Ministry Of Higher Education
And Scientific Research

University Of Zawia

General Administration

وزارة التعليم العالي
والبحث العلمي

جامعة الزاوية

الإدارة العامة

التاريخ : 16/ 6 / 2021م   الموافق :   /   / 14 هـ

الرقم الإشاري : ....

Call for Open Tendering (Tender No 01/2021)

(Graphic and Web Design services to the IBTIKAR project)

"promotIng research and innovaTIon environment in the
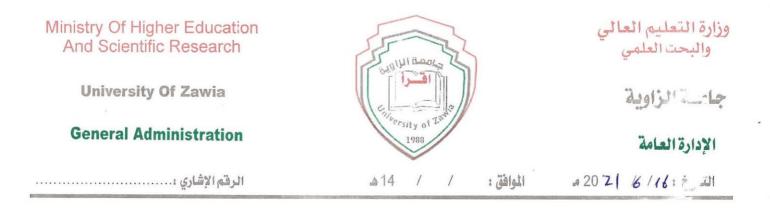
libyAn higher Education System"

Grant Agreement Number 618491-EPP-1-2020-1-IT-EPPKA2-CBHE-JP

University of Zawia /International cooperation office hereby announces tender for the Graphic and Web Design services to the IBTIKAR project from 17/06/2021 to 01/07/2021. Thus, all competitive companies which have the required technical and financial capabilities which qualifies them to compete in this tender are kindly invited to download the terms of reference which is available and attached to this tender.

All companies should comply the following conditions:

- The commercial registration of the company is valid.

- Competitive companies should be specialized in the tender subject as well as having the technical experience and financial capabilities qualifying them to engage in this tender.

- The companies shall has experience not less than five years in the same subject tender according to specification European Union.

- Offers shall be submitted in accordance with the general conditions and technical specifications outlined in the tender documents.

- Offers must be submitted in English Language (one original and one photocopy), each consists of four red waxed and stamped envelopes, technical offers plus softcopy as well as unpriced offer.

- Prices must be written in letters & figures.

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- Bank account for the company outside Libya
- The Tender is exempt from taxes (including VAT), in all partner countries in the
- Tender deadline for submitting on Thursday 01/07/2021.
- Offers shall be submitted on the company official papers which participating in the tender showing its logo, officially-authorized persons, full address (telephone number, email, etc.) on the envelopes.
- Offers must be submitted in English Language (one original and one photocopy), each consists of four red waxed and stamped envelopes, technical offers plus softcopy as well as unpriced offer.
- Prices must be written in letters & figures.
- You are kindly requested to submit offers to:

The contract assets, addresses,

University of Zawia
International cooperation office
Main Building
Zawia - Libya
Zawia – Jamal Abdelnasar Street
Tel. : +218 91 9235939 / +218 92 6539727
Email: ico@zu.edu.ly

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TERMS OF REFERENCE

for the Graphic and Web Design services to the IBTIKAR project

IBTIKAR – "promotIng research and innovaTIon environment in the libyAn higher Education System"
Grant Agreement Number 618491-EPP-1-2020-1-IT-EPPKA2-CBHE-JP

1. Background of the project

IBTIKAR aims at increasing the production of joint high-quality research through a new class of thinkers able to cope with the local and global challenges, solving community problems and impacting on the socio-economic growth in Libya.

The project will deploy different research methodologies based on participative, collaborative and tailored approaches in which the knowledge is built thanks to different techniques useful to develop training and capacity building actions for the Libyan Universities:

- a vertical CB action (ToT) where the EU trains Libyan Partners on the basic skills required to run research on the basis of the designed model.
- a horizontal CB action, where Libyan Academic and Administrative staff from the more advanced Libyan Universities train the staff from other Libyan Universities.

Libyan administrative and academic staff will be able to share with their counterparts not only the knowledge acquired but also their experience in managing and implementing research activities in the Libyan context.

Finally, IBTIKAR foresees the definition of a White Paper aiming at bringing the attention of decision-makers on the definition of a Libya National Research Agenda, which will support specialization strategies within universities, enforcing existing research centres and research units, supporting universities in research management and training in specific field of knowledge, as well as setting up proper infrastructure.

Accordingly, the Specific objectives of IBTIKAR are:

- To enhance the research capabilities of Libyan HEIs by increasing the competencies and skills of their academic and administrative staff;
- To develop the networking among Libyan Academic institutions and with EU HEI's and research centres, so as to maximize the synergies between them and the sharing of knowledge and experiences regarding the scientific research in a stronger connection also with the labour market;

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- To discuss and propose the reform of the national research system.

