

## INVITATION TO TENDER

### **“Development and Implementation of the Campaign and Enhancement of the brand book and visual assets in the frame of the 10<sup>th</sup> Anniversary of the Regional Youth Cooperation Office (RYCO)”**

This is an invitation to tender for the above-mentioned service contract. Please find enclosed the following documents, which constitute the **Tender Dossier**:

- A. Contract notice**
- B. Instructions to tenderers**
- C. Draft contract**
- D. Terms of References**
- E. Service tender submission form** (To be submitted by the tenderer as the standard application form using the template provided Annex I)
- F. Financial offer form** (To be submitted by the tenderer as the financial offer using the template provided Annex II)

We look forward to receiving your tender, which must be sent no later than the submission deadline at the e mail address specified in the instructions to tenderers.

By submitting a tender, you accept notification of the outcome of the procedure by electronic means. Such notification shall be deemed to have been received by you on the date upon which the contracting authority sends it to the electronic address you referred to in your offer.

Thank you!



## A: SERVICE CONTRACT NOTICE

1. **Contract title:** “Development and Implementation of the Campaign and Enhancement of the brand book and visual assets in the frame of the 10<sup>th</sup> Anniversary of the Regional Youth Cooperation Office (RYCO)”.
  2. **Maximum budget available:** 19 900 (ninety thousand nine hundred) Euro.
  3. **Financed from:** Regional Youth Cooperation Office (RYCO).
  4. **Contracting Authority:** Regional Youth Cooperation Office (RYCO).
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### CONTRACT SPECIFICATION

5. **Nature of contract:** Global price
  6. **Contract description:** RYCO is seeking the services of a creative agency to develop and implement several processes contributing to visibility and recognizability of organization in the frame of its 10<sup>th</sup> Anniversary. This includes soft rebranding of existing brand book and visual assets and full – scale development of the anniversary campaign both online and offline.
  7. **Number and titles of lots:** Sole Lot
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### CONDITIONS OF PARTICIPATION

8. **Eligibility:** This procurement procedure is open on equal terms to duly registered Companies/Creative Marketing and Communication Agencies exercising this type of activity in one of the 6<sup>th</sup> Western Balkans Contracting Parties participating either on their own or as a consortium.
  9. **Number of tenders:** No more than one tender can be submitted by an Economic Operator.  
If an Economic Operator submits more than one tender, all tenders in which that person has participated will be excluded.
  10. **Sub-contracting:** Subcontracting is allowed.
  11. **Grounds for exclusion:** As part of the tender, tenderers must submit a signed declaration, included in the tender form, to the effect that they are not in any of the listed exclusion situations.
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### PROVISIONAL TIMETABLE

12. **Provisional commencement of the contract:** End of February
  13. **Implementation period of the tasks:** Beginning of March – December 2026
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### SELECTION AND AWARD CRITERIA

#### 14. Selection criteria

The following selection criteria will be applied:



### Exclusion criterion:

Tenderers must sign a declaration on honour on exclusion criteria together with their tender, certifying that they do not fall into any of the exclusion situations mentioned in the declaration.

#### A. Eligibility & Professional Suitability:

- Duly registered Companies/Creative Marketing and Communication Agency exercising this type of activity in one of the Western Balkans 6<sup>th</sup> Contracting Parties.

#### Documentary evidence required:

1. Copy of legal registration certificate/business licence

#### B. Technical and professional capacity:

- At least 3 years of proven experience in the production of campaign's content.

#### Documentary evidence required:

1. Company portfolio, including the list of clients and photos of previous work.
2. References from previous clients.

#### C. Economic and financial capacity

- The potential tenderers must be financially sound and stable.
- The overall annual turnover for the past two years must not be less than 39 800 (thirty-nine thousand eight hundred) Euro.

#### Documentary evidence required

1. The Company annual turnover of the last 2 financial years.

**15. Award criteria:** The award criterion will be: **Best price quality ratio on a 70/30 basis, 70 for the technical quality and 30 for the price.**

The detailed criteria for the technical quality and their respective weight are as follows:

No.	Technical Criteria	Weight
1	Campaign proposal	40
2	Digital campaign visuals	40
3	CVs of the Key staff engaged for the implementation	20
	<b>Total</b>	<b>100</b>



## TENDERING

**16. Deadline for receipt of tenders: 13/02/2026, 17h00.**

**17. Tender format and details to be provided:** Tenders must be submitted using the standard tender form provided in this tender dossier. To prepare their tender, Tenderers must strictly follow all the instructions indicated at “Instructions to Tender” and “Terms of References” including the annexes, part of this tender dossier.

**18. How tenders may be submitted:** Tenders must be submitted in English specifying the contract title in the email subject, exclusively to the contracting authority: **Regional Youth Cooperation Office (RYCO)** and be sent to the following email address: [procurement@rycowb.org](mailto:procurement@rycowb.org)

Tenders submitted by any other means will not be considered.

By submitting a tender tenderer accept to receive notification of the outcome of the procedure by electronic means.

**19. Operational language:** All written communications for this tender procedure and contract must be in English.

**20. Alteration or withdrawal of tenders:** Tenderers may alter or withdraw their tenders by electronic notification sent in the same email address mentioned in point 18 prior to the deadline for submission of tenders. No tender may be altered after this deadline.

**21. Legal basis:**

- RYCO’s Rules and Operational Guidelines on Procurement Procedures
- Statute of the Regional Youth Cooperation Office

## **B: INSTRUCTIONS TO TENDERERS**

**When submitting their tenders, tenderers must follow all instructions, forms, terms of reference and relevant annexes, draft contract provisions and specifications contained in this tender dossier. Failure to submit a tender containing all the required information and documentation within the deadline specified may lead to the rejection of the tender.**

### **1. Services to be provided**

The services required by the Contracting Authority are described in the Terms of References (part D of the tender dossier) and form an integral part of this Contract.

### **2. Timetable**

	DEADLINE	TIME*
<b>Deadline for requesting clarification from the contracting authority</b>	<b>7 (seven) days before the deadline for tender submission</b>	



<b>Last date for the contracting authority to issue clarification</b>	<b>3 (three) days before deadline for tender submission</b>	
<b>Deadline for submitting tenders</b>	<b>13/02/2026</b>	<b>17:00</b>

\* All times are in the time zone of the Contracting Authority

### 3. Eligibility, Qualification and Subcontracting

- Eligibility:** This procurement procedure is open on equal terms to duly registered Companies/Creative Marketing and Communication Agencies exercising this type of activity in one of the 6<sup>th</sup> Western Balkans Contracting Parties.
- Qualification:** Upon meeting the selection criteria.
- Sub – contracting:** Subcontracting is allowed.

### 4. Content of tender

The tender must include a technical offer and a financial offer.

#### 4.1. Technical offer

The technical offer must include the following documents:

**1. Tender submission form according to the template given in the tender dossier (ANNEX I of the tender dossier), including:**

- “STATEMENT”,
- “DECLARATION ON HONOUR ON EXCLUSION CRITERIA”,
- “FINANCIAL IDENTIFICATION FORM”

\* The above-mentioned form to be completed, signed and stamped by the tenderers.

**2. The required documentary proof/evidence to support the selection criteria as follows:**

- A technical proposal/ Brief Campaign Proposal – (no longer than 400 words).**  
This proposal should answer what is your main idea of the campaign, how do you plan to organize it, what would be visual and communication style, channels of communication and a distinctive creative element.
- Digital Campaign visuals (for Meta Campaign)** – what would be your approach for an ongoing digital campaign with a CTA of RYCO being the enabler of impact (stories among youth, new friendships, new partnerships etc.)
- List of Key Team members** and their roles.
- CVs** of the key team members who will be involved in the project.
- Company profile/Portfolio** including list of clients, photos of previous works etc.
- References** from previous clients.
- Legal registration certificate/ Business license**
- The Annual Turnover** of the Company for the last 2 financial years.



