

**THE WORLD COALITION AGAINST THE DEATH PENALTY BASED IN PARIS,
FRANCE, IS LAUNCHING A CALL FOR TENDERS FOR DESIGN AND LAYOUT
AND PROMOTIONAL ITEMS.**

ANNEX

The following is a description of the services and products that may be required throughout the duration of the contract, in an estimated, predictable, and indicative manner. The list below does not imply any commitment either in terms of products or quantities. Under no circumstances does the volume of copies to be delivered imply a firm commitment related to this invitation to tender.

The World Coalition invites eligible suppliers to express their interest in providing the services described below.

Interested suppliers must submit demonstrable information showing that they possess the required qualifications and relevant experience for the performance of these services.

Tenderers are free to position themselves on one or more lots:

- LOT 1: Layout of publications
- LOT 2: Graphic Design
- LOT 3: Merchandising and Promotional Items

LOT 1: Layout of publications

The object is to award a contract for the design of the World Coalition Against the Death Penalty's publications worth an estimated €30,000 over 48 months.

The selected layout artist must have the following minimum qualifications:

1. Be duly approved in their country, with a minimum of three years experience;
2. Have experience and good relations with the associative sector;
3. Employ competent and experienced layout artists;
4. The layout artists should be able to work in both English and French, and they should be able to provide the World Coalition with their open access files (InDesign or QuarkXPress) so that they can be translated and distributed in other languages (The World Coalition works in seven languages: English / French / Arabic / Spanish / Russian / Farsi / Chinese);
5. The ability to work in Arabic, Russian, Persian or Chinese is a plus.

World Coalition's publications include:

- the poster and information leaflet for the World Day against the Death Penalty;
- the brochure of the campaign for the ratification of the Second Optional Protocol to the International Convention on Civil and Political Rights;
- a handbook on the good practices for working with parliamentarians;
- a handbook on the good practices for working with NHRIs;
- business cards and folders.

A quotation must be included with the following information:

1. Price of the service for one day (8 hours)
2. The price of a brochure (A5 - 8 pages) in 2 languages (French and English)
3. The price for the design of the same brochure in another Latin language
4. The price of the service for a brochure (A5 - 8 pages) in one of the following languages: Arabic, Russian, Persian or Chinese.
5. The price of a 20-page report in 2 languages (French and English)
6. Possible discounts

Technical offer:

- a. 3 examples of brochures created for other institutions ;
- b. 3 examples of other documents created for other institutions ;
- c. 3 examples of infographics that can be used on the World Coalition's website ;
- d. 3 examples of reports created for other institutions.

Summary table of evaluation criteria LOT 1

Headings	Criteria description	Examples of awarded points
Quality of service	Supplier expertise and experience in the field	10
	Experience in the associative sector	10
Technical offer	Examples provided	40
Coherence of the financial offer	Product Price (Total quotation)	20
	Balance between quality and price offered (price/quality ratio)	10
	Validity of the proposed offer (months)	10
TOTAL POINTS AWARDED		100

LOT 2 : Graphic Design

The object is to award a contract for graphic design services for the World Day Against the Death Penalty's poster and ad-hoc illustrations for the World Coalition Against the Death Penalty worth an estimated €10,000 over 48 months.

The selected designer must have the following minimum qualifications:

1. Be duly approved in their country, with a minimum of three years experience;
2. Have experience and good relations with the associative sector;
3. Employ competent and experienced designers;
4. The designer should be able to work in both English and French, and they should be able to provide the Global Coalition with their files so that they can be translated and distributed in other languages (The World Coalition works in seven languages: English / French / Arabic / Spanish / Russian / Farsi / Chinese);
5. The ability to work in Arabic, Russian, Persian or Chinese is a plus.

A quotation must be included with the following information:

1. Price of the service for one day (8 hours)
2. The price of a poster (A1) in 2 languages (French and English)
3. The price of a web banner

Technical offer :

- a. 3 examples of posters made for other institutions.
- b. 3 examples of other illustrations made for other institutions.
- c. 3 examples of logos made for other institutions

Summary table of evaluation criteria LOT 2

Headings	Criteria description	Examples of awarded points
Quality of service	Supplier expertise and experience in the field	10
	Experience in the associative sector	10
Technical offer	Examples provided	40
Coherence of the financial offer	Product Price (Total quotation)	20
	Balance between quality and price offered (price/quality ratio)	10
	Validity of the proposed offer (months)	10
TOTAL POINTS AWARDED		100

LOT 3: Merchandising and Promotional Items

The object is to award a contract for provision of merchandising and promotional items for the World Coalition Against the Death Penalty worth an estimated €10,000 over 48 months.

The selected provider must have the following minimum qualifications:

1. Be duly approved in their country, with a minimum of three years experience;
2. Have experience and good relations with the associative sector;
3. Use recycled/ecological materials and be an environmentally friendly company.

A quotation must be included with the following information (Delivery : 1 point : 93100 Montreuil):

1. 500 A4 folders. Closed size 23.5x32.5.
Printing : Quadri Recto (4/0)
Format : 400 x 600 mm
Paper : Couché matte 300 gr
2. 500 Calendars (desktop). Printing 4/4 - Art paper - 13 pages with cover
3. 200 notebooks (A5) - 100+ pages
Paper : 90 grammes/m2 offset –
Hard cover
Book binding
4. 200 Notebooks (A5) 50-70 pages (4/4).
Paper : 90 g/m2 offset
Cover and back made of soft cardboard, matt laminated on one side
Wire-o binding.
5. 500 USB Sticks 4 GB - Key, card/card, key ring or bracelet format (any other creative proposal)
6. 5 Vinyl banners - impression PVC 3000mm X 1000mm
7. 1000 Lanyard: safety lock in the neck; key ring with carabiner on detachable plastic buckle
8. 50 coffee mugs
9. 1000 stickers A7 – PVC 90 µ
10. 200 Cotton T-shirts. Sustainable production
11. 500 Cotton bags (Tote bag) printed on one side. Sustainable production

Summary table of evaluation criteria LOT 3

Headings	Criteria description	Examples of awarded points
Quality of service	Supplier expertise and experience in the field	10
	Commitment to the environment	10
	Competent customer service	10
	Multi-destination delivery capability	5
Production and packaging	Production time	10
	Quality of the distribution network	10
	Data Verification Service	5
Coherence of the financial offer	Product Price (Total quotation)	20
	Balance between quality and price offered (price/quality ratio)	10
	Validity of the proposed offer (months)	10
TOTAL POINTS AWARDED		100