



CALL FOR QUOTATION For COMMUNICATION SERVICES

Background

EuroHealthnet invites tenders from communications agencies in order to establish a framework agreement for a maximum duration of 3 years, subject to annual renewal, for the provision of communication services for EuroHealthNet throughout the period.

EuroHealthNet is a not-for-profit network of regional and national agencies responsible and accountable for health promotion, public health and disease prevention in Europe.

Communication Agencies will be required to provide general communication services , assistance and material in the promotion of the organisation and those projects coordinated by EuroHealthNet.

Already in 2013, EuroHealthNet will start two new EU-funded projects in which we will lead the communications and dissemination work packages. EuroHealthNet will have to develop the visual identity (logo/branding) of those projects. This includes the development of the website, logo, templates (ppt, word etc.), poster and leaflets. Please find detailed description of the requirements below. In addition to this work there may be other EU funded projects that will be acquired during the year 2013.

Who can tender

Tenders are invited from suitably qualified experienced individuals and organisations who have a track record in carrying out communications services. Based on the offers received, EuroHealthNet will establish a panel of preferred suppliers who meet the evaluation criteria.

Specification of Requirements

General Services:

Examples of general communication services that may be required over the course of the agreement include:

- Logo Design
- Website Development, Hosting and Maintenance
- Extranet/Online Platform Development, Hosting and Maintenance

- Posters and Leaflets design and print
- Project Templates e.g. powerpoint, word and press release
- Development of audio visual and on line communication tools incl. social media

Immediate Services to be started end 2012-beginning 2013:

1. IROHLA Project

Project full title:	Intervention Research on Health Literacy among Ageing Population
Project acronym:	IROHLA
Project duration:	3 years (December 2012-December 2015)
Funding source:	7 th Framework Programme

The IROHLA project aims at innovating the conceptual understanding of health literacy interventions in Europe. Health literacy is one of the social determinants of health and reflects how well persons can understand, digest and critically reflect on information with regards to health and illness. People with sufficient health literacy skills are able to act proactively on health issues, take their own decisions and manage health and illnesses well. The IROHLA project will investigate health literacy interventions among the ageing population and will draw lessons from other sectors, e.g. the social sector and the commercial sector. The project will develop a comprehensive approach for health literacy among the ageing population, based on synergetic effects of empowerment and health literacy communication, which countries can apply in prevention, curative services and care services. The project will concentrate on modern media and e-health applications. By involving scientists from medical, paramedical field, social and behavioural sciences, communication sciences and other related fields, the project will be truly multidisciplinary. The final product will be a guideline for policy and practice with (max) 20 high potential interventions that together will improve health literacy of the ageing population. The project will make a direct contribution to the European Innovation Partnership on Active and Healthy Ageing.

Website:

The key aims of the website are:

- Be the identified homepage for IROHLA: to disseminate the aims, methods and outputs of the project (including informative text about the different areas of study).
- Act as a hub for research on health literacy for the ageing population: to inform visitors about relevant research projects, documents and tools, and to link to other relevant research websites and projects.
- Enable discussion: by linking to a dedicated section of the Equity Channel, stakeholders will be able to enter into online discussion about the work of IROHLA and ageing/health literacy in general.

Technicalities required:

- Domain set-up, e.g. www.irohla.eu

- Hosting (per year)
- Visual design (in-line with logos/colour/typeface etc.)
- Structural design (basic structural set-up, an ability to add second-level pages etc.)
- CMS set up
- Ad-hoc training/guidance on CMS as necessary

Following sections required (provisional):