Tenderers are reminded that the provision of false information in this tender procedure may lead to the rejection of their tender.

## **4.2 Financial offer**

The financial offer (ANNEX II: Financial offer form) must be presented in EURO, providing the total price, VAT and all applicable taxes included.

Tenderers are reminded that the Contractor is responsible for paying all the taxes related to this contract.

**Offers, all correspondence and documents related to the tender exchanged by the tenderer and the contracting authority must be in English.**

Supporting documents furnished by the tenderer may be in another language, provided they are accompanied by a translation into the language of the procedure. For the purposes of interpreting the tender, the language of the procedure has precedence.

Failure to fulfil the requirements of these clauses will constitute an irregularity and may result in rejection of the tender.

### **1. Additional information before the deadline for submitting tenders**

Tenderers may submit questions to the following email address: [procurement@rycowb.org](mailto:procurement@rycowb.org) **up to 7 (seven) days before the deadline for tender submission.**

The contracting authority has no obligation to provide clarification after this date.

The contracting authority must respond to request for clarifications **up to 3 (three) days before the tender submission.**

Any tenderer seeking to arrange individual meetings with the contracting authority concerning this contract during the tender period may be excluded from the tender procedure.

## **6. Tender validity:**

Tenderers will be bound by their tenders for a period of 30 (thirty) days from the deadline for the submission of tenders.

## **7. Submission of tenders:**

Tenders must be sent to the contracting authority within the given deadline in point 2 “Timetable” of Instructions to tender. They must include the requested documents specified on clause 4 above and be sent to the following email address: [procurement@rycowb.org](mailto:procurement@rycowb.org) specifying the contract title in the email subject.

- Tenders submitted by any other means will not be considered.
- All tenders submitted after the above given deadline shall be rejected.

## **8. Costs for preparing tenders**

No costs incurred by the tenderer in preparing and submitting the tender are reimbursable. All such costs must be borne by the tenderer.

## **9. Ownership of tenders**

The contracting authority retains ownership of all tenders received under this tendering procedure.



## 10. Evaluation of tenders

### 10.1 Examination of the administrative conformity of tenders

The evaluation procedure includes several phases, first an evaluation of the administrative conformity of tenders, then an evaluation of the responsiveness of the tender and finally the technical evaluation of the tender.

As a preliminary measure, RYCO shall check that tenders comply with any formal requirements of the tender dossier, in other words responsiveness in a formal sense. A tender is deemed to be formally responsive, if it satisfies all the formal requirements in the tender dossier without substantially departing from or attaching restrictions to them. These formal requirements may concern properly filled in tender forms, duly signed and formulated forms etc.

Substantial departures or restrictions are those which affect the scope, quality or execution of the contract, differ widely from the terms of the tender dossier, limit the rights of the contracting authority or the tenderer's obligations under the contract or distort competition for tenderers whose tenders do comply. Decisions to the effect that a tender is not administratively compliant must be duly justified in the evaluation minutes.

### 10.2 Technical evaluation:

For tenders that fulfil the requirements concerning formal responsiveness, RYCO shall then proceed to evaluate the eligibility and the technical qualification of the tenderers. in accordance with the selection and award criteria and on the basis of the required documentary evidence

If a tender does not technically comply with the tender dossier, it will be rejected immediately and may not subsequently be made to comply by correcting it or withdrawing the departure or restriction.

### 10.3 Financial evaluation:

Upon completion of the technical evaluation the financial offers will be evaluated in accordance with the award criteria. Financial offers exceeding the maximum budget available for the contract are unacceptable and will be eliminated. Any arithmetical errors are corrected without penalty to the tenderer such that:

- If there is a discrepancy between amounts in figures and in words, the amount in words will be the amount considered.
- Amounts corrected in this way will be binding on the tenderer. If the tenderer does not accept them, its tender will be rejected.

## 11. Choice of selected tenderer / Award Criteria

The award criterion will be: Best price quality ratio on a 70/30 basis (70 – technical offer and 30 financial offer) as per the detailed technical criteria and respective wight stated in the table below:

No.	Technical Criteria	Weight
1	Campaign proposal	40
2	Digital campaign visuals	40



3	CVs of the Key staff engaged for the implementation	20
	<b>Total</b>	<b>100</b>

## 12. Amending or withdrawing tenders

Tenderers may amend or withdraw their tenders by e mail referring to the above given email address prior to the deadline for submitting tenders. The subject of the email must be ‘Amendment....’ or ‘Withdrawal...’ as appropriate followed by the contract title. Tenders may not be amended after this deadline.

## 13. Confidentiality

The entire evaluation procedure is confidential, subject to the contracting authority’s legislation on access to documents. The evaluation committee’s decisions are collective, and its deliberations are held in closed session. The evaluation reports and written records are for official use only and may be not communicated to the tenderers

## 14. Ethics clauses / Corruptive practices

### a) Absence of conflict of interest

The tenderer must not be affected by any conflict of interest and must have no equivalent relation in that respect with other tenderers or parties involved in the project. Any attempt by a tenderer to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or the contracting authority during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its tender.

### b) Respect for human rights as well as environmental legislation and core labour standards

The tenderer and its staff must comply with human rights and applicable data protection rules. In particular, and in accordance with the applicable basic act, tenderers and applicants who have been awarded contracts must comply with the environmental legislation, and with the core labour standards as applicable and as defined in the relevant International Labour Organisation conventions (such as the conventions on freedom of association and collective bargaining; elimination of forced and compulsory labour; abolition of child labour).

### c) Unusual commercial expenses

Tenders will be rejected, or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract

### d) Breach of obligations, irregularities or fraud

The contracting authority reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to breach of obligations, irregularities or fraud. If breach of obligations, irregularities or fraud are discovered after the award of the contract, the contracting authority may refrain from concluding the contract.

### e) Anti-corruption and anti-bribery





The tenderer shall comply with all applicable laws and regulations and codes relating to anti-bribery and anti-corruption. The Contractor Authority reserves the right to suspend or cancel project financing if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract. For the purposes of this provision, 'corrupt practices' are the offer of a bribe, gift, gratuity or commission to any person as an inducement or reward for performing or refraining from any act relating to the award of a contract or execution of a contract already concluded with the contracting authority.

## **15. Signature of the contract**

### **15.1. Notification of award**

The successful tenderer will be informed by electronic means that its tender has been accepted.

The other tenderers will, at the same time as the notification of award is issued, be informed that their tenders were not retained, by electronic means, including an indication of the reason. The second-best tenderer is informed of the notification of award to the successful tenderer with the reservation of the possibility to receive a notification of award in case of inability to sign the contract with the awarded tenderer. The contracting authority will furthermore, at the same time, also inform the remaining unsuccessful tenderers.

### **15.2. Signature of the contract/ Implementation**

Further to the notification of the all the tenders The Contracting Authority will invite the successful tenderer to sign the contract.

Failure of the selected tenderer to comply with this requirement and/or availability may constitute grounds for annulling the decision to award the contract. In this event, the contracting authority may decide to award the contract to the second-best tenderer or cancel the tender procedure.

Should the Contracting Authority learn that a tenderer has confirmed the availability and signed the contract although the tenderer has deliberately concealed the fact of unavailability for the start and the implementing of the contract, the Contracting Authority may decide to terminate the contract.

## **16. Cancellation of the tender procedure**

In the event of cancellation of the tender procedure, the contracting authority will notify tenderers of the cancellation.

