

## **YOUNG RESEARCHERS OF SERBIA OPENS CALL FOR SUBMITTING OFFERS**

for the service of creating illustrations for purposes of the campaign that raises public awareness for the need to protect the environment

within the program „**ECO SYSTEM – support for reforms in the area of environment protection**” which is financed by the Kingdom of Sweden.

By means of the “ECO SYSTEM program”, Young Researchers of Serbia will promote benefits of joining the EU, as well as the necessary changes in the environmental infrastructure and policies that regulate the field of environmental protection. The aim of the campaign is to start up the changes in the attitudes and practices of citizens, local authorities and public institutions during their decision making process.

### **Job description**

- Development of the concept and visual identity of the campaign, while focusing on the identified problems in the area of environmental protection, while in agreement and with the approval of the client.
- Creation of minimum 40 illustrations that can be used in the following situations: printed posters and billboards, promotional material such as t-shirts and cotton bags, site banners, social media photos, etc.

**Note:** All material must be a product of qualitative and creative artistic expression. The illustrations should be clearly understandable for the target population (young people and women). Furthermore, the illustrations and messages must be attractive and respected in the heterogeneous culture of the country, sensitive to gender equality issues while respecting social differences, as well as not to include insulting pictures and signals.

### **Necessary qualifications:**

- Bachelor degree in Applied Arts (University of Applied Arts);
- Experience in working with civil society organizations;
- Experience in creating illustrations for environmental, humanitarian and/or advertising campaigns;
- Knowledge of civil society marketing strategies and digital marketing;
- Minimum 10 years of working as an illustrator;
- Minimum 20 illustrated books and/or magazines;
- Acquired at least one national illustration award;
- Professionalism: comprehensive analysis of the topics being worked on, responsibility, respecting deadlines, submission of final works of art in the required format;
- Ability to present complex ecological concepts that will be understandable to the public

## INSTRUCTIONS FOR PREPARING OFFER

### Expressing price offer

- The price offer price must contain the gross amount for creating one illustration, expressed in RSD.

### The offer must contain the following elements:

- Biography (CV);
- Proposal of one illustration based on the given description of the campaign's needs. The illustration can be without the slogan or with a proposal for a slogan which could be used in the campaign and would follow illustrations;
- List of editions illustrated by the bidder (note: you can provide links with illustrations and/or printed versions of the selected illustrations)

*\*In case the bidder is a legal entity, the offer must be signed and certified by the bidder. In case the bidder is a natural person, the offer must be signed.*

### **Submission of the offer and deadline**

- The bidder is responsible for providing a complete offer, in accordance with all requirements stated in this call;
- The bidder may submit only one offer;
- The offer and following documentation shall be submitted in writing, by post, with the note "Offer for procurement within the project Eco-system" and "Do not open before the official opening by the Committee for the selection of bidders" on the front of the envelope;
- On the back of the envelope it is necessary to indicate: name, address and contact of the bidder;
- The contact person regarding this procurement is Tijana Ljubenočić, [tijana@mis.org.rs](mailto:tijana@mis.org.rs), all questions regarding the procurement can be asked only in writing.

**Deadline for receiving tender's documentation is 26.06.2020. till 16:00h to the following address:**

Mladi istraživači Srbije (Tijana Ljubenočić)  
Bulevar umetnosti 27  
11150 Beograd

### **Budget and payment**

The maximum amount for this procurement is EUR 6.000,00 equivalent to RSD, at the exchange rate of 117,40 RSD per 1 EUR. Payment dynamics will be defined in the contract made with the chosen bidder.

### Evaluation of received offers

The evaluation will be conducted in accordance with the procurement rules prescribed by the donor in the document "Procurement provisions for use by Non-Governmental Organizations (NGOs) in the context of the Sida-financed Project / Core Activities (Sida's Procurement Provisions)".

The offer will be evaluated by the committee for the selection of bidders.

The Committee will determine in advance whether the offer meets all the conditions described in the call. Incomplete and untimely offers will not be considered.

Only offer which contains all the required information and asked documentation, can be evaluated.

After collecting all the received offers, the most favourable bidder will be selected according to the criteria "**best price of cost**" with the fulfilment of all the stated conditions from the invitation.

After the final decision on the chosen service provider, all bidders will be informed about the decision by e-mail, in period of 3 days after the decision has been made.

In Belgrade,

12 June 2020

Tijana Ljubenović  
Eco system programme coordinator