- **Home Page:** Laying out 'project at a glance' text.
- **Dedicated sections (not yet defined):** Each section will contain 'at a glance' and more in-depth descriptions of the main aims of the project, links to download deliverables (and/or other useful materials made available by WP Leaders) and links to key policies at EU and/or national levels.
- **Further information:** Technical information about the project, a full list of project partners including short biographies (and if possible thumbnail photos of staff members involved) and a list of publications produced by the WP.
- **Press area:** A list of relevant press and other articles about the project, press releases produced by IROHLA, and contact details for interviews.
- **Other research:** an area listing other relevant research websites, highlighting in particular those FP7 research projects dealing with health literacy
- **News:** IROHLA news and other relevant research and policy news, including a button to subscribe to the site's RSS feed, twitter account and Facebook
- **Contact buttons:** 'Subscribe to Newsletter' and 'Contact Us' buttons.
- **Graphical links:** To highlighted (relevant) research project websites and the Equity Channel where stakeholders can discuss reports produced by the Consortium and any other issue related to the topics covered within the project.
- **Acknowledgments:** Link and logos of the EC & 7th Framework Programme and any attributable photographs used on the site. The EC & 7th Framework Programme logos will be visible in the footer of the website from every page.

Other Functionalities required

This is a list of functionalities that we foresee will be needed on the website:

- **Newsletter:** We need to develop a newsletter. If this can be incorporated in the site and sent via email from the CMS (i.e. avoiding necessity of Word/PDF version), then please provide such an option or as part of the overall quote. Either way, we require people to be able to subscribe to the newsletter (either by email submission box, or by submission of details to a database held/accessible in the CMS).

The online newsletter will be developed with the aim of information stakeholders of the key findings of the project, providing information about relevant external events and publications, disseminating key messages and ensuring stakeholders are kept up-to-date on key policy developments at EU level in the area of health literacy and ageing. The identity and formatting of the newsletter will be in-line with the pre-defined visual identity. We envisage 4 issues per year as appropriate. Visitors to the website should be able to request receipt of the newsletter by clicking on the relevant button.

- **Project Team page:** A template for presenting text, logos (and possible thumbnails of photos of members) in a consistent style on the appropriate page.
- **Rolling news:** we would like to show news in a widget, this should tie-in, by date with the News published in the 'News' section.
- **Social media:** we would like to provide an RSS feed to other sites, as well include the IROHLA twitter updates and IROHLA facebook updates. There should be the possibility to share info on our site through social media.
- **Document Downloads:** we wish to make available documents to download to the visitors of the site. If possible, we would like to keep track of the number of times each document has been downloaded.
- **Web Stats:** we need to know the total number of visitors, total number of new visitors, how long visitors stay on each page, which pages are the most popular. Google Analytics would be appropriate for this.
- **Contact Us page:** we would like to set up a 'Contact Us' page with CAPTCHA protection
- **Search:** a site search box

Development website: January 2013

Internal launch (for wider testing): beginning of February 2013

Launch: end of February 2013

Logo:

A logo should be developed with the aim of creating a visual reference point for the project and enabling quick identification of all IROHLA related materials. The logo should be suitable for use on printed/non-printed/website materials. It should attract all age groups and citizens to the project, and relate to empowerment of older people. The logo should be appropriate to the project and to the target groups, i.e. policy makers at all levels, universities, SMEs, health and social insurance companies, public health agencies, civil society groups, older people, health professionals etc.

Development logo: December 2012

Launch logo: January 2013

Project leaflet and Poster:

A project leaflet and poster (roll-up) should be produced and printed, adhering to the established visual identity and making use of the logo. The leaflet and poster will lay out the main aims of the project, some of the key steps involved, the project partners and other additional information (funding, website address, emails). The leaflet and the poster should be suitable to the target groups and to the context of the project, to be used for dissemination and promotion purposes at external conferences, meetings, or seminars. The

leaflet will be printed and circulated to all partners. The leaflet will also be made available to download from the website.

Development leaflet: January 2013

Launch leaflet: February 2013

Templates:

Using the logo as the reference point, a Power Point template for all IROHLA related presentations should be developed. Templates for MS Word (to be circulated to all partners for use), the project Newsletter and Press Releases will also be developed.

Development templates: January 2013

Launch templates: February 2013

Other marketing material:

In the course of the project, it is foreseen to produce other materials to raise awareness of the project, in particular in the context of a stakeholder workshop that will take place in month 23 and the final conference in the last year. It may therefore be deemed necessary, later in the course of the project, to create project brochures summarising the key findings and messages, and other marketing materials such as gadgets.