Cancellation may occur, for example, where:

- the tender procedure has been unsuccessful, i.e. no suitable, qualitatively or financially acceptable tender has been received or there is no valid response at all.
- there are fundamental changes to the economic or technical data of the project.
- exceptional circumstances or force majeure render normal performance of the contract impossible.
- all technically acceptable tenders exceed the financial resources available.
- there has been breach of obligations, irregularities or frauds in the procedure, in particular if they have prevented fair competition.
- RYCO finds that the Tender Dossier has major shortcomings or faults.



- the award is not in compliance with sound financial management, i.e. does not respect the principles of economy, efficiency and effectiveness (e.g. the price proposed by the tenderer
- to whom the contract is to be awarded is objectively disproportionate regarding the price of the market).

In no event shall the contracting authority be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a tender procedure, even if the contracting authority has been advised of the possibility of damages. The publication of a contract notice does not commit the contracting authority to implement the programme or project announced.



**DRAFT SERVICE CONTRACT**  
**FOR**  
**“DEVELOPMENT AND IMPLEMENTATION OF THE CAMPAIGN AND**  
**ENHANCEMENT OF THE BRAND BOOK AND VISUAL ASSETS IN THE FRAME OF**  
**THE 10<sup>TH</sup> ANNIVERSARY OF THE REGIONAL YOUTH COOPERATION OFFICE**  
**(RYCO)”**

This Service contract, the “Contract”, is signed on \_\_\_\_\_, 2026 by and between:

1. **The Regional Youth Cooperation Office (RYCO)**, duly established and organized under the laws of Albania, under registration number L71911452J having its registered address and Head Office at Rruga “Skenderbej”, 8/2/2 in Tirana, Albania, legally represented by Secretary General, Mr. Vladimir Obradović, adult, with full legal capacity to act, hereinafter referred to as “RYCO” or the “Contracting authority”

on the one part

and

2. **[insert name of the company]**, a company incorporated under the laws of \_\_\_\_\_, having its registered office at: **[address]**, registered with the unique registration number **[insert No.]** legally represented for the purposes of the signature of this Contract by **[insert the full name of the legal representative]**, **[insert the title of the legal representative]**, adult, with full legal capacity to act, hereinafter referred to as the “Service provider” or the “Contractor”.

on the other part,

Hereinafter referred to individually as the “Party” and collectively the “Parties”

By signing this Contract, the Service provider confirms that he/she/it has read, understood and accepted the Contract as well as all its obligations and conditions.



## **Preamble**

RYCO is an intergovernmental organization that stewards and promotes regional and intercultural cooperation within and among its six Western Balkans Contracting Parties: Albania, Bosnia and Herzegovina, Kosovo\*, Montenegro, North Macedonia, and Serbia. RYCO's program focuses on creating opportunities for young people to engage in activities that build mutual understanding and reconciliation in the civic, social, educational, cultural, and sports domains. RYCO initiates and participates in policymaking and advocates for reform. It supports the development of a political and social environment that empowers and facilitates youth exchange. A key instrument enabling RYCO to fulfill its mission is grant-making; developing tailored calls for proposals that enable CSOs and schools to engage in initiatives that contribute to a mutual understanding of youth from various communities across RYCO's Contracting Parties, thus contributing to reconciliation and youth participation.

## **Article 1**

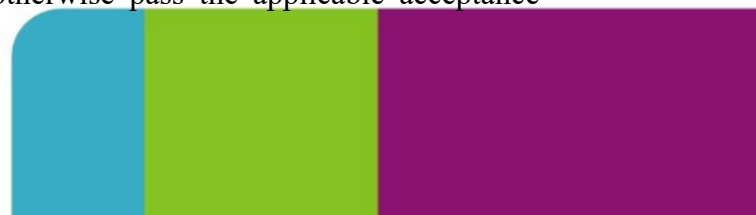
### **Object of the Contract**

1. The main object of the Contract is the development and implementation of the 10<sup>th</sup> Anniversary campaign and enhancement of brand book and visual assets for RYCO as well as for conducting any other tasks as respectively foreseen in the Terms of reference, integrated and inseparable part of this Service contract. In 2026, RYCO marks 10<sup>th</sup> anniversary and for this purpose will engage creative agency to facilitate several processes contributing to visibility and recognizability of organization. This includes soft rebranding of existing brand book and visual assets and full – scale development of the anniversary campaign both online and offline.
2. The Service provider hereby states and warrants that it is fully capable to provide the Services and deliver the deliverables outlined herein and has no other commitments or engagements to other persons, organizations or entities which could prevent from performing obligations under the present Contract.

## **Article 2**

### **Scope of Work**

1. The Service provider shall be mainly in charge for the provision of services, under the supervision of the RYCO designated person, on conducting the required services.
2. Under the supervision of RYCO designated person, the Contractor will support the development of a 10<sup>th</sup> Anniversary campaign and enhancement of RYCO brand book and
3. visual identity. For the implantation of this work, RYCO team members will be engaged, if needed.
4. By entering in this Contract with RYCO the Service provider commits its availability to provide the required service based as per RYCO request in compliance with the specifications as envisaged in the respective Terms of Reference.
5. If RYCO reasonably determines in good faith that the deliverable does not conform to the applicable specifications or does not otherwise pass the applicable acceptance



criteria set forth in the Terms of Reference, RYCO will promptly notify the Service provider in a written notice setting forth a description of the nonconformities exhibited by the deliverable. When the Service provider remedies the nonconformities, it shall redeliver the deliverable and RYCO shall again review the deliverable for acceptance or rejection.

6. If RYCO reasonably determines in good faith that the Service provider will be unable to correct all nonconformities in the deliverable, RYCO will have the option, by delivering written notice to such effect to the Service provider, to definitely reject the specific deliverable and terminate the Contract.

### **Article 3**

#### **Deliverables and Timelines**

1. The Service provider shall deliver the following deliverables in compliance with the Terms of reference:

No	
I	<b>Development of a 10<sup>th</sup> Anniversary Campaign</b>
II	<b>Enhancement of RYCO brand book and visual identity</b>

#### **I. Development of a campaign for 10<sup>th</sup> Anniversary**

RYCO, an intergovernmental organization working for and with youth, has been established since 2016 with the aim of bringing the youth of the region together in cultural, educational, societal activities that can make them break down the old narratives and cultivate a culture of peace and friendship.

To introduce 10<sup>th</sup> anniversary to audience, RYCO has already created a visibility kit related to anniversary and presented it on [social media](#). RYCO Communications team also distributed assetsto employees (signature, memorandum templates). Task of the selected creative agency will be to build upon a creative solution, so that launch of the campaign ensures subtle and smooth transition while noticeably introducing the campaign.

10<sup>th</sup> Anniversary campaign should emphasize so far achievements and celebrate the important milestone in line with RYCO mission in the region, in a youth-friendly and understandable way, adjusted to local context. It should start in March and last until the end of the year, with the peak round important dates, such as RYCO birthday, that will be celebrated together with another flagship event that RYCO organizes within the Berlin Process - **Youth Forum 2026**. Campaign should consist of social media, as well as outdoor activities and social responsibility elements. The frequency of publication on social media should be adjusted to RYCO's existing activity on platforms, and its need to promote other projects, too. On average, 1 post about anniversary per week would be an acceptable frequency, with more frequency around RYCO birthday, making it total 35-40 posts (videos and static posts) throughout the year. All the content, including visuals and captions, must be in English. RYCO Communications Department will provide precise timeline and details about the event.

