

# Call for proposals

## Graphic designer for communication materials

### About CEMR

The [Council of European Municipalities and Regions](#) is Europe's first and broadest association of Local and Regional Governments. We are unique, being the only organisation that encompasses 60 national associations of Local and Regional Governments spanning 41 European countries. Through them, we bring together more than 110,000 governments across all tiers of governance – local, intermediate, and regional. Additionally, as the European section of the global organisation United Cities and Local Governments (UCLG), we champion European Local and Regional Governments on the world stage.

### About the task

CEMR is looking for a graphic designer, with the ability to produce both image and video materials, to develop all the deliverables detailed in this document. The design agency will work collaboratively with CEMR communication team to produce all these materials throughout the year.

### Deliverables

The selected design agency will develop the following materials within the specified timeline:

#### Video presentation of CEMR

Creation of a 3-minute motion-graphics video showcasing CEMR's work. The video will combine raw footage provided by CEMR with additional stock material supplied by the agency (they have to be already foreseen in the budget proposed).

Indicative deadline: June 2026

#### Design and printing of the TERRI report

Design of a 60-page report in English.

Coordination of the printing and printing services of 100 copies of the TERRI study (printing costs must be included in the offer).

Indicative deadline: June 2026

#### Dissemination materials for the TERRI report

Design of visual materials for social media (LinkedIn, X, Bluesky and Instagram) to disseminate the main conclusions of the report: from a carrousel to animated motion graphics videos. The final formats will be agreed between CEMR communications team and the selected agency.

Indicative deadline: June 2026

Design and printing of the presentation leaflet for the European Observatory for the Defence of Democracy at the Local Level (ODELL)

Design of the presentation leaflet of ODELL in English and Euskera.

Coordination of the printing and printing services of 500 copies in both languages (printing costs must be included in the offer).

Indicative deadline: July 2026.

Design and printing of the annual European Observatory for the Defence of Democracy at the Local Level (ODELL) report

Design of the annual ODELL report in English and Euskera. It will have approximately 30 pages.

Coordination of the printing and printing services of 300 copies in both languages (printing costs must be included in the offer).

Indicative deadline: September 2026.

Design of the dissemination materials for the European Observatory for the Defence of Democracy at the Local Level (ODELL) report

Design of visual materials for social media (LinkedIn, X, Bluesky and Instagram) to disseminate the main conclusions of the report: from a carrousel to animated motion graphics videos. Final formats will be agreed with the communications team.

Design of slide templates to support dissemination of the report's key messages.

Indicative deadline: September 2026.

Design and production of materials for CEMR's 75<sup>th</sup> anniversary

Creation of intros and outro templates for a series of videos of CEMR's 75<sup>th</sup> anniversary.

Design of physical materials to celebrate the anniversary celebrations, including a photobooth and interactive elements for participants during photo sessions.

Indicative deadline: May 2026.

## Coordination

The selected contractor will work in close and continuous coordination with CEMR's Head of Communications, who will oversee the development and delivery of all outputs covered by this call for proposals.

The selected agency will deliver the source files of all the materials produced to CEMR.

## Expertise required

The selected contractor must have:

- Proven experience in producing similar communication materials for other organisations.
- Strong expertise in graphic design and motion graphics.
- Excellent communication skills to collaborate effectively with CEMR's communications team.
- A solid understanding of institutional communication and visual identity requirements.

## Submission process

Interested design agencies or individuals must submit the following documentation compiled into a single PDF file:

- A portfolio showcasing relevant experience and previous work.
- A detailed proposal outlining the estimated cost (VAT excluded).
- References from previous clients.
- Legal and tax registration documents.

All proposals must be submitted by **5 March 2026** via email to [communications@ccre-cemr.org](mailto:communications@ccre-cemr.org) with the subject “Call for proposals communication”.

## Selection criteria

Proposals will be evaluated through a selection committee based on:

- Quality of the portfolio and previous work, ideally similar to the deliverables foreseen in this call for proposals — 3 points
- Relevance of the proposal, including significant experience working with public administrations on similar projects — 3 points
- Cost of the proposal — 4 points

The selection committee will inform all participants of its decision by email no later than April, and earlier if possible.

## Budget

The total budget of the proposal is maximum 22,000 (excluding VAT), covering all costs, fees, and deliverables.

## Contact details

If you have any questions related to this Call for proposals, you can contact [communications@ccre-cemr.org](mailto:communications@ccre-cemr.org).