

# Invitation to submit an offer

Support for the creation of a flyer from design to copywriting

## Background and context

The Interreg Alpine Space programme strives for cooperation between and among Alpine organizations, supporting transnational projects in the Alpine area that are fostering territorial development and cohesion. These projects bring together Alpine institutions to develop joint actions for shared solutions on specific Alpine issues.

The programme has elaborated a communication strategy which sets out and frames the communication approach for the entire implementation period of the programme and is currently undergoing a mid-term evaluation of its communication activities with the support of external experts.

The programme is running activities for cooperation with the EU strategy for the Alpine Region (EUSALP) as well as the Alpine Convention. In the context of the preliminary results of the evaluation of the programme's communication strategy, as well as to continue a best practice initiated in the 2014-2020 programme, in next months the Interreg Alpine Space intends to produce a flyer featuring the cooperation among the programme, EUSALP and the Alpine Convention. The underlying objective of this flyer is to communicate how these three frameworks, individually and collectively, contribute to the sustainable development and cooperation of the Alpine Region.

This award procedure is aimed at selecting a service provider to support the Alpine Space programme in the above-mentioned communication activities.

## Type of contract and description of services

### 1. Type of contract

The maximum available budget for this service is **EUR 8,000 net of VAT**. This includes all associated costs such as design, copywriting, and file delivery. The present procurement procedure of the Land of Salzburg

as contracting authority is based on Austrian procurement law. According to this law (article 46 of Bundesvergabegesetz 2018) the present service contract will be awarded via direct contracting. The contract will be set up based on Austrian law and concluded with the Land of Salzburg. Herewith all interested companies are invited to submit an offer, via e-mail to [js@alpine-space.eu](mailto:js@alpine-space.eu) by **Tuesday, September 2<sup>nd</sup>, 2025, 1PM.**

## 2. Specification of services

The objective of this service is to develop a flyer illustrating the respective roles, complementarities, and cooperation between the Interreg Alpine Space programme, EUSALP and the Alpine Convention. It is not a reissue of the [Alpine Cooperation Stories brochure](#), but a communication tool to visualise and explain how these three frameworks contribute, individually and collectively, to sustainable development and cooperation in the Alpine Region. It is aimed at increasing visibility and understanding of the “Alpine Region Ecosystem” among key target groups, including (potential) project beneficiaries, programme bodies, European and national networks, local authorities, and interested citizens. Through accessible language and clear design, the flyer should help non-experts and professionals alike to better grasp the governance landscape of the Alpine Region.

### Format

- Format: Flyer, A4. The service provider may suggest a foldable format (e.g. Gate fold, Z-fold, trifold, half fold, etc.), if better suited to the concept. Depending on the concept envisioned by the service provider, the flyer can be a two page flyer or a foldable flyer (horizontally in 3 pages) [as per the programme flyer](#).
- Use: Primarily for online dissemination (e.g. website, newsletter, social media), but printable (standard print settings, no bleeds).
- Language: English (translation into Alpine languages may follow but is not part of this contract)
- Print product to **be available by November 7<sup>th</sup> 2025**

### Content and visual concept

#### Background

The three frameworks—Interreg Alpine Space, EUSALP, and the Alpine Convention—operate multinationally at different governance levels but work toward common goals related to sustainable development, territorial cohesion, and resilience in the Alpine Region. Their collaboration can be illustrated through a policy-to-practice continuum or ecosystem metaphor:



[EUSALP](#) is the EU macro-regional strategy for the Alpine Region, designed to enhance cooperation and cohesion across national and regional borders. It brings together five EU Member States (Austria, France, Germany, Italy, and Slovenia), two non-EU countries (Switzerland and Liechtenstein), and 48 Alpine regions. EUSALP fosters coordinated action on shared Alpine challenges such as innovation, mobility, energy, and biodiversity. It promotes the implementation of EU policy objectives through macro-regional governance, strategic alignment, and multi-level stakeholder cooperation.