**The agency will be expected to deliver the following (during the whole duration of the contract)**



<b><u>No</u></b>	<b><u>Deliverable</u></b>	<b><u>Explanation</u></b>	<b><u>Date of Delivery</u></b>
<b>1</b>	Complete Campaign Proposal	Creative Direction, Creation of a Digital RYCO branded Mascot, Channels of Communications, Messaging to each target audience	Beginning of March 2026
<b>2</b>	Design of Communications and Printed Materials	Promo Materials Mockups and Print File, Memos, Report Cover + 5 inside pages design, PowerPoint Presentation, branding of ad-hoc materials as per the request	March 2026
<b>3</b>	RYCO Jingle	Production of an authentic and recognizable RYCO jingle, adaptable for use across multiple video formats. (supporting both RYCO brand but also the 10 <sup>th</sup> anniversary campaign	March 2026
<b>4</b>	Social Media Designs and Calendar of Distribution	Including Graphical-styled Teaser and Main Launch visuals, other content ideas and designs related to the campaign with what RYCO will provide you, Calendar of Posting, Scenario and Script proposals for 10-15 videos of 15-20 sec each on how to engage our main RYCOfriends (youth, grantees, partners, government representatives, etc) into the campaign with some catchy testimonials as well as RYCO employees.	March-throughout the year-December 2026
<b>5</b>	Creation and implementation of small digital campaign	Develop the overarching creative concept for the PR box (theme, narrative, tone) that will be send to at least 18 young people (3 per each CP) that have significant number of followers and were engaged in RYCO activities (RYCO will provide the list of profiles); Propose the contents of the RYCO PR box, ensuring symbolic and storytelling value (e.g. anniversary elements, values-driven items, printed messages, small branded objects); Design the visual identity and packaging of the box, aligned with RYCO branding and cover its production; Create a content guideline for influencers (unboxing prompts, storytelling angles)	April 2026



6	Production of one official/corporative campaign video and other video materials	<p>Development and production of a flagship corporate campaign video featuring representatives from all six Contracting Parties (CPs). RYCO will provide contacts of videographers in all 6 CPs. The video will be designed for multi-format and cross-platform use, including social media, the official website, YouTube, and outdoor digital signage, as part of an integrated communication campaign leading up to the anniversary celebration. Initial idea for the video can be found in info pack (link at the end of document).</p> <p><b>Costs of the video production should be paid from foreseen budget.</b></p> <p>In addition to the above deliverables, the agency is expected to develop a <b>unified intro and outro packshot</b>, ensuring consistent branding across all RYCO video content.</p>	May 2026
7	Outdoor Activations Ideation and Implementation	Low-cost, small-scale outdoor activations aimed at creating moments of surprise, recognition, and engagement among young audiences in all 6 CPs in the region	September 2026
8	Social Responsibility Element	<p>Conceptualization and proposal of a social responsibility component through strategic partnerships between RYCO and selected regionally operating private-sector partners (e.g. telecommunications, banking, FMCG, or other relevant industries). The objective of these/this partnership/s is to create meaningful synergy between the public and private sectors and to generate tangible benefits for young people and local communities. Proposed activities may include youth-oriented giveaways, in-kind contributions, or philanthropic initiatives aligned with RYCO's mission and values.</p>	Indicative date: July 2026 (or later in the year upon confirmation)*
9	Birthday celebration event	RYCO's anniversary celebration concept, including event branding and	Tentative dates - from

		print files, venue concept, and in-space games and activations. The anniversary celebration will align with the <b>Youth Forum</b> , with the possibility of merging the two events into a single, cohesive experience	June to October 2026 (will be confirmed in April)*
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**\*Note:** Campaign must be on-air in March; therefore, some elements need to be ready by then. Some of the other components above can be developed later (April, May) and throughout the year. For some deliverables, estimated deadlines can be changed and agreed with Communications department, depending on timeline of activities. Upon notification from RYCO Communications Department with the exact dates of requested delivery, agency should reply no later than 3 days upon notification.

## **II Enhancement of RYCO brand book and visual identity**

RYCO's brand book has been very limited and never fully developed. It lacks social media templates, outdoors, activation, strong brand character and authenticity. We need to upgrade visual identity that goes in line with:

- Regional context (6 contracting parties, no flags, no map, 6 different cultures)
- YOUTH (regional but appealing for young people living in WB6 as well)
- RYCO's ecosystem of stakeholders, partners, ministries, embassies, etc.

Objective: Create a modular, flexible, and contemporary brand system that can live across platforms **and grow beyond the 10th anniversary.**

### **Key principles:**

- Regional without national symbols
- Youthful but institutionally credible
- Scalable across print, digital, spatial, and motion
- Clear brand character and recognizable tone

Based on the existing RYCO logo and visual assets, the selected agency is expected to **further develop and increase the flexibility of the current visual identity**, while preserving its recognizability and core values.

This includes exploring **innovative and adaptable ways of using the existing logo system**, currently based on six puzzle pieces symbolizing regional cooperation, such as:

- Proposing solutions where **individual puzzle elements can function independently**, while still clearly conveying regional unity.
- Exploring **alternative applications or compositions** of the puzzle elements that allow for greater flexibility across formats, platforms, and contexts.





- Considering **subtle refinements of the logo's visual language** (e.g. softening edges, modular use, dynamic layouts, or secondary graphic elements) to enhance adaptability, youth appeal, and contemporary relevance.

The outcome should be a **coherent, modular, and scalable brand system** that works equally well at regional and local levels, across digital, print, and event-based communication, and supports long-term use without frequent redesign.

#### **What we do not expect:**

- A **complete redesign or replacement of the RYCO logo**; the core logo and its symbolism should be respected and evolved rather than discarded.
- The introduction of **national symbols, flags, maps, or national and local specific visual identifiers**, whether explicit or implied.
- Overly rigid brand rules that limit adaptability or make local and project-level application difficult.
- Solutions that are **overly corporate, institutional, or detached from youth audiences**, or that dilute RYCO's contemporary and youth-oriented character.
- Complex graphic systems that are **resource-intensive to maintain** or difficult for internal teams and partners to apply in everyday communication.
- Symbolism, compositions, or visual elements that could be **misinterpreted culturally, politically, or religiously** within the Western Balkans context.

#### **Expected outputs:**

<b>No</b>	<b>Deliverable</b>	<b>Explanation</b>	<b>Date of Delivery</b>
<b>1</b>	Enhancing of RYCO brand book	Based on the existing RYCO brand book, the selected agency is expected to further enhance and improve the current visual identity, while preserving its recognizability and core values. (more patterns, graphical elements, secondary colors (gradients and shades of the current colors), practical applications, trendy ideas etc.)	March 2026
<b>2</b>	Design of visibility assets and communications materials	a) <b>Social media templates (static, carousel, stories, reels):</b> unified social media template system to enable coherent, high-quality communication across all channels, increasing brand recognition and reducing ad-hoc design needs at local and regional levels.	From March throughout the year



		<ul style="list-style-type: none"> <li>b) <b>Print and publication visual direction:</b> shared visual logic, reinforcing RYCO's credibility, professionalism, and institutional identity.</li> <li>c) <b>Poster Template and Key visuals</b> (serve as a base for any communication)</li> <li>d) <b>Promotional materials (up to 20 items):</b> mockups</li> <li>e) <b>Media walls, roll-ups, LED screen visuals</b> and events to ensure that RYCO's presence at public and institutional events is consistent, polished, and instantly identifiable.</li> <li>f) <b>Event branding toolkit</b></li> <li>g) <b>Brand usage examples and activation guidelines:</b> Clear brand usage examples and activation guidelines to apply the brand correctly and confidently, reducing misuse and ensuring long-term sustainability of the visual identity.</li> </ul>	
3	Integration of the updated visual identity on RYCO Website	<ul style="list-style-type: none"> <li>a) Hero Banner for website (<b>KV of 10<sup>th</sup> anniversary campaign</b>)</li> <li>b) Patterns / Graphical Elements for website RYCO enhanced visual identity</li> </ul>	<ul style="list-style-type: none"> <li>a) March 2026</li> <li>b) September 2026</li> </ul>

#### Article 4

##### Term of the Contract

This Contract shall enter into force on \_\_\_\_\_, 2026 and shall remain in full force and effect until \_\_\_\_\_, 2026.

