Call for Proposals
Printed and Web-based EMSP 2019 Annual Report
Design, production and proofreading/copyediting of content

Overview

The European Multiple Sclerosis Platform (EMSP) is seeking an external graphic designer and/or web developer to carry out the designing and production of a printed and a web-based format of its 30 years anniversary Annual Report 2019 (including proofreading and copyediting).

The Annual Report must be available in both print and high-resolution web .pdf format, as well as aligned to the form of a one-pager scrollable web-based annual report. The microsite would support wider online dissemination and availability of web analytics. It will highlight EMSP’s 30 years history, 2019 activities and main achievements, project and membership updates.

About EMSP

The European Multiple Sclerosis Platform (EMSP) is a Pan-European NGO funded in 1989 that represents over 770,000 people living with Multiple Sclerosis (MS) in Europe.

Their needs are the main focus of its advocacy and awareness-raising campaigns, to influence European decision-makers and EU policy-makers. We gather and provide knowledge and expertise to relevant stakeholders and encourage high quality research and the dissemination of excellent, evidence-based information on MS. EMSP’s flagship projects aim to improve quality of life of people with Multiple Sclerosis, as well as access to ensure that they receive high quality equitable treatment, care and employment.

EMSP relies on a growing network of 41 member organizations from 36 European countries. They all work together to ensure that people with MS have a real voice in determining their own priorities.

Who we are:
- Pan-European NGO engaged in advocacy and awareness-raising activities.
- Offering knowledge and expertise in the field of multiple sclerosis (MS).
- Aiming to improve quality of life as well as access to treatment, care and employment.

What we do:
- Campaigning through advocacy & awareness raising;
- Collecting and sharing knowledge and expertise;
- Encouraging research and data collection.
### Rationale for Annual Report Design

EMSP issues its annual reports in May summarizing the activities and achievements of the previous year. The targeted audience includes EMSP members, partners and stakeholders.

### Design Guidelines

EMSP is looking for a professional, mature printed design, also available in a web-based microsite format that helps to communicate the value of the organization and the impact it is having on the MS community. A 30 years anniversary front cover design is desired with multiple design elements for the internal pages. The design will need to use EMSP’s brand guidelines, but it must seek a new look and feel, which reflects the history of the organization.

### Scope of Services, Deliverables

- Proofread and copyedit the draft content.
- Provide consultation and brainstorming related to the design concept.
- Develop design plan and timeline for all deliverables that is complementary to EMSP’s timeline.
- Provide 3 cover design concepts and 2-3 spread designs concepts.
- Provide layout, typesetting and final design of the Annual Report overall that adhere to the organization’s brand.
- Align the annual report to a web-based format and set up an annual report one-pager scrollable microsite (highly functional and visually attractive) where the pdf version is also downloadable.
- Organize the printing and delivery of 150 copies of the annual report to Hotel Meliá Barajas for EMSP’s Annual Conference in Madrid, Spain delivered on 6 May 2020.
<table>
<thead>
<tr>
<th>Deadlines in March 2020</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>Friday, 21 February 2020</td>
<td>Issuing Request For Proposals (RFP)</td>
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<tr>
<td>Friday, 13 March 2020</td>
<td>Proposals due by 23:30pm - CET</td>
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<tr>
<td>Tuesday, 17 March 2020 (COB)</td>
<td>Successful Applicant Notified</td>
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<tr>
<td>Wednesday, 18 March 2020</td>
<td>Launch of the process (EMSP provides draft &amp; visuals)</td>
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<tr>
<td>Wednesday, 25 March 2020 (COB)</td>
<td>First stage of approval process</td>
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<tr>
<td>Friday, 27 March 2020 (COB)</td>
<td>Feedback from EMSP</td>
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<tr>
<th>Deadlines in April 2020</th>
<th>Milestone</th>
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<tr>
<td>April (TBC) 2020</td>
<td>EMSP provides financial numbers &amp; audit report</td>
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<tr>
<td>Friday, 3 April 2020 (COB)</td>
<td>Second stage of approval process</td>
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<tr>
<td>Tuesday, 7 April 2020 (COB)</td>
<td>Feedback from EMSP</td>
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<tr>
<td>Friday, 10 April 2020 (COB)</td>
<td>Pre-final versions of the annual report for approval</td>
</tr>
<tr>
<td>Tuesday, 14 April 2020 (COB)</td>
<td>Feedback from EMSP</td>
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<tr>
<td>Thursday, April 17, 2020 (12:00 pm – CET)</td>
<td>Final Annual Report due by noon</td>
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<tr>
<td>Monday, 20 April 2020 (COB)</td>
<td>Last round of amendments</td>
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<tr>
<td>Tuesday, 21 April 2020 (COB)</td>
<td>Sending final report to printing company</td>
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<th>Deadlines in May 2020</th>
<th>Milestone</th>
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<tr>
<td>Wednesday, May 6 2020</td>
<td>150 copies printed &amp; delivered to Hotel Meliá Barajas, Madrid, Spain to EMSP’s Annual Conference 2020.</td>
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<tr>
<td>Friday, 8 May 2020</td>
<td>Online report publication (Web-based Scrollable Microsite &amp; Downloadable PDF)</td>
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Submission requirements

Proposal shall include the following sections:
- Organizational Overview;
- Project Understanding/Scope;
- Client Services;
- Budget and Fees;
- Examples Proposals shall not exceed 15 pages.

Project Understanding/Scope:
Demonstrate an understanding of the project, including details of EMSP. Provide a project approach and detailed scope of services, including anticipated work tasks and deliverables. Provide any further information that shows an understanding related to the project scope.

Client Services and Partnership:
- Describe the team that will be involved in this project.

Budget and Fees:
- Include the proposed budget and fees (including hosting & website maintenance)
- Please include printing and delivery costs according to the specifications in the services and deliverables section

Notes
- EMSP will provide all content;
- You will need to work closely with the Communications Officer in developing the report;
- You will need to recommend and liaise with a printing company;
- EMSP requires ownership of all layered graphic templates following project completion;
- The vendor may use images of the final design template for portfolios or client listings.

Contact information
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