The [Alpine Convention](#) is an international treaty focused on the protection and sustainable development of the Alpine region. Parties involved are all Alpine countries (Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia, Switzerland) and the European Union. It safeguards the region's sensitive ecosystems, promotes cultural heritage, eco-friendly tourism, and cooperation among Alpine countries to improve quality of life. It establishes long-term commitments and environmental standards that support both strategic planning and on-the-ground implementation.

The [Interreg Alpine Space programme](#) co-finances cooperation projects across seven Alpine countries (Austria, France, Germany, Italy, Liechtenstein, Slovenia, and Switzerland). Through transnational EU funding, it enables innovative solutions to shared Alpine challenges and fosters cooperation across borders. Many projects contribute to the implementation of EUSALP priorities and are aligned with the sustainability principles of the Alpine Convention. They often serve as real-life laboratories to test, transfer, or scale up policy ideas.

## Narrative concept

The flyer will illustrate how Interreg Alpine Space, EUSALP, and the Alpine Convention cooperate within a broader Alpine Region governance “ecosystem”. It should visualise:

- Each stakeholder's key role, including governance level, legal status, thematic focus, and historical background.
- How they complement and interact to reach their collective goal of contributing to the sustainable development and cooperation of the Alpine Region.
- Who benefits from their combined action (i.e. stakeholders like policymakers, municipalities, NGOs, researchers, citizens).
- The territory covered.

Visual elements (i.e. infographics and diagrams) and concise storytelling will be used to explain and compare how their mandates interact and where in the “Alpine Ecosystem” (e.g. short “ID boxes” bullet points with their characteristics).

## Visual concept

### Page 1 - Front / “The Ecosystem”

- Visual elements or icons representing each stakeholder/instrument (organizations’ logos can be used):
  - Interreg Alpine Space: cooperation programme
  - EUSALP: macro-regional strategy
  - Alpine Convention: legally binding treaty framework
- Logos and short paragraphs (2-3 lines each maximum) describing their purpose and approach.
- An infographic or Venn diagram visually comparing key aspects:
  - Role and governance level
  - Legal status (operational, strategic, binding)
  - History (age and max. 1-2 dates)
  - Key themes
- A graphic visualization of how the three coordinate and work together, e.g.:
  - A triangle or circular flow showing complementary roles
  - A timeline/continuum
  - Icons and ID boxes for each with attributes (e.g. legal, strategic, operational; etc.)

### Page 2 - Back / “The Territory”

- Map visually showing:
  - Territorial scope of each framework (colour-coded or overlaid)
  - Overlaps and differences

### Optional:

- Icons identifying beneficiaries/stakeholders

---

## Visual and Communication Guidelines

Branding must align with **Interreg Alpine Space branding**, while including visual identities of EUSALP and the Alpine Convention.

- Clear, modern, and accessible design:
  - Adequate contrast, readable fonts, screen-reader compatibility
  - Optional interactive elements (e.g. clickable logos/links in digital version)
- Final files will be delivered as:
  - One **interactive digital PDF** (with clickable elements if applicable)
  - One **print-ready PDF** (high-resolution, CMYK, embedded fonts, QR codes)
- All visual material used must be **copyright-free or appropriately licensed**, with usage rights granted to the programme.
- A credit must be included indicating that the product is co-financed by the **Interreg Alpine Space** programme.

## Awarding procedure

The awarding procedure will follow the rules for direct contracting according to Austrian procurement law (BVerG 2018). The selection will be based on the following criteria:

- Max 40 points: **Qualifications and experience of expert(s) with previous references**
  - Demonstrated experience in editorial and visual storytelling for EU programmes, institutional communication or cooperation-related topics (max 10 points).
  - Skills in visual design and layout, particularly for digital brochures or infographics (max 10 points).
  - Excellent written command of English (ideally native or native-like, max 10 points).
  - Ability to manage similar multi-partner communication products in the past (i.e. coordinate with and reflect the perspectives of several partners involved in the development of a communication product) (max 10 points).
- Max 36 points: **Quality of the proposed concept and understanding of the task**



- Clarity and relevance of the proposed narrative and visual concept (max 9 points).
  - Understanding of the flyer's objectives, audience, and institutional context (max 9 points).
  - Creativity of the proposed layout/infographic structure (max 9 points).
  - Compliance with accessibility standards and branding requirements (max 9 points).
- Max 24 points: **Price (value for money)**.

