

## Call for Expression of Interest

### TERMS OF REFERENCE

Marketing & Design Agency  
and  
XR Production Studios

### ENI CBC MED Strategic projects

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| <b>Project Titles:</b>           | B_A.2.1_0056 - iHERITAGE                               |
| <b>Programme:</b>                | ENI CBC Mediterranean Sea Basin                        |
| <b>Financing:</b>                | European Union   |
| <b>Contracting authority:</b>    | CEEBA – Confederation of Egyptian Business Association |
| <b>Experts to be selected:</b>   | Marketing & Design Agency and XR Production Studios    |
| <b>Location of the contract:</b> | Egypt, Alexandria                                      |

The Confederation of Egyptian Business Associations – CEEBA is seeking the services of a Marketing & Design Agency and/or XR Applications Studios for the technical and visual design and production of an Augmented Brochure for the EU-funded iHERITAGE Project which is part of the ENI CBC MED Program.

iHERITAGE aims at developing new techniques to improve the Mediterranean UNESCO cultural heritage interpretation, taking advantage of new technologies and commercializing the latest research results. iHERITAGE will provide new solutions through an innovation-driven growth process to promote cross border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT): Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

One of the activities foreseen for the iHERITAGE project includes the production of an Augmented Brochure. The methodology applied will create an "augmented" experience starting from paper brochures, based on smartphones, moving from 2D printing to 3D content to be activated when the recognition system captures the reference images thus allow the virtual contents to be superimposed to the 2D ones. The brochure will be produced in compliance with the ENI CBC MED visibility and communication guidelines and all content provided by CEEBA.



**Our target audience includes:**

- Universities, Students and Student Organizations
- Technology Commercialization and Innovation Research Centres
- ICT SMEs and Start-ups/ Entrepreneurs
- National, Regional and Local Public Authorities
- Heritage and ICT Industry Representatives
- Travel Agencies and DMCs
- International and local tourists
- NEETs, young people and women
- General public/local communities

with a special focus on Italy, Egypt, Spain, Jordan, Lebanon and Portugal and the entire Mediterranean Region.

**Minimum qualifications and requirements:**

- Team members must be experienced in the production of promotional material, graphic design and/or the design of Augmented Reality content with related qualifications/certifications.
- A good portfolio and references with similar assignments.
- Ability to coordinate and communicate remotely with video editor team.
- Ability to produce high quality promotional material on time.
- Excellent communication skills in English.

Communication may be carried by long distance modality via e-mails and other long-distance communication tools (e.g., Zoom).



## **Expected deliverables:**

The Augmented Brochure will be designed in two stages

1. Visual/ Graphic design
2. Augmented Content design

Agencies/ vendors able to work on both stages of the design process or create an alliance/consortium with other agencies to do so, will be given significant priority in the evaluation procedure. A total budget of 5.000 EUR is allocated for the design and XR content development of the Augmented Brochure.

**Marketing & Design Agencies** are expected to deliver at least 3 design proposals for the Augmented Brochure displaying at least one tangible and/or intangible cultural heritage from Egypt compliant with the information and guidelines provided by CEEBA (including project logo, partners' logos, slogan, etc.)

**XR Production Studios** are expected to deliver:

- A detailed concept of the Augmented Reality content including audio suggestions and visual proposals – mood board for each of the selected tangible and/or intangible cultural heritage from Egypt displayed in the Brochure design.
- The indication and justification of the use of web AR or App AR
- Additional points of evaluation will be given for the inclusion of narration, interactive features, 3D animated characters or any additional creative and innovative ideas.

**All parties** are expected to:

- Have close coordination with CEEBA to ensure homogeneity of expectations and quality of deliverables
- After the acceptance of the proposal a specific workplan including a detailed timeline will be required

## **Technical Specs of the Augmented Brochure:**

- 3D content must follow the latest trends
- Must be optimized for the use on Android and IOS mobile devices starting iPhone 6



## **Nationality rule:**

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

- a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4
- b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;
- c) the Republic of Belarus;
- d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014;
- e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

## **Evaluation:**

CEEBA will evaluate applicants on the basis of its responsiveness to the TOR with a key focus:

- 50% on experience of having undertaken similar assignments in the past: A portfolio is required. Preferred: Experience in ENPI countries and EU projects.
- 30% on the provided quotation within the maximum allocated budget of 5.000 EUR including the design and printing of max. 15.000 copies
- 20% general competence and level of expertise within the agency, education and training of team members, length of experience.

## **Documents required:**

- Portfolio, showing previous experience.
- Budget for the abovementioned task(s)

All submissions (technical and financial proposal including references, portfolio and other supporting materials useful for the evaluation) must be consistent with this TOR, written in English and should arrive no later than the 20th of August 2022 by email to: [info@ceeba.org](mailto:info@ceeba.org)

For more information about the iHERITAGE project, [please visit this link](#).