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LEADER 2023 - 2027



# Request for Quotation

## Communication Services for the European Cooperation Project "Parte de Mi"

### 1. Background

"**Parte de Mi – Strengthening Rural–Urban Partnerships**" is a transnational cooperation project implemented under the [LEADER Programme](#), involving four Local Action Groups (LAGs):

- GAL Risorsa Lomellina (Italy – Lead Partner)
- GAL Oltrepò Pavese (Italy)
- GAL Asociación de Desarrollo Cabañeros Montes Norte – Entreparkes (Spain)
- GAL Sundgau-3Frontières (France)

The project aims to explore and promote innovative models of cooperation between rural and urban areas, demonstrating how reciprocal relationships can generate shared benefits in terms of governance, services, attractiveness and quality of life.

The project combines a common research and strategic phase—focused on analysing European governance models and best practices—with local pilot actions in each partner territory to test and adapt the findings to different territorial contexts.

To maximise the impact and visibility of the initiative, the partnership intends to position **Parte de Mi** as a European best practice in rural–urban cooperation.

The partnership is therefore seeking proposals from communication agencies to support the development and implementation of a common communication strategy and visual identity. The selected agency will work closely with the partners to ensure consistent communication throughout the project, targeting both institutional stakeholders and the wider public at local, national and European levels.

### 2. Objectives

The communication activities should contribute to:

- creating a recognisable European identity for the project;
- increasing the visibility of the project at local, regional and European level;
- supporting dissemination and transferability of project results;
- positioning *Parte de Mi* as a European best practice in rural–urban cooperation;
- engaging institutional stakeholders and European networks.



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### 3. Scope of services

The quotation should include the following services.

#### **A. Visual identity**

- Project logo
- Graphic identity / brand guidelines
- Colour palette and typography
- Templates for presentations and documents
- Roll-up and event materials
- Social media templates

#### **B. Communication strategy**

Preparation of a communication plan including:

- communication objectives;
- target audiences;
- key messages;
- communication channels;

#### **C. Communication materials**

Indicative services may include:

- press kit;
- press releases;
- website content;
- social media graphics;
- short promotional videos;

#### **D. Communication support**

Support throughout the project for:

- dissemination activities;
- visibility of milestones and results;
- European-level communication;

### 4. Proposal requested

In addition to the financial quotation, agencies are invited to submit a short proposal (maximum 5 pages) describing:



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- their understanding of the project;
- the proposed communication concept;
- examples of previous relevant European projects;
- suggested communication tools and formats;
- the proposed working methodology.
- Innovative ideas that enhance the project's visibility and long-term impact are particularly welcome.

## 5. Deliverables

Please indicate:

- expected deliverables;
- estimated workload;
- optional services not included in the core proposal.

## 6. Budget

The available budget for common communication activities is approximately **EUR 17,000**.

Agencies are invited to:

- submit a proposal within the available budget;
- clearly identify optional services that could be provided should additional resources become available.

## 7. Evaluation criteria

Proposals will be evaluated considering:

- understanding of the project objectives;
- quality and creativity of the proposed approach;
- experience with European cooperation projects;
- value for money.

## 8. Submission

Interested agencies are invited to submit:

- Technical proposal;
- Financial quotation;
- Portfolio of relevant projects;
- Company profile.

Proposals should be submitted in English.