

Dear colleagues,

We are providing clarification to questions on the visibility and communications call for procurement for Innovation. Media. Minds: EU Support for Public Service Journalism in the Western Balkans:

1 - Do you have visual identity of the project or visual guidelines?

There is no logo for this project. The three logos which will be used are the EU emblem with the funding statement, Goethe Institut logo and Deutsche Welle Akademie logo. The guiding document is the [Communicating and raising EU visibility: Guidance for external actions](#), and [the document from 2022](#)

2 - Do the deliverables include the landing page?

The deliverables do not include the landing page, this is being developed as part of the Goethe Institut Athens website.

The deliverables are:

- 1 - Design of visibility materials:
 1. Letterhead
 2. Power point presentation
(regular power point presentation, with appropriate branding which we could use throughout the duration of the project)
 3. Banner and roll up
(Banner should be made in digital and print formats. Digital format should be used for social media, newsletter and correspondence, meaning size should be easily made adaptable by the project staff)
 4. Three-fold leaflet
 5. Infographic
- 2 - Promotional video

3 - Does the call for procurement include translation to local languages?

The material should be in English language, with the possibility of being translated to local languages. This call for procurement does not include translation. Localisation should be part of another procurement but the files should be made available for changes.

4 - What type of infographic should it be – timeline, data visualization, list, information with images? What is the purpose of such infographics and which media will you use to share it? What is the complexity level, expected size of infographic, estimated number of elements?

Infographic should include timeline, information about the project, beneficiaries, information about the grants, activities such as study visits, workshops, consultancies, plans and expected outcomes. The infographic should be used as

a promotional and informative communications tool, that can be both printed and shared online. As the project is in its early stages, we still do not have enough information to be used on the infographic and expect more to be available throughout the year. We do expect the infographic to have around 15 different elements/information pieces, however, more could be expected as we undertake more activities and evolve.

Later in the project, we should be able to use the visuals from the infographic for a possible animation video.

5 - Do you expect animated video or recorded footage? Does it include recorded footage, will there be video shooting in different countries? Will it cover events, taking statements from the staff and participants etc? How many events will there be? What is the expected length of the video? What is the filming location (indoor/outdoor)? Does it need to contain animation (2D/3D)? Can stock video and voiceover be used?

The video should be up to three minutes long, as stated in the call for procurement. The video should include recorded footage, which should be provided by the project. The bidder should provide the information on the format of the recordings. Stock video and voice over could be used. Voice over could be provided by one of the project staff. The project is in early stages and the video should come at the end of the year, after some of the project activities take place. The bidder should provide rough conceptual ideas on how best to capture project's objectives, beneficiaries, activities, grants, expected outcomes. The script for the video should be done together with the project. Music would also be needed, and could be obtained via various sound stock websites. Videos should be in English or at least when need include English translation/subtitles.