Overseas Countries and Territories Association
BE0872.15.78.80
Square de Meeûs 37, Brussels 1000 – Belgium

Represented by his Executive Committee President, Mr. Olivier Gaston

Brussels
March 5, 2020

Terms of Reference

Selection of a Marketing Agency for the Development of OCTA’s Brand Guidelines and revamp of the marketing and product collaterals
A  IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of Issue</td>
<td>March 5, 2020</td>
</tr>
<tr>
<td>Queries to be mailed by</td>
<td>18:00 (GMT) March 7, 2020</td>
</tr>
<tr>
<td>Queries to be mailed to</td>
<td><a href="mailto:pablo@overseas-association.eu">pablo@overseas-association.eu</a></td>
</tr>
<tr>
<td>Deadline for the submission of Proposals</td>
<td>18:00 (GMT) March 20, 2020</td>
</tr>
<tr>
<td>Opening of the Technical Proposals</td>
<td>11:00 (GMT) March 21, 2020</td>
</tr>
<tr>
<td>Opening of the Financial Proposals</td>
<td>14h00 (GMT) March 21, 2020</td>
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</tbody>
</table>

B  CONFIDENTIALITY

This document, together with its annexes, contains information to be deemed strictly confidential and is destined only to the addressee(s) identified above who only may use, copy and, under his/their responsibility, further disseminate it among the OCTs they represent.

C  DISCLAIMER

This document is not an offer or invitation to enter into a contract or any arrangement in respect of the requested services. The provision of the services of this request is subject to observance of selection process and appropriate documentation being agreed by OCTA and the selected company, after completion of the selection process.
Terms of Reference

Selection of a Marketing Agency for the Development of OCTA’s Brand Guidelines and revamp of the marketing and product collaterals

1. BACKGROUND

Since June of the year 2000, the OCTs representatives in Brussels started meeting together in order to
On November 16 and 17, 2000, in Brussels, the governments of the OCTs decided to establish the
ASSOCIATION OF OVERSEAS COUNTRIES AND TERRITORIES OF THE EUROPEAN UNION (“OCTA”).

OCTA is registered in Belgium and counts 22 members among them 13 are OCTs associated to the
European Union. A rotating Chairmanship heads the Ministerial Conference, which is the highest
decision-making authority, setting the political orientations and priorities. The Executive Committee,
composed of OCTs representatives, manages the daily work of the association. It is supported by a
small team of permanent staff forming “the secretariat”.

Our Vision:

For all Overseas Countries and Territories (OCTs) of the European Union (EU) to be on a path of
sustainable development, whilst projecting our natural environment, by promoting economic and
human development through cooperation with the EU as well as with regional and global partners.

Our Mission:

Working collectively through the promotion of common positions and partnerships for the sustainable
development of OCTs by cooperation, capacity building and communication.

Strategic objectives:

• To consolidate and reinforce solidarity between OCTs and EU stakeholders

• To make recommendations and carry out various projects/programmes to enhance opportunities,
comparative advantage and natural assets in order to strengthen the position of OCTs at regional and
global levels

• To promote cooperation and develop a knowledge centre and thematic networks in order to
consolidate ownership and provide a point of reference for creating and disseminating valuable
information on the relationship between the EU and the OCTs

• To create a framework to engage the private sector, academia and civil society

• To enhance the profile, the reputation and position of the OCTs
2. SCOPE OF SERVICES

The proposed scope of services for the selected marketing agency shall include, but not limited to:

- Design of our new Brand logo, tagline and comprehensive Visual Identity guidelines, including for our digital assets like website
- Redesign of the following products:
  - Marketing material (leaflets, flyers, posters, banners etc.)
  - Product collaterals (plastic cards, T&Cs, product ready reckoners, etc.)
  - Office Stationery (Business cards, letter heads, envelopes, ppt template etc.)
  - External Communication (letters, emails signatures, etc.)
  - Provide all Social media support (LinkedIn, Twitter, Facebook)
  - Provide all files (pdf, vector files etc.)

3. TECHNICAL PROPOSAL EVALUATION

The technical proposal to be submitted by eligible respondents will be weightage in respect to each criterion indicated against each Section. The technical evaluation will be done on the weightage of 100. Only technical proposals having at least a score of minimum 80% of the technical proposal will have the Financial Proposals evaluated.

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Relevant experience with respect to brand strategy, creative, digital marketing (in the last 3 years)</td>
<td>50%</td>
</tr>
<tr>
<td>2</td>
<td>Experience and profile of the key personnel assigned</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>Working experience with NGO or international organisations</td>
<td>10%</td>
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4. FORMAT FOR PROPOSAL SUBMISSION

The two separate archives should be sent (either in English or French) by e-mail with access codes sent in separate e-mails:

- **E-Mail 1: Technical Proposal:** PDF document with the information regarding the 3 points mentioned here above in Point 3. More specifically:
o Understanding of the scope of work

o Relevant Experience and Capability with respect to scope of work including sample work in these specific areas

o Names of clients worked for in the last 3 years with scope of work for each of the clients

o Profile of the staff selected to work on this proposal

o Availability on CET working hours (at least once a week)

o First draft suggestions of logos (2 to 5)

All the relevant pages of the proposal are to be numbered and signed by an authorized signatory on behalf of the Firm.

- E-Mail 2: Financial Proposal: PDF document with the financial proposal. This is a global price, thus, there is no need to split the expenditure. One single amount is to be mentioned. It should be below the maximum amount for this tender, which is EUR 3,000 (three thousands Euro).

The payment of the contract amount shall be made as follows:

<table>
<thead>
<tr>
<th>Payment number</th>
<th>Milestone</th>
<th>% amount payable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>First draft of the work after two weeks of work (started upon signature of the contract)</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>After the approval of all works to be carried out</td>
<td>70%</td>
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5. PROCEDURE FOR SELECTION

This will be a techno commercial evaluation and accordingly the Technical Proposal will have 70% weightage and Financial Proposal shall have 30% weightage. The company receiving the maximum score will be selected and invited to sign a contract with OCTA.

6. RIGHT TO SELECTION AND REJECTION

OCTA reserves the right at any point to reject any and all proposal received in the Terms of Reference. Also, it reserves the right to waive or change any formalities in the proposal.

7. COPYRIGHT

All material produced will be owned (including the Copyright) by OCTA.
8. DURATION

The selected company will be informed on March 24, 2020. The contract should be signed by March 26, 2020. A kick off meeting will be held (video conference) on March 27 on CET working hours. 4 or 5 logo options will be suggested within 10 calendar days of that meeting.

9. SUBMISSION OF PROPOSALS

All proposals must be sent to Pablo Lopez-Herrerias, OCTA Coordinator. E-mail address: pablo@overseas-association.eu. Proposals received after the deadline will not be evaluated.