#### Article 5

##### Obligations of the Service provider

The Service provider is responsible for supplying all necessary equipment, materials and other resources required for the execution of this Contract.

#### Article 6

##### Obligations of RYCO

RYCO shall:



- i. communicate on a regular basis with the Service provider;
- ii. provide feedback and guidance on the performance of the Service provider;
- iii. provide all other necessary support in order to achieve the objective of this Contract;
- iv. remain aware of any upcoming issues related to Service provider 's performance and quality of work.

## **Article 7**

### **Reporting**

1. The Service provider will directly report to the RYCO competent staff designated as the Contract manager for the purposes of the effective execution of the envisaged assignments done under this Contract.
2. All activities and deliverables undertaken by the Service provider shall be primarily discussed and planned in consultation with RYCO.

## **Article 8**

### **Price of Contract and Payment Modality**

1. The total gross amount dedicated to the execution of this Contract is \_\_\_\_\_ (in letters, euros) EUR.
2. RYCO shall execute the payment to the respective Contractor, for the performance of the services under this Contract in two equal portions in amount of \_\_\_\_\_ EUR, one in June 2026 and another in December 2026, upon receiving the reports from the service provider about successful delivery of requested services. Deliverables that are successfully delivered until end of May will be included in the June report, and deliverables from June until December will be included in December report. The payment will be disbursed to the following bank account of the Contractor:

- |                              |  |
|------------------------------|--|
| i. Bank account holder name: | <b>[insert designation of the bank account holder]</b> |
| ii. Bank name:               | <b>[insert the designation of the bank]</b>            |
| iii. Address of the bank:    | <b>[insert the address of the bank]</b>                |
| iv. IBAN/Account number:     | <b>[insert IBAN No.]</b>                               |
| v. SWIFT:                    | <b>[insert SWIFT No.]</b>                              |
| vi. Currency:                | <b>EUR</b>   |

3. The Contracting authority shall consider the payment as executed when it submits from its Bank account the transfer order to the Bank account of the Service provider.
4. For payment, the provider will be requested to submit the approved deliverables and reports which should be in English, and invoices.
5. The Contracting authority may at any point suspend the payment deadline if the request for payment cannot be processed because it does not comply with the Contract's provisions.
6. The Contracting authority must formally notify the Service provider of the suspension and the reasons for it.
7. The suspension takes effect on the day the notification is sent by the Contracting authority. If the condition for suspending the payment deadline as referred to is no longer met, the suspension will be lifted and the remaining period will resume.
8. If the payment deadline has been suspended due to the non-compliance of the deliverables and the revised deliverables are not submitted or were submitted but are also rejected, the Contracting authority may also terminate the Contract.



9. The Contracting authority may reject parts of or reduce the payment if the Service provider is in breach of any of the obligations under this Contract, if performance is unsatisfactory, if work is incomplete, or not delivered within the deadline.

## **Article 9**

### **Reimbursement of Expenses**

The Contracting authority will not reimburse any expenses related to the costs of purchasing equipment or other material needed and used by the Service provider during the execution of this Contract.

## **Article 10**

### **Performance of the Contract**

1. The Service provider must perform the Contract to the highest professional standards. Timely provision of the Services is of the essence of the Contract.
2. If the Service provider cannot fulfil its obligations, it must immediately inform the Contracting authority.

## **Article 11**

### **Suspension of the Contract**

1. The Contracting authority may suspend the implementation of the Contract or any part of it, if the Service provider is not able to fulfil this obligation to carry out the work required.
2. The Contracting authority must formally notify the Service provider of its intention, include the reasons why and invite it to submit any observations within 5 (five) days of receiving notification. If the Contracting authority does not accept these observations, it will formally notify confirmation of the suspension.
3. The suspension will take effect on the date the notification is sent by the Contracting authority.
4. If the reasons for suspending the implementation of the Contract are no longer valid, the suspension may be lifted and implementation may be resumed.

## **Article 12**

### **Termination of the Contract**

1. The Contracting authority may at any moment terminate the Contract if the Service provider:
  - a) is performing poorly;
  - b) is not performing; or
  - c) has committed substantial errors, irregularities or fraud.
2. The Contracting authority must formally notify the Service provider of its intention, include the reasons why and invite her to submit any observations within 5 (five) days of receiving notification. If the Contracting authority does not accept these observations, it will formally notify confirmation of the termination. The termination will take effect on the date the notification is sent by the Contracting authority.

## **Article 13**

### **Ownership and Copyrights**

1. RYCO shall fully and irrevocably acquire the ownership of the results under this Contract including any rights in any of the results listed in this Contract, including copyright and other intellectual or property rights and information contained therein, produced in



performance of the Contract. RYCO must acquire all the rights from the moment the results are delivered by the Service provider and accepted by RYCO. Such delivery and acceptance are considered to constitute an effective assignment of rights from the Service provider to RYCO.

2. RYCO may use, publish, assign or transfer these results as it sees fit, without any limitations, geographical or other.

#### **Article 14**

##### **Applicable Law and Dispute settlement**

1. This Contract is governed and construed by the laws of Albania.
2. Any dispute, controversy or claim arising out of or in connection to this Contract, or the breach, termination or invalidity thereof, shall be settled amicably by negotiation between the Parties.
3. If an amicable solution to a dispute arising from the application of this Contract with regard to its interpretation or application has not been reached within 10 (ten) days from the commencement of such negotiations, the complaining party may appeal to the competent court in Albania.

#### **Article 15**

##### **Independent Contractor**

The Service Provider shall provide the deliverables under this Contract as an independent contractor and not as an employee, partner, or agent of RYCO.

#### **Article 16**

##### **Taxes**

The Service provider shall be responsible for paying any applicable taxes related to the execution of this Service contract in compliance with the tax requirements and legislation, applicable in ( **insert the CP where the legal entity is registered**).

#### **Article 17**

##### **Amendment**

Amendments to this Contract may be done only in written by consent from both parties. The party receiving the request must formally notify its agreement or disagreement, within 5 (five) days of receiving notification.

#### **Article 18**

##### **Assignment**

Neither this Contract nor any rights under this Contract may be assigned or otherwise transferred by the Service provider, to the third parties in whole or in part.

#### **Article 19**

##### **Confidentiality**

1. All information which comes into the Service provider's possession or knowledge in connection with this Contract is to be treated as strictly confidential. The Service provider should not communicate such information to any third party without the prior written approval of RYCO.
2. The Service provider shall comply with the "The Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data (CETS No. 108)", the Article 7 and other applicable Provisions of the General Data Protection Regulation, as



well as with any other internationally recognized standard for data protection, in the event that it collects, receives, uses, transfers or stores any personal data in the performance of this Contract.

3. These obligations shall survive the expiration or termination of this Contract.

## **Article 20**

### **Status and Use of RYCO's Name**

1. The official logo and name of RYCO may only be used by the Service provider in connection with this Contract and with the prior written approval of RYCO.
2. Nothing in this Contract affects the privileges and immunities enjoyed by RYCO as an Intergovernmental Organization in Western Balkans, vested with a Diplomatic Mission status.