IBTIKAR multi-actor partnership includes institutions from different countries:
- UNIMED - Mediterranean Universities Union, Italy (co-ordinator)
- BU, Boğaziçi University, Turkey
- UNILE, Università del Salento, Italy
- UTAD, University of Trás-os-Montes and Alto Douro, Portugal
- UoT, University of Tripoli, Libya
- UoB, University of Benghazi, Libya
- MU, Misurata University, Libya
- SeU, Sebha University, Libya
- SU, Sirte University, Libya
- ZU, University of Zawia, Libya
- EMU, University of El Merghib, Libya
- AIU, Al Asmariya Islamic University, Libya
- BWU, Bani Waleed University, Libya
- UoA, The University of Ajdabiya, Libya
- LIMU, Libyan International Medical University (affiliated entity)

IBTIKAR is a 36 months project co-funded by the Erasmus+ programme of the European Union (project ref. number 618491-EPP-1-2020-1-IT-EPPKA2-CBHE-JP).

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 is: www.ibtikarproject.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.

IBTIKAR website will serve several functions:

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- Diffuse information about International Cooperation Erasmus+ project entitled **IBTIKAR "promotIng research and innovaTIon environment in the libyAn higher Education System".** The production of a website is an integral part of the project and key to the dissemination strategy. It should reach 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. It should have an integrated statistics tool to track the geographic location of visitors, number of connections per month, etc.
- The website should be available in English and Arabic languages.

2.2.1 Content Management System (CMS):
The website should be managed by a user friendly and largely used CMS to let the project partners publish contents a modifying the pages autonomously, without changing the overall design and architecture of the website.

2.2.2 Search engine optimization:
The website should design and information architecture should be optimised for search engines. Potential visitors should be able to find the website when they write Ibtikar, ibtikar, IBTIKAR **"promotIng research and innovaTIon environment in the libyAn higher Education System".**

2.2.3 Integration with social media
The project's website should be fully integrated with social media (Facebook page)
- 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 (Facebook page)
- Creation of a YT channel where training materials and other contents will be made available and integrated with 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 (Facebook page)

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- About IBTIKAR – Detail on project activities on 1st page with possibility to integrate 8 separate sections for the 8 different 'Work Packages' of the project with a menu on the left to access each section
- Partnership – Logos and Names of 15 project partners. 14 of them are full partners and 1 is an affiliated partner – distinction to be made by country including flags from each country (Italy, Turkey, Portugal, Libya). 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
- Photos/Videos – 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 (i.ie. 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. Production of dissemination promotional material for the project:
This includes the design of the following documents:
- ✓ Conception of the information documents concerning the project IBTIKAR (postcard ...)
- ✓ Project's Brochure to communicate the project to specific target groups and communicate the objectives and expected results will be designed and realized
- ✓ Flyer
- ✓ Roll-up
- ✓ Posters
- ✓ PPT template

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- ✓ Activities report template
- ✓ Banner for Social Media
- ✓ A promotional video on the activities and results of the project in English will be produced for HEIs and other stakeholders, to engage students and engage other stakeholders. The video will be shown at the various events, and will also be available on YouTube.

4. Expected Products

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

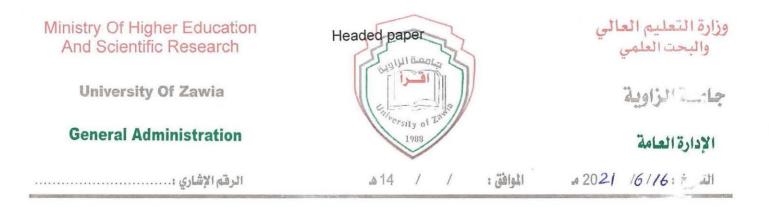| Product/Service	Delivery Date
Logo (3 proposals to selected by the partnership)	15/07/2021
Final Logo delivery and branding guidelines	01/07/2021
Digital template for public documents (events' reports, press releases, events agenda, etc.)	15/08/2021
Project website	15/09/2021 and regular updates
Branding materials (leaflet, flyer, roll-up, banner, poster, brochure, postcard)	multiple delivery dates
Project video	30/10/2021

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 IBTIKAR consortium.
All products have to be delivered under an open license (e.g. Creative Commons CC-BY).

5. Contract Period

The contract shall be carried out during the eligibility period of the project, which is 15 January 2021 – 14 January 2024. In case of an extension to the eligibility period of the project, the contract period is intended to be extended accordingly.

6. Form of Contract

Goods or services ordered by the IBTIKAR project shall be in accordance with the IBTIKAR conditions of contract. IBTIKAR is coordinated by UNIMED, the Terms and Conditions are

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those of the aforementioned organisation. For the purpose of the specific services required, the contractor is University of Zawia, partner of the IBTIKAR project.

7. Budget
The service provider is required to indicate an economic offer for the project website and project graphic identity.

8. 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: **01/07/2021** 2 weeks after its publication)
Applications should be sent in English to:
University of Zawia
International cooperation office
Main Building
Zawia – Jamal Abdelnasar Street
Tel. : +218 91 9235939 / +218 92 6539727
Email: ico@zu.edu.ly

9. Selection criteria
The contract will be awarded to the bid offering best value for money (best price-quality ratio).
The criteria for the selection of applications are:
- 50% best price;
- 25% professional experience and reference projects;
- 25% technical skills

10. Contact
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