

Publication of the bid: 28/03/2025
Deadline to send bids: 11/04/2025
Project ID: 101102363

TENDER SPECIFICATIONS FOR SUBCONTRACTING EXTERNAL EXPERTISE – GRAPHIC DESIGNER

**PROJECT: “Finance for the European Pillar of Social Rights
(Finance4EPSR)”**

Background

The EU cross-sectoral social partner SGI Europe, together with its project partners HOSPEEM and HEAG Holding, have undertaken to conduct a project to create a capacity-building framework to unlock SGIs potential to address the objectives of the European Pillar of Social Rights through sustainable finance tools. This project will be supported by funding from the European Commission DG Employment. An official decision by the European Commission on the allocation of funds was taken in September 2023.

The project activities started in September 2023, and one of the deliverables expected in the context of this project is the development of a self-assessment tool and video tutorials. Consequently, SGI Europe is seeking for this purpose a communication agency or graphic designer able to ensure the preparation of a digital online version of the self-assessment tool currently being developed and the registration of video tutorials on the tool, to be included in the final project report and to be made available to SGI Europe members and enterprises providing services of general interest.

Purpose of the contract

The purpose of the contract is to provide expert graphic design and digital communication services to support the delivery of Finance4EPSR project deliverables coordinated by SGI Europe and its project partners HOSPEEM and HEAG.

Specifically, the subcontractor will be responsible for the design and production of the following two deliverables:

- 1. Digitalization of the Self-Assessment Tool**

The contractor will design a visually appealing, user-friendly, and interactive digital version of the self-assessment tool developed as part of the project methodology. This tool will be used by SGIs to evaluate their alignment with sustainable finance and social responsibility objectives. The contractor will ensure the tool is user-friendly, suitable for web embedding and/or digital sharing, and accessible across all platforms.

- 2. Video Tutorial on the Self-Assessment Tool**

The contractor will conceptualise, script (in collaboration with SGI Europe), and produce a short instructional video (approx. 3 minutes, no more than 5 minutes) that guides users on how to navigate and complete the self-assessment tool. This video will be used in stakeholder training, communication activities and be further disseminated through SGI Europe's membership and partner organisations.

The format and design of these deliverables should be aligned with the visual identity of SGI Europe and of the Finance4EPSR project (including, but not limited to, the colour scheme). Therefore, the selected contractor will also be expected to develop a dedicated brand identity for the self-assessment tool, which will be used beyond the timeline of the project.

These services will support the visibility, accessibility, and usability of the project outputs and contribute to the dissemination and capacity-building objectives of the Finance4EPSR initiative.

Description of the project

The "Finance for the European Pillar of Social Rights" (Finance4EPSR) project is a two-year initiative coordinated by SGI Europe in partnership with the European Hospital and Healthcare Employers' Association (HOSPEEM) and HEAG Holding. The project aims to create a capacity-building framework that enables Services of General Interest (SGIs) to effectively utilise sustainable finance tools, thereby advancing the objectives of the European Pillar of Social Rights (EPSR).

Since its inception in September 2023, the project has undertaken several key activities including the conducting of surveys and interviews, and the organization of sectorial workshops. Held in Brussels in January 2025, the workshops brought together stakeholders to discuss various aspects of sustainable finance and the need for a social taxonomy. The primary objectives were to deepen understanding of the practical impact of a social taxonomy on enterprises delivering SGIs and to develop methodologies for guiding non-financial reporting to enhance SGIs' contributions toward implementing the EPSR.

These activities are part of the project's broader objectives, which include:

- Raising awareness of sustainable finance's role in mobilising the necessary private resources to deliver on the principles of the European Pillar of Social Rights.
- Promote socially responsible investments by supporting SGIs in taking into account the sustainable finance requirements into their daily management choices, as well as developing expertise and exchange of information and non-financial reporting practices.
- Developing a methodology which will guide SGI providers in identifying their activities in line with the sustainable finance requirements and learning the mechanisms to collect and disclose data. At the same time, the methodology will empower SGI Europe members in the interactions with financing authorities and investments groups aiming for social investments.
- Complementing European Commission' assessment of the feasibility and practical implementation of the proposed Social Taxonomy, focusing on the costs and benefits for SGI providers and mapping the existing links between SGIs contribution to the EPSR and the objectives of the Social Taxonomy and how these links can be improved for fostering additional contributions.
- Based on the methodology, set the basis of a social sustainability label in line with the Taxonomy Regulation for incentivising the providers of services of general interest to implement the Social Taxonomy standards into their daily operations, assess the level of compliance achieved by companies, and providing both the general public and the investors more data on the social impact of SGIs.

Now at the final stage of the project implementation, the partners are working at the production of a final project report and other deliverables, including the above-mentioned self-assessment tool, the tutorial, evaluation process criteria and a guiding methodology.

Terms of the contract

Deliverables should be made available to SGI Europe by June 2025. The exact timeline will be defined together with SGI Europe and the selected communication agency.

SGI Europe may, before the contract is signed, either abandon the procurement procedure, delete some tasks or cancel the award procedure without the tenderers being entitled to claim any compensation.

Terms of payment

Payments shall be made in one final invoice, upon finalization of the work.

Subcontracting

If the tenderer intends to subcontract part of the service, he shall indicate in his offer which part will be subcontracted and to what extent (% of the total contract value).

The tenderer is the sole responsible for the activities done by the subcontractor.

Expertise required

- At least 3 years of experience in the field of communication
- The contractor should be able to demonstrate capacities in similar projects

The contract will be awarded according to the various elements contained below:

- Understanding of the nature of the assignments
- Previous experiences
- Previous experiences in EU affairs
- Presentation of the tender

Time schedule and reporting

The subcontractor will be asked to work as soon as possible, upon signature of the contract.

The subcontractor will be responsible for remitting the deliverables foreseen in the project methodology within the above time frame.

Payments and standard contract

The final selection will be taken in April 2025. The contract will be awarded to the tender who offers the best ratio quality/price. The bid should not exceed 6.000,00 EUR. The costs presented in the bid should be divided into tasks.

All candidates must send the bids by 11/04/2025 by email to maxime.staelens@sgieurope.org and cecilia.martin@sgieurope.org

SGI Europe

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