

# STRENGTHENING SOCIAL DIALOGUE

## INVITATION TO TENDER DESIGN AND PRODUCTION OF CORPORATE IDENTITY FOR THE FEDERATION OF TRADE UNIONS OF MACEDONIA - SSM

### INTRODUCTION AND BACKGROUND

The overall objective of the *Strengthening Social Dialogue* Project is to improve the social dialogue as a means to create more and better jobs. This will be achieved through institutional and legislative improvement along with activities aimed at strengthening the capacities of the tripartite actors to engage effectively in social dialogue. The project consists of three specific components, namely:

Specific objective 1	Enhanced participation of the ESC in shaping the national economic and social reform agenda
Specific objective 2	Enhanced participation of local ESCs in formulation and implementation of local employment policies
Specific objective 3	Increased effectiveness of Trade Unions and Employers' Organizations

### Invitation to Tender within Component 3: Increased effectiveness of Trade Unions

The present Invitation to Tender aims at prospecting service providing companies, which will be interested in contributing to the **design and production of corporate identity for the Federation of Trade Unions of Macedonia (SSM)**.

Activity	Task details	Time frame
3.1.2 – TUs Implemented communication strategy	<p>Design and production of corporate identity of the Federation of Trade Unions of Macedonia (SSM), which will aim to:</p> <p><i>better position the trade union and increase its visibility, ensuring coherency and synergy of messages</i></p> <p>and will include at least:</p> <ul style="list-style-type: none"> <li>- Trade Union general message (slogan)</li> <li>- 1 or 2 other messages supporting the general one (in sense of – Trade Union providing tangible support in life – dealing with people and their challenges and difficulties, bringing in changes and improvements)</li> <li>- design of corporate identity (varieties of the logo, memorandum, letter, promotional materials design) – basic colours – red, yellow, blue</li> <li>- development and production of 2 max 30 seconds promotional videos (animated and real people) based on the slogan and messages</li> </ul>	October – December 2020

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	<ul style="list-style-type: none"> <li>- design and production of a virtual assistance character</li> <li>- design of poster template</li> </ul> <p>The list of aforementioned outputs is not restrictive. It could be amended following consultations with project team and fitting the approved budget.</p>	
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## Conditions for Eligibility

The service providing company should be:

- Adequately staffed to undertake the assumed tasks in due time and at agreed costs;
- Equipped with sufficient infrastructure (owned or contracted) for designing, producing and providing goods or services related to the present ToR in time and places agreed with the beneficiary;
- A formal employer, with no criminal or fiscal records and with a stable certified financial situation.

## Manner of Application

Service providing companies interested to collaborate with the EU-funded and ILO-implemented project *Strengthening Social Dialogue* in the above areas of expertise are kindly requested to submit their offers **by 26 October 2020** to the e-mail addresses [simjanoska@ilo.org](mailto:simjanoska@ilo.org), and [jovanovska@ilo.org](mailto:jovanovska@ilo.org)

The service providing company should submit the following:

- **Agency portfolio**
- **Prior experience in the relevant field**
- **List of references**
- **Offer (including creative ideas and price per item).** Prices should be expressed in **EUR, VAT free.**

The ILO retains the right to accept or reject any application. Selection of the service provider will be done according to ILO procedures. Applicants will be contacted by the project office and they will receive the terms of reference with detailed requirements and descriptions of tasks.