The contract will be awarded to the most economically advantageous offer based on the above criteria.

## Time schedule and coordination

The following timeline is foreseen for the delivery of services:

- **15-September 2025:** Kick-off meeting (online) to align expectations and define the workflow.
- **25 September 2025:** Submission of first complete draft (visuals, cover layout, infographic template, text structure, map).
- **30 September 2025:** Feedback from the programme.
- **17 October 2025:** Second draft
- **24 October 2025:** Final corrections and proof-reading.
- **31 October 2025:** Delivery of final digital and print-ready files (in English).

Coordination will be ensured primarily with the Alpine Space Joint Secretariat communication team. The contractor is expected to be available for short online check-ins during the production process and to incorporate feedback within two rounds of corrections.

## Required content of the offer

To be considered eligible, the offer must be complete and submitted in English by the deadline indicated. The following elements must be included:

- Information about experiences and qualification of the proposed expert(s)



- CV(s) of the expert(s) who will be directly involved in the delivery of the service.
- A short description of the relevant qualifications of the proposed expert team, including experience with:
  - Editorial and visual communication for EU/public sector programmes.
  - Storytelling, infographic development, and layout design.
  - Working with multi-stakeholder institutions and/or frameworks in the development of a communication product.
- Language skills, especially English proficiency (ideally native or native-like). *Excellent command of written English is essential for this assignment, given the need for clear, engaging, and accessible text targeting a wide and non-expert audience. While native or native-like English proficiency is desirable among the proposed expert(s), it is not mandatory as long as the contractor ensures high-quality English output.*
- Portfolio of relevant previous work:
  - 2-3 examples of past projects relevant to this assignment of the proposed experts (PDF or links).
  - Clearly indicate the role of the proposed expert(s) in each project (e.g. author, designer, project lead).
- First sketches/ideas regarding the concept. This is not expected to be a final proposal but should demonstrate understanding of the task:
  - Short sketch or description of the envisioned approach.
  - May include rough layout ideas, visual inspiration, or thematic framing of the narrative.
- The attached price list filled in (see attached document).

The offered price must not exceed the **maximum available budget of EUR 8,000 net of VAT**. All prices must be indicated as fixed and inclusive of all related costs (e.g. tools, licenses, communication, file delivery, etc.). Additional costs will not be reimbursed.

The offer must be signed and submitted as a **scanned PDF** or **digitally signed PDF**.

The offered price shall cover any costs arising from the complete delivery of the services described above such as office and material costs, costs for any subcontracts, overhead costs, taxes, charges. Additional costs will not be reimbursed. VAT is to be indicated separately, and prices must be indicated as fixed prices.

No reimbursement of costs arising from the elaboration and submission of the offer will take place.



Please be aware that the Land of Salzburg as contracting authority may request additional documents to verify the authorization of the company to deliver the service, its professional reliability as well as its financial, economic and technical ability to perform the services.

The offer signed and scanned or digitally signed shall be submitted by Tuesday, **September 2<sup>nd</sup>, 2025, 1PM** via e-mail to [js@alpine-space.eu](mailto:js@alpine-space.eu). Incomplete applications or offers submitted after the deadline will not be considered. The final choice will be communicated on September 9<sup>th</sup>, 2025.

For **questions**, please address an e-mail to [js@alpine-space.eu](mailto:js@alpine-space.eu) by **August 22<sup>nd</sup>, 2025**. Questions will be answered by **August 26<sup>th</sup>, 2025** on the [Alpine Space programme website](#).

The Communication Manager  
Francesca Barco  
06.08.2025

## Annexes

Annex 1: Price list template

Annex 2: Interreg Alpine Space - Corporate Design Manual