2. Joint Action on HIV/Aids Prevention

Project full title:	Joint Action on HIV/Aids Prevention
Project duration:	3 years (January 2013 – December 2015)
Funding source:	Public Health Work Programme

The Joint Action on IV/Aids Prevention will increase the effectiveness of HIV prevention using practical Quality Assurance (QA) and Quality Improvement (QI) tools. The objectives are 1) to train at least 60 experts in participating Member States (MS) to provide capacity building and technical assistance to programs/projects applying QA/QI tools adapted to HIV prevention, 2) to ensure that experts attain the knowledge and skills for providing technical support to those using QA/QI, 3) to liaise with participating programs and projects in support of at least 80 applications of QA/QI tools and to collect and analyse data on the process and results, 4) to develop, adopt and disseminate a 'Charter for Quality in HIV Prevention' with agreed quality principles and criteria to assess and improve the quality of programs and projects, 5) to produce recommended policy statements and strategic actions for incorporating QA/QI into HIV prevention strategies, policies and action plans at the European, regional and MS levels.

Stakeholder platform

The Joint Action's web-based stakeholder platform will be its information hub and link all interested parties to the relevant work package and partner contacts according to their needs.

Main aims:

- Information hub for the Joint Action on HIV/Aids Prevention
- Enable discussion and link all interested parties
- Act as a hub for research on HIV/aids: to inform visitors about relevant research projects, documents and tools, and to link to other relevant research websites and projects.

Development stakeholders platform: January 2013

Internal launch (for wider testing): February 2013

Launch: March 2013

Visual Identity (logo)

A logo should be developed with the aim of creating a visual reference point for the project and enabling quick identification of all related materials. The logo should be suitable for use on printed/non-printed/website materials. It should attract all age groups and citizens to the project. The logo should be appropriate to the project and to the target groups.

Development logo: January 2013

Launch logo: January 2013

Project leaflet and Poster:

A project leaflet and poster (roll-up) should be produced and printed, adhering to the established visual identity and making use of the logo. The leaflet and poster will lay out the main aims of the project, some of the key steps involved, the project partners and other additional information (funding, website address, emails). The leaflet and the poster should be suitable to the target groups and to the context of the project, to be used for dissemination and promotion purposes at external conferences, meetings, or seminars. The leaflet will be printed and circulated to all partners. The leaflet will also be made available to download from the website.

Dissemination materials (brochure, press releases, fact sheets, abstracts, presentation slides)

Using the logo as the reference point, a Power Point template for all related presentations should be developed. Templates for MS Word (to be circulated to all partners for use), the project Newsletter and Press Releases will also be developed.

Development templates: February 2013
Launch templates: February 2013

Tender Information Required

Information submitted should include:

Organisation Information:

- Organisation name, address, telephone number, fax number
- Contact details for the person principally responsible for responding to this tender.
- Brief description of the organisation including service portfolio and total number of employees.
- Particulars of expertise and track record in delivering and managing similar work.
- Details of two referees, including a current or most recent piece of work on a similar project.
- Availability to undertake and commence work.

Pricing Structure:

Action plan and budget for general communications services proposed as follows:

- Logo Design.
- Website -Development, Hosting and Maintenance.
- Extranet/Online Platform Development, Hosting and Maintenance.
- Posters and Leaflets design and print.
- Project Templates e.g. powerpoint, word and press release.

Closing Date for acceptance of tenders is: **Monday 10 December at 11am Belgium Time**

Operation of the Framework Agreement

A Framework Agreement will be concluded with those tenders deemed to be the most economically advantageous applying the following award criteria, which are not listed in order of priority: Quality of service, Capacity to deliver the service within an appropriate timescale, Price and Overall value for money

The Framework agreement will be for a maximum duration of 3 years, subject to annual renewal. When issuing "work packages", EuroHealthNet will specify the required communication service in each instance. EuroHealthNet reserves the right not to award a framework agreement in the event that no suitable proposal is found. Ownership of the materials produced in relation to this assignment rests with EuroHealthNet.

Anticipated Framework Agreement Start Date: December 2012
Framework Agreement End Date: December 2015

Contact details

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