



## TERMS OF REFERENCE

**for the graphic and Web design services to the APPRAIS project**

**APPRAIS – “governAnce, quality, accountability: a Piloting Reform PRrocess in kurdistan region of Iraq”**

**Grant Agreement Number 618781-EPP-1-2020-1-IT-EPPKA2-CBHE-SP**

### **1. Background of the project**

The overarching goal of APPRAIS is to support, through the cooperation of European institutions, the rebuilding and modernisation of the governance system of higher education institutions (HEIs) in Kurdistan region of Iraq with a specific focus on strategic planning, quality assurance and Bologna process implementation. Due to the recent crisis and political economic situation, the current higher education system requires a strong intervention to face the weakness of the existing governance system by benefiting from the European expertise. To institutionalize good governance practices in Iraqi HEIs, which also means enforcing institutional values such as autonomy, accountability, quality assurance, and internationalization, as well as implementing well-structured management systems, will contribute to the development of HEIs in Kurdistan region of Iraq helping them to meet the international standards.

Therefore, the overall aim of the project is to support HEIs in Kurdistan region of Iraq in order to make them capable of establishing a modern governance framework through the adoption and implementation of Bologna process.

More specifically, it seeks to:

- Enhancing good governance, by strengthening the definition and development of HEIs roadmap;
- Improving HEIs capacities on quality assurance mechanisms, strategic planning, management and accountability practices;
- Supporting the implementation of Bologna Process within HEIs in Kurdistan region of Iraq by improving knowledge on recognition of credits and learning mobility;
- Adopting the university reform on good governance and Bologna process at each HEIs, through the definition and validation of institutional action plans

The main project results are:

- State of the art on governance and quality assurance in the universities of Kurdistan region of Iraq
- University roadmap for better university governance and implementation of Bologna process in the HEIs of Kurdistan region of Iraq



- 56 university leaders (presidents, vice-presidents, heads of IROs and QA responsables) upskilled on strategic planning, quality assurance and credits recognition
- 80 administrative staff upskilled on university administrative management, quality assurance and internationalisation strategies
- Further 160 university staff (20 people from each HEI) benefit from the institutional ToTs during the harmonisation phase
- 8 shared strategic institutional plans validated by the KRI Ministry and adopted by the HEIs in Kurdistan.

The project is funded in the framework of the Erasmus+ CBHE Programme of the European Union under the Grant agreement number 618781-EPP-1-2020-1-IT-EPPKA2-CBHE-SP

The project is carried out by:

1. UNIMED – Mediterranean Universities Union, Italy (coordinator)
2. Università di Pisa, Italy
3. Oslo University, Norway
4. University of Murcia, Spain
5. University of Evora, Portugal
6. Salaheddine University, Iraq
7. University of Sulaymania, Iraq
8. University of Duhok, Iraq
9. Halabja University, Iraq
10. Duhok Polytechnic University, Iraq
11. University of Garmian, Iraq
12. University of Zakho, Iraq
13. Charmo University, Iraq
14. Ministry of Higher Education and Scientific Research, KRG, Iraq

Project duration: From 15 January 2021 to 14 January 2024

## 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.appraisproject.eu](http://www.appraisproject.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](#).

APPRAIS website will serve several functions:

- Diffuse information about International Cooperation Erasmus+ project entitled **APPRAIS “governAnce, quality, accountability: a Piloting Reform PRrocess in kurdistan region of Iraq”**. 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 Kurdish 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 Apprais, apprais, APPRAIS **“governAnce, quality, accountability: a Piloting Reform PRrocess in kurdistan region of Iraq”**.

### 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)
- About APPRAIS– Detail on project activities on 1<sup>st</sup> page with possibility to integrate 8 separate sections for the 8 different project ‘Work Packages’ of the project with a menu on the left to access each section
- Partnership – Logos and Names of 14 project partners. They are full partners – distinction to be made by country including flags from each country (Portugal, Italy, Spain, Norway and Kurdistan region of Iraq). 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.e. 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 APPRAIS (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
- ✓ 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)	21/05/2021
Final Logo delivery and branding guidelines	28/05/2021
Digital template for public documents (events' reports, press releases, events agenda, etc.)	04/06/2021
Project website	25/06/2021 and regular updates
Branding materials (leaflet, flyer, roll-up, banner, poster, brochure, postcard)	multiple delivery dates
Project video	14/12/2022

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 APPRAIS 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 APPRAIS project shall be in accordance with the APPRAIS conditions of contract. The Terms and Conditions are those of the contractor which is UNIMED - Mediterranean Universities Union.



## 7. Budget

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

The total value of the contract (including any taxes and contributions) shall not exceed 10.000 EUR. To this amount is applicable the VAT exemption, pursuant to the Article 72 of the Italian Law (D.P.R. 633/72).

## 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: 06/05/2021

Applications should be sent in English to: uni-med@pec.it

## 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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