## **Article 21**

### **Severability**

If any provision of this Contract shall become invalid, illegal or unenforceable, such provision shall become null and void; nevertheless, all other provisions of this Contract shall remain in full force and effect.

## **Article 22**

### **Entirety**

1. The Contract shall be interpreted by considering its terms and conditions as an entirety. Any clause or wording that may create uncertainty must be viewed in the context of the entire Contract and in the view of the purposes that caused both Parties to enter into this Contract.
2. This Contract covers all arrangement between the Parties, related to the object herein and substitutes all and any previous agreements and understandings between the Parties, whether written or verbal.

## **Article 23**

### **Notices**

1. All communication by and between RYCO and the Service provider concerning the execution of this Service contract shall be directed to Mr/Ms \_\_\_\_\_ to the following e-mail address: [\\_\\_\\_\\_@rycowb.org](mailto:____@rycowb.org) on behalf of RYCO, and to Ms.Mr.\_\_\_\_\_, to the following email address: \_\_\_\_\_ on behalf of the Service provider.
2. Both Parties undertake the obligation to notify immediately one another of any change in their registration such as residence or legal representation, which may have an impact on the execution of present Contract and on their professional relationship.
3. Any notice given pursuant to this Contract shall be in writing and delivered by hand, sent by prepaid post or email to the other Party.



## **Article 24**

### **General Provisions**

1. The language of the written correspondence between the contracting Parties of this Contract shall be in English only.
2. None of the parties shall be responsible to the other for any delay in the fulfilment of its obligations herein, if this delay is caused by a Force majeure. However, this Force majeure clause applies only if the events take place after the signature of this Contract, so that it makes impossible or unduly burdensome for one of the parties to fulfil its obligations.
3. The entire Agreement between the Parties is composed of:
  - i) Contract;
  - ii) Terms of reference;
  - iii) Financial offer.

This Contract is done in English in 3 (three) originals documents, 2 (two) originals being for the Contracting authority and 1 (one) original being for the Service provider.

**For the Contracting authority:**

Mr. Vladimir Obradović

Secretary General  
Regional Youth Cooperation Office

**For the Service provider:**

Mr/Ms \_\_\_\_\_

## D: TERMS OF REFERENCE

### **“Development and Implementation of the Campaign and Enhancement of the brand book and visual assets in the frame of the 10<sup>th</sup> Anniversary of the Regional Youth Cooperation Office (RYCO)”**

#### **General information about the assignment:**

**Organization:** Regional Youth Cooperation Office (RYCO)

**Timeframe:** Beginning of March – December 2026

**Indicative starting date of the contract:** End of February 2026

**Maximum budget available:** 19.900 EUR

**Service Provider:** Creative Marketing and Communications Agency

#### **1. Background**

##### **About RYCO:**

[RYCO](#) is an intergovernmental organization that stewards and promotes regional and intercultural cooperation within and among its six Western Balkans Contracting Parties: Albania, Bosnia and Herzegovina, Kosovo\*, Montenegro, North Macedonia, and Serbia. RYCO's program focuses on creating opportunities for young people to engage in activities that build mutual understanding and reconciliation in the civic, social, educational, cultural, and sports domains. RYCO initiates and participates in policymaking and advocates for reform. It supports the development of a political and social environment that empowers and facilitates youth exchange. A key instrument enabling RYCO to fulfill its mission is grant-making; developing tailored calls for proposals that enable CSOs and schools to engage in initiatives that contribute to a mutual understanding of youth from various communities across RYCO's Contracting Parties, thus contributing to reconciliation and youth participation.

#### **2. Purpose of engaging a Creative Agency**

In 2026, RYCO marks 10<sup>th</sup> anniversary and for this purpose will engage creative agency to facilitate several processes contributing to visibility and recognizability of organization. This includes soft rebranding of existing brand book and visual assets and full – scale development of the anniversary campaign both online and offline.

#### **3. Required services and deliverables**

RYCO is seeking the service of creative agency that will be requested to provide the following deliverables:

No	
I	<b>Development of a 10<sup>th</sup> Anniversary Campaign</b>
II	<b>Enhancement of RYCO brand book and visual identity</b>





## **I. Development of a campaign for 10<sup>th</sup> Anniversary**

RYCO, an intergovernmental organization working for and with youth, has been established since 2016 with the aim of bringing the youth of the region together in cultural, educational, societal activities that can make them break down the old narratives and cultivate a culture of peace and friendship.

To introduce 10<sup>th</sup> anniversary to audience, RYCO has already created a visibility kit related to anniversary and presented it on [social media](#). RYCO Communications team also distributed assets to employees (signature, memorandum templates). Task of the selected creative agency will be to build upon a creative solution, so that launch of the campaign ensures subtle and smooth transition while noticeably introducing the campaign.

10<sup>th</sup> Anniversary campaign should emphasize so far achievements and celebrate the important milestone in line with RYCO mission in the region, in a youth-friendly and understandable way, adjusted to local context. It should start in March and last until the end of the year, with the peak round important dates, such as RYCO birthday, that will be celebrated together with another flagship event that RYCO organizes within the Berlin Process - **Youth Forum 2026**. Campaign should consist of social media, as well as outdoor activities and social responsibility elements. The frequency of publication on social media should be adjusted to RYCO's existing activity on platforms, and its need to promote other projects, too. On average, 1 post about anniversary per week would be an acceptable frequency, with more frequency around RYCO birthday, making it total 35-40 posts (videos and static posts) throughout the year. All the content, including visuals and captions, must be in English. RYCO Communications Department will provide precise timeline and details about the event.

**The agency will be expected to deliver the following (during the whole duration of the contract)**

<b><u>No</u></b>	<b><u>Deliverable</u></b>	<b><u>Explanation</u></b>	<b><u>Date of Delivery</u></b>
<b>1</b>	Complete Campaign Proposal	Creative Direction, Creation of a Digital RYCO branded Mascot, Channels of Communications, Messaging to each target audience	Beginning of March 2026
<b>2</b>	Design of Communications and Printed Materials	Promo Materials Mockups and Print File, Memos, Report Cover + 5 inside pages design, PowerPoint Presentation, branding of ad-hoc materials as per the request	March 2026
<b>3</b>	RYCO Jingle	Production of an authentic and recognizable RYCO jingle, adaptable for use across multiple video formats. (supporting both RYCO brand but also the 10 <sup>th</sup> anniversary campaign)	March 2026
<b>4</b>	Social Media Designs and Calendar of Distribution	Including Graphical-styled Teaser and Main Launch visuals, other content ideas and designs related to the	March-throughout the year-

		campaign with what RYCO will provide you, Calendar of Posting, Scenario and Script proposals for 10-15 videos of 15-20 sec each on how to engage our main RYCOfriends (youth, grantees, partners, government representatives, etc) into the campaign with some catchy testimonials as well as RYCO employees.	December 2026
5	Creation and implementation of small digital campaign	Develop the overarching creative concept for the PR box (theme, narrative, tone) that will be send to at least 18 young people (3 per each CP) that have significant number of followers and were engaged in RYCO activities (RYCO will provide the list of profiles); Propose the contents of the RYCO PR box, ensuring symbolic and storytelling value (e.g. anniversary elements, values-driven items, printed messages, small branded objects); Design the visual identity and packaging of the box, aligned with RYCO branding and cover its production; Create a content guideline for influencers (unboxing prompts, storytelling angles)	April 2026
6	Production of one official/corporative campaign video and other video materials	<p>Development and production of a flagship corporate campaign video featuring representatives from all six Contracting Parties (CPs). RYCO will provide contacts of videographers in all 6 CPs. The video will be designed for multi-format and cross-platform use, including social media, the official website, YouTube, and outdoor digital signage, as part of an integrated communication campaign leading up to the anniversary celebration. Initial idea for the video can be found in info pack (link at the end of document).</p> <p><b>Costs of the video production should be paid from foreseen budget.</b></p> <p>In addition to the above deliverables, the agency is expected to develop a</p>	May 2026

