

## Terms of Reference (ToR) CEMR communications deliverables for 2025

<b>Date of publication:</b>
<b>21 MARCH 2025</b>
<b>Deadline for submissions</b>
<b>04 APRIL 2025</b>
<b>To be sent to:</b> <a href="mailto:communications@ccre-cemr.org">communications@ccre-cemr.org</a>
<b>Subject:</b> “CEMR communications deliverables for 2025”

### 1. About CEMR:

The Council of European Municipalities and Regions (CEMR) is the first and most comprehensive European association of local and regional governments. Established in 1951, CEMR empowers cities, municipalities, and rural areas to address global challenges, foster sustainable transitions, and engage communities in achieving collective goals.

For more information: <https://ccre-cemr.org/who-we-are>

### 2. About the task:

CEMR seeks to partner with a professional and certified branding or design agency to develop all the deliverables detailed in this document.

The agency must work collaboratively with CEMR to produce high-quality deliverables and materials.

### 3. Expected results:

The selected agency will develop the following materials within specified timelines:

#### 1. Study on impact of disinformation/misinformation on LRGs on local democracy [Delivery date: June 2025]

1.1 Study publication designed to be a kind of toolkit for local and regional governments (LRGs) including case studies of LRGs on mis/disinformation

Edition of the study:

- Format: 25 pages, A4 or 50 pages A5
- Language: English

1.2 Video summarising the key findings of the study: horizontal and vertical.

1.3 Visuals with key findings for the following platforms: IG gallery, IG story, LinkedIn, X, Bluesky.

CEMR / CCRE

+32 2 511 74 77

Square de Meeûs 1, B-1000 Brussels | [www.cemr.eu](http://www.cemr.eu)

**2. Template for an executive briefing to the Secretaries Generals and Directors of our member associations. [Delivery date: May 2025]**

**3. Design of a mural on best practices of regions and cities on water resilience: printing and digital format [Delivery date: May 2025]**

#### **4. CEMR presentation**

PDF leaflet **[Delivery date: June 2025]**

Video adaptation of the PDF leaflet **[Delivery date: October 2025]**

#### **5. Creation of a game to advocate for our position paper [Delivery date: September 2025]**

Production of a game (similar to the “goose game”) to advocate for our main demands on the next EU budget.

Creation of visuals to promote the game on our social media platforms: IG gallery, IG story, LinkedIn, X, Bluesky

#### **6. Publication of case studies of deliberative processes on LRGs**

**[Delivery date: November 2025]**

6.1 Edition of the study:

- Format: 20 pages, A4 or 40 pages A5
- Language: English

6.2 Video summarising the main ideas of the publication: horizontal and vertical

6.3. Visuals with the main ideals of the publication for the following platforms: IG gallery, IG story, LinkedIn, X, Bluesky

#### **4. Steps:**

The contractor will:

- Engage with CEMR staff to refine objectives, processes, and expectations.
- Deliver the work for the outlined categories by their respective deadlines.
- All deliverables must adhere to high-quality standards in inclusiveness, design and functionality.

#### **5. Technical specifications:**

**Languages:** All templates and guidelines must be in the languages specified under the expected results.

**Format:** Deliverables should be submitted electronically in editable formats, following the indications of CEMR communications team.

**Communication:** Regular updates on progress are required, with milestones clearly defined and shared.

CEMR / CCRE

+ 32 2 511 74 77

Square de Meeûs 1, B-1000 Brussels | <https://ccre-cemr.org/>

## 6. Expertise required:

The selected contractor should have:

Proven experience in producing these kind of communication materials for organisations.

- Proficiency in graphic design and relevant software (Adobe Creative Suite, Microsoft Office, etc.).
- Strong communication skills to collaborate effectively.
- An understanding of institutional communication and visual identity requirements.

## 7. Submission process:

Interested agencies or individuals must submit the following:

1. A portfolio showcasing relevant experience and previous work.
2. A detailed proposal outlining the approach, methodology, and timeline.
3. A cost estimate (VAT excluded).
4. References from past clients.
5. Legal and tax registration documents.

Proposals should be clearly structured and demonstrate how the applicant meets the selection criteria. All bids must be submitted by **4 April 2025** via email to [communications@ccre-cemr.org](mailto:communications@ccre-cemr.org).

## 8. Selection criteria:

Proposals will be evaluated based on:

- Alignment with CEMR's requirements and vision.
- Quality and creativity of past work.
- Cost-effectiveness and sustainability.
- Adherence to timelines and deliverables.

## 9. Price:

The total budget for this estimated between €15.000 – 20.000 (VAT included), covering all costs, fees, and deliverables.

**CEMR is committed to equality, diversity, and inclusion.**

**Contact point:**

**André Fernandes**

Digital Communications Officer

Conseil des Communes et Régions d'Europe (CCRE)

Council of European Municipalities and Regions (CEMR)

[andre.soaresfernandes@ccre-cemr.org](mailto:andre.soaresfernandes@ccre-cemr.org)

+ 32 2 500 05 40

<https://ccre-cemr.org/>