Agreement/Contract with any party for the delivery of goods or services described in this document.

*Lowest Cost Proposal* – The lowest cost proposal, or any proposal, will not necessarily be accepted.

*Negotiation* – ECR Party reserves the right to negotiate with short-listed tenderers after the nominated closing date for tender submission.

*Part Offers* – ECR Party reserves the right to accept tenders in relation to some and not all of the scope of activity described, or appoint one, more than one or no organisation on the basis of the tenders received.

*Costs* - All costs incurred in the preparation of the proposal are the supplier's responsibility and ECR Party is not obliged to award a contract for these services and reserves the right to withdraw from the procurement process at any stage.

### **Conflicts of Interest Declaration**

Tenderers (including their officers, employees, contractors, partners and consultants) must declare to ECR Party any matter or issue which is, may be perceived to be or may lead to, a conflict of interest regarding their proposal or participation in supply of the services described. Tenderers must describe a strategy so that any possible conflict of interest shall be avoided.

### **Financial and economic capacity:**

By responding to this call, candidates declare on honour that they have the financial and economic capacity to deliver the services.

### **Tender Response Letter & Tender Response Form**

**Where possible**, ECR Party advises that the Tenderer uses both the Tender Response Letter & Tender Response Form template.

### **Further information**

Information of a clarifying nature can be requested solely in writing via email to [b.pogorel@ecrparty.eu](mailto:b.pogorel@ecrparty.eu) or over the phone at +33695466026.

Tenders should be submitted by post to ECR Party, Rue du Trone 4, Brussels 1000, Belgium or by email by 20 December 2020 ECR Party reserves the right to extend this deadline. The assessment procedure is carried out throughout the year and only successful candidates will be informed. ECR Party reserves the right to request reference information.

This document does not constitute an offer to provide goods and/or services to ECR Party.

ANNEX 1 of 2

[insert LOGO, ADDRESS & RELEVANT DETAILS]

Tender Response Letter

Re: ECR Party 2021 Invitation to Tender - ECRPVISUAL2021

[insert DATE]

*Dear ECR Party:*

Please find enclosed our response to your Invitation to Tender.

*We acknowledge and agree that:*

1. We have read and reviewed all parts of the 'Invitation to Tender' and accepts its terms and conditions;
2. Our tender constitutes offers for service(s) tendered;
3. If our tender is successful, a formal contract for the supply of the relevant service(s) will be formed and entered into, and we will provide the service(s) in accordance with the terms and conditions set out in the contract, guided by the Invitation to Tender;
4. ECR Party is not bound to accept the lowest offer it receives, and
5. The information provided in this response is accurate and complete and the person signing this Tender Response Letter is duly authorised to do so.

The contact person for correspondence regarding our tender is:

Name:

Position:

Yours sincerely

ANNEX 2 of 2

**[insert LOGO, ADDRESS & RELEVANT DETAILS]**

Tender Response Form

**Re: ECR Party 2021 Invitation to Tender - ECRPVISUAL2021**

No	Provision of Services	Price
	<b>PRODUCTION: Animations (approx. 60 second)</b>	
1	In consultation with ECR Secretariat identify relevant themes and topics	
2	Prepare pencil roughs of character(s), scheme and set and prop design	
3	Put together a quick storyboard	
4	Define the character style, colouring up the pencils from preproduction, ensuring the transition from drawn design to model	
5	Produce animation episode, with voiceovers and original music	
	<b>POST-PRODUCTION</b>	
6	Graphic design of banners and all related promo materials for use on social and traditional media	
7	Upload of final video episodes to relevant social media (YouTube, Facebook, IGTV)	
8	Website landing page for animation with all relevant information	
	<b>TOTAL per UNIT of animation</b>	

The contact person for correspondence regarding our tender is:

Name:

Position:

Yours sincerely