		<b>unified intro and outro packshot</b> , ensuring consistent branding across all RYCO video content.	
7	Outdoor Activations Ideation and Implementation	Low-cost, small-scale outdoor activations aimed at creating moments of surprise, recognition, and engagement among young audiences in all 6 CPs in the region	September 2026
8	Social Responsibility Element	Conceptualization and proposal of a social responsibility component through strategic partnerships between RYCO and selected regionally operating private-sector partners (e.g. telecommunications, banking, FMCG, or other relevant industries). The objective of these/this partnership/s is to create meaningful synergy between the public and private sectors and to generate tangible benefits for young people and local communities. Proposed activities may include youth-oriented giveaways, in-kind contributions, or philanthropic initiatives aligned with RYCO's mission and values.	Indicative date: July 2026 (or later in the year upon confirmation)*
9	Birthday celebration event	RYCO's anniversary celebration concept, including event branding and print files, venue concept, and in-space games and activations. The anniversary celebration will align with the <b>Youth Forum</b> , with the possibility of merging the two events into a single, cohesive experience	Tentative dates - from June to October 2026 (will be confirmed in April)*

**\*Note:** Campaign must be on-air in March; therefore, some elements need to be ready by then. Some of the other components above can be developed later (April, May) and throughout the year. For some deliverables, estimated deadlines can be changed and agreed with Communications department, depending on timeline of activities. Upon notification from RYCO Communications Department with the exact dates of requested delivery, agency should reply no later than 3 days upon notification.

## **II Enhancement of RYCO brand book and visual identity**

RYCO's brand book has been very limited and never fully developed. It lacks social media templates, outdoors, activation, strong brand character and authenticity. We need to upgrade visual identity that goes in line with:



- Regional context (6 contracting parties, no flags, no map, 6 different cultures)
- YOUTH (regional but appealing for young people living in WB6 as well)
- RYCO's ecosystem of stakeholders, partners, ministries, embassies, etc.

Objective: Create a modular, flexible, and contemporary brand system that can live across platforms **and grow beyond the 10th anniversary.**

#### **Key principles:**

- Regional without national symbols
- Youthful but institutionally credible
- Scalable across print, digital, spatial, and motion
- Clear brand character and recognizable tone

Based on the existing RYCO logo and visual assets, the selected agency is expected to **further develop and increase the flexibility of the current visual identity**, while preserving its recognizability and core values.

This includes exploring **innovative and adaptable ways of using the existing logo system**, currently based on six puzzle pieces symbolizing regional cooperation, such as:

- Proposing solutions where **individual puzzle elements can function independently**, while still clearly conveying regional unity.
- Exploring **alternative applications or compositions** of the puzzle elements that allow for greater flexibility across formats, platforms, and contexts.
- Considering **subtle refinements of the logo's visual language** (e.g. softening edges, modular use, dynamic layouts, or secondary graphic elements) to enhance adaptability, youth appeal, and contemporary relevance.

The outcome should be a **coherent, modular, and scalable brand system** that works equally well at regional and local levels, across digital, print, and event-based communication, and supports long-term use without frequent redesign.

#### **What we do not expect:**

- A **complete redesign or replacement of the RYCO logo**; the core logo and its symbolism should be respected and evolved rather than discarded.
- The introduction of **national symbols, flags, maps, or national and local specific visual identifiers**, whether explicit or implied.
- Overly rigid brand rules that limit adaptability or make local and project-level application difficult.
- Solutions that are **overly corporate, institutional, or detached from youth audiences**, or that dilute RYCO's contemporary and youth-oriented character.
- Complex graphic systems that are **resource-intensive to maintain** or difficult for internal teams and partners to apply in everyday communication.



- Symbolism, compositions, or visual elements that could be **misinterpreted culturally, politically, or religiously** within the Western Balkans context.

**Expected outputs:**

<b><u>No</u></b>	<b><u>Deliverable</u></b>	<b><u>Explanation</u></b>	<b><u>Date of Delivery</u></b>
<b>1</b>	Enhancing of RYCO brand book	Based on the existing RYCO brand book, the selected agency is expected to further enhance and improve the current visual identity, while preserving its recognizability and core values. (more patterns, graphical elements, secondary colors (gradients and shades of the current colors), practical applications, trendy ideas etc.)	March 2026
<b>2</b>	Design of visibility assets and communications materials	<ul style="list-style-type: none"> <li>h) <b>Social media templates (static, carousel, stories, reels):</b> unified social media template system to enable coherent, high-quality communication across all channels, increasing brand recognition and reducing ad-hoc design needs at local and regional levels.</li> <li>i) <b>Print and publication visual direction:</b> shared visual logic, reinforcing RYCO's credibility, professionalism, and institutional identity.</li> <li>j) <b>Poster Template and Key visuals</b> (serve as a base for any communication)</li> <li>k) <b>Promotional materials (up to 20 items):</b> mockups</li> <li>l) <b>Media walls, roll-ups, LED screen visuals</b> and events to ensure that RYCO's presence at public and institutional events is consistent, polished, and instantly identifiable.</li> <li>m) <b>Event branding toolkit</b></li> <li>n) <b>Brand usage examples and activation guidelines:</b> Clear brand usage examples and activation guidelines to apply the brand correctly and</li> </ul>	From March throughout the year



		confidently, reducing misuse and ensuring long-term sustainability of the visual identity.	
3	Integration of the updated visual identity on RYCO Website	c) Hero Banner for website ( <b>KV of 10<sup>th</sup> anniversary campaign</b> ) d) Patterns / Graphical Elements for website RYCO enhanced visual identity	c) March 2026 d) September 2026

### **5. Payment**

The awarded service provider will be invited to sign a contract with RYCO. The Contract will be realized in Euro and the payment will be conducted in **two equal portions in the amount of 10.000 EUR each**, one in **June 2026** and another in **December 2026**, upon receiving the reports from the service provider about successful delivery of requested services. Deliverables that are successfully delivered until end of May will be included in the June report, and deliverables from June until December will be included in December report.

RYCO reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work is incomplete, or not delivered within deadlines.

### **6. The copyrights**

The service provider will provide RYCO with open files of produced visual content. The copyrights of the work conducted during the assignment shall remain as property of RYCO.

### **7. Required Qualifications and Experience of Applicant**

- Duly registered Companies/Creative Marketing and Communication Agency exercising this type of activity in one of the Western Balkans 6<sup>th</sup> Contracting Parties.
- At least 3 years of proven experience in the production of campaign's content.
- Financial stability.

### **8. Evidences and supporting documents**

As outlined under point 4 of Instructions to Tenderer, Part B of the Tender Dossier.

**Note: Info pack, including short brief about campaign ideation, birthday celebration, already produced visibility kit for 10<sup>th</sup> anniversary, together with RYCO logo and visual assets are available on [this LINK](#).**



## E: ANNEX I

### SERVICE TENDER SUBMISSION FORM

**Contract title:** “Development and Implementation of the Campaign and Enhancement of the brand book and visual assets in the frame of the 10<sup>th</sup> Anniversary of the Regional Youth Cooperation Office (RYCO)”

**Financed from:** Regional Youth Cooperation Office (RYCO)

Please supply one signed and stamped **tender including completed signed and stamped statement, declaration on honour on exclusion criteria, and financial identification form.** All data included in this application must concern only the legal entity making the tender.

**SUBMITTED by (i.e. the identity of the tenderer)**

<b>Insert: Full official name of legal entity/Company</b>	
<b>State the official legal form of entity</b>	
<b>Insert: Name of the representative of Entity</b>	
<b>Insert: Full official address of Entity</b>	
<b>Insert: Full official name of members (In case of consortium)</b>	

In case of a consortium (If applicable)

[We are making this application, for this tender as partner in the consortium led by [insert name of the leader]. We confirm that we are not tendering for the same procedure in any other form. We confirm, as a partner in the consortium, that all partners are jointly and severally liable by law for the performance of the contract, that the lead partner is authorized to bind, and receive instructions for and on behalf of, each member, that the performance of the contract, including payments, is the responsibility of the lead partner, and that all partners in the joint venture/consortium are bound to remain in the joint venture/consortium for the entire period of the contract's performance].

Name of the members (in case of consortium)	1	2	3
Signature & Stamp			
Date			

#### 4.2 CONTACT PERSON/s (for this tender)

<b>Name</b>	
<b>Address</b>	
<b>Telephone</b>	
<b>e-mail</b>	



<b>Name</b>	
<b>Signature &amp; Stamp</b>	
<b>Date</b>	

**a) TENDERER'S STATEMENT**

**As part of their tender, each Legal Person/Company identified under point 1 of this form, must submit a signed statement form using the following format.**

**STATEMENT**

I, the undersigned, hereby declare that I have examined and accept without reserve or restriction the entire contents of the tender dossier for the tender procedure referred to above.

1. I offer to provide the services requested in the tender dossier in accordance with Terms of References and other conditions and requirements stated in the tender dossier without reserve or restriction.
2. I present this tender on the basis of the following documents, submitted attached to this form, in response to your requirements stated in "Instructions to Tenderers" and "Terms of References", which comprise my technical offer, and financial offer,

List the documents submitted attached:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

- The total price of my offer is: \_\_\_\_\_ (insert price in numbers and words) EUR.

- In my offer VAT all applicable taxes (if any) are included.

3. I am making this tender in my own right. I confirm, as capacity-providing entity to be jointly and severally bound in respect of the obligations under the contract.
4. I state that I have the technical, financial and professional capacity referring to this call of tender for performing the contract according to the Terms of Reference and other conditions set for this tender by the Contractor Authority.
5. I understand that if I fail to comply with contract obligations the award may be considered null and void.
6. I agree to abide accordingly to the the terms of the tender dossier, the conditions and time limits laid down, without reserve or restriction.
7. In particular, I fully agree to abide to the stipulations settled in point 12: Ethic Clauses/Corruptive practises and I have no conflict of interests or any equivalent relation which may distort competition with other tenderers or other parties in the tender procedure at the time of the submission of this tender. Furthermore, I have not been involved in the preparation of the project which is the subject of this tender procedure.
8. I will inform the contracting authority immediately if there is any change in the above circumstances at any stage during the implementation of the tasks. I also fully recognise and accept that any inaccurate or incomplete information deliberately provided in this application may result in our exclusion from this and other potential contracts.
9. I note that the contracting authority is not bound to proceed with this invitation to tender and that it reserves the right to award only part of the contract. It will incur no liability towards us should it do so.
10. I declare that I am not in a situation of unavailability, and I am able and willing to work for the whole period scheduled to implement the tasks set out in the Terms of Reference. if this tender is successful.
11. I acknowledge that I have no contractual relations with the Contracting Authority and in case of dispute concerning my contract with the Contractor, I shall address myself to the latter and/or to the competent jurisdictions.
12. I confirm that I am not tendering for the same contract in any other form.
13. I confirm that this tender is valid for a period of 60 (sixty) days from the final date for submission of tenders.

<b>Name</b>	
<b>Signature and stamp</b>	
<b>Date</b>	

## **b) TENDERER DECLARATION ON HONOUR ON EXCLUSION CRITERIA**

**As part of their tender, each Legal Person/ Company identified under point 1 of this form (each consortium member if applicable), must submit a signed declaration on honour on exclusion criteria stating that they are not in any of the exclusion situations using the following format:**

### **DECLARATION ON HONOUR ON EXCLUSION CRITERIA**

I, the undersigned, hereby declare that I am are not in any of the exclusion situations listed below:

#### **SITUATION OF EXCLUSION**

- a. it is bankrupt, subject to insolvency or winding-up procedures, where its assets are being administered by a liquidator or by a court, where it is in an arrangement with creditors, where its business activities are suspended, or where it is in any analogous situation arising from a similar procedure provided for under national laws or regulations;
- b. it has been established by a final judgment or a final administrative decision that the economic operator is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law;
- c. it has been established by a final judgment or a final administrative decision that the economic operator is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the economic operator belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes a wrongful intent or gross negligence, including, in particular, any of the following:
  - i) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of selection criteria or in the performance of a contract;
  - ii) entering into agreement with other economic operators with the aim of distorting competition;
  - iii) violating intellectual property rights;
  - iv) attempting to influence the decision-making process of the contracting authority during the procurement procedure;
  - v) attempting to obtain confidential information that may confer upon it undue advantages in the procurement procedure;
- d. it has been established by a final judgment that the economic operator is guilty of any of the following: i) fraud; ii) corruption; iii) conduct related to a criminal organization; iv) money laundering or terrorist financing; v) terrorist-related offences or offences linked to terrorist activities; vi) child labour or other forms of trafficking in human beings;
- e. the economic operator has shown significant deficiencies in complying with main obligations in the performance of a contract;
- f. it has been established by a final judgment or final administrative decision that the person or entity has created an entity under a different jurisdiction with the intent to circumvent fiscal, social or any other legal obligations of mandatory application in the jurisdiction of its registered office, central administration or principal place of business

- g. has misrepresented the information required by RYCO as a condition for participating in the procedure or has failed to supply that information;
- h. was previously involved in the preparation of procurement documents used in the award procedure where this entails a breach of the principle of equality of treatment, including distortion of competition that cannot be remedied otherwise.

<b>Name</b>	
<b>Signature and stamp</b>	
<b>Date</b>	

**Note:** In any case The Contractor Authority has the right to further investigate and request evidences to support the declarations if it has reasonable ground to doubt the content of such information.

**c) TENDERER FINANCIAL IDENTIFICATION FORM**

**As part of their tender, each Legal Entity identified under point 1 of this form, must submit a signed form to indicate the bank account into which payments should be made if the tender is successful using the following format.**

**BANKING DETAILS**

ACCOUNT NAME	
IBAN/ACCOUNT NUMBER	
CURRENCY	
SWIFT CODE	
BANK NAME	
BRANCH CODE	
FULL OFFICIAL ADREESS OF THE BANK BRANCH	

**ACCOUNT HOLDER'S DATA**

ACCOUNT HOLDER'S NAME	
ACCOUNT HOLDER'S ADRESS	

<b>Name</b>	
<b>Signature and Stamp</b>	
<b>Date</b>	

**F: ANNEX II**  
**FINANCIAL OFFER**

**Contract title:** “Development and Implementation of the Campaign and Enhancement of the brand book and visual assets in the frame of the 10<sup>th</sup> Anniversary of the Regional Youth Cooperation Office (RYCO)”

**Financed from:** Regional Youth Cooperation Office (RYCO)

The total price of my offer is \_\_\_\_\_ (insert total price in numbers and words)

In my offer VAT and all applicable taxes are included.

<b>Name</b>	
<b>Signature and stamp</b>	
<b>Date</b>	