



Rome, 2 February 2023

To whom it may concern:

ICCRUM is a long-established intergovernmental organization working to provide tools, knowledge and skills to preserve cultural heritage – from objects in museums to monuments and landscapes – for the benefit of all. ICCROM has been making a difference for more than 65 years through our 137 Member States and many partners.

Those working on the front lines of heritage preservation – including scientists, conservators, museum curators, site managers, archivists, researchers and archaeologists – rely on us for world-class initiatives in conservation training, information, research, cooperation and advocacy. We are a knowledge powerhouse for today and tomorrow. We build the capacities of the conservation community and engage and inform new generations of professionals and the general public with an interest in heritage.

We envision a world in which cultural heritage – its preservation, protection and celebration – is inextricably linked with notions of progress, inclusivity, well-being and stability. We've long been working toward realizing this vision with our many projects and activities, but we recognize that, especially in today's digital world, our brand needs some attention as well.

We are looking for a creative agency to help us reimagine our branding to enhance our presence on the world stage and in the minds of our diverse target audience. We hope to:

- achieve brand unity and coherence through touchpoints;
- develop a flexible but firm branding identity; and
- maintain our logo's visual cues while modernizing it.

We aim to collaborate with inventive and inspiring branding experts who will give our organization the edge as we head into what will be a defining decade for us. We especially need brand guidelines that enable our multifaceted organization to be united and cohesive in



everything we do.

ICCROM has made a tremendous impact in these past six decades, being on the frontline of cultural heritage at risk and developing the future of cultural heritage protection. To grow this impact, we need a unified identity that will amplify the good we're doing.

We're looking for someone like you to help us do so.



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1. About this Invitation to Bid (ITB)

Below, you will find some background information on us and our work, our goals for this project, our expectations for prospective bidders and specific details about what to include in the proposal. Please email us at Communications@iccrom.org with any questions or comments.

The deadline is **20 March 2023** and the outcome of the tender will be communicated to all applicants by 1 April 2023.

2. About us

We are ICCROM, the International Centre for the Study of the Preservation and Restoration of Cultural Property — an intergovernmental organization working in service to our 137 Member States to promote the conservation of all forms of cultural heritage in every region of the world. Our headquarters are in Rome, Italy, and we have a regional office in Sharjah, UAE.

Founded by UNESCO in 1956, we are the only institution of our kind with a worldwide mandate to promote and improve the conservation practice of all types of cultural heritage through training, information, research, cooperation and advocacy. In response to the Strategic Directions established by our Council and approved by the General Assembly for 2018-2023, we currently have four flagship programmes and several prospective activities.

3. Project overview

We envisage this to be a ‘refresh’ rather than a rebrand, as we feel it is important to honour ICCROM’s heritage and the trust placed in us by countries worldwide for more than six decades. However, this does not mean we are resistant to change or bold ideas. We know many of our existing brand elements are dated, no longer fit for purpose, lack cohesion or could more effectively support our strategic objectives. For example, our current logo is more than 25 years old and shows its age; this has undermined the power of the ICCROM name, as individual programmes have resorted to designing their own logos. We need a reinvigorated brand identity around which our whole organization can unite.

We need help coming up with strong and distinctive, yet flexible, branding that nods to our past

but embraces our future potential: that reflects our innovative programmes and diverse activities, grabs attention online, inspires greater interest in our cause and elevates us in the competitive international arena. Crucially, it must take into account our inherent complexity as an organization encompassing multiple functions — part professional network, part think tank, part training institution, etc. — and our need to engage successfully with many audiences. Finding that sweet spot will be no easy feat, but our minds are open to the possibilities!

4. Project goals

By refreshing our brand, we want to:

- increase our brand recognition to strengthen our effectiveness and attract support;
- expand our reach and improve our ability to cut through to Member States, the heritage sector at large, partners and donors, the general public and other stakeholders;
- achieve a consistent and cohesive ‘look and feel’ across our programmes, products and services while accommodating an acceptable level of differentiation at the programme level through clear guidelines;
- stand out from similar organizations in our sector and beyond;
- set a new standard for the images, videos and graphics that promote our work globally;
- further clarify our style and tone of voice to maximize our communications’ impact;
- take full advantage of established and emerging digital platforms to advance our mission;
- engage our existing stakeholders in the process to ensure they identify with the refreshed brand and are not alienated by any changes; and
- strike a balance between acknowledging our history and adapting to meet present and future needs.

5. Scope of the project

We are interested in:

- developing a refreshed visual identity (including logo, colour palette, fonts, graphics);
- creating brand kits complete with “dos and don’ts” to guide usage across print, web, social media, specific programmes, by partner organizations, etc.;

- designing specific marketing collateral and/or templates;
- creating high-impact key messaging that articulates our value proposition;
- sharing ideas for further improving our digital branding; and
- assisting with internal and external consultation on any proposed changes and incorporating pertinent feedback.

We intend to request a 'discovery phase' from the selected agency to refine the project's scope. This could include an audit of existing brand and marketing materials to identify additional needs or potential opportunities and consideration of feedback received from our staff during an initial round of consultation.

6. Target audience

We have a diverse target audience. The following are some of our key stakeholders:

- Member States;
- donors (private and public);
- heritage professionals;
- partners, NGOs and UN organizations;
- government officials;
- course alumni;
- future course participants;
- educational institutions;
- scientists and researchers;
- teachers, librarians, students and alumni;
- policymakers;
- media; and
- the general public.

Having our stakeholders buy into this process of changing our branding is critical to the acceptance and use of new tools. We need help strategically positioning ourselves and crafting a story to communicate back to these groups that will take them on the journey of this project.

7. What we're looking for

While we have some ideas for this project, we want to work with a forward-thinking creative agency that can help us realize an overall vision for our brand, utilizing proven experience in delivering successful projects of a similar nature for internationally-focused organizations. Ideally, you can offer us a motivated team of problem solvers who are consultative and prioritize good client relations. Experience within the heritage sector or working with intergovernmental organizations, NGOs/non-profits, academic institutions or think tanks would be helpful.

8. Proposal instructions

Please prepare a proposal that includes the following:

- a summary of how you would approach this project, including the discovery phase;
- examples of similar projects undertaken;
- a proposed timeline outlining major tasks and milestones;
- an estimated project budget, by line item;
- background on the members of your project team, including their relevant experience and credentials; and
- at least two client references.

Please email your proposal to tender@iccrom.org by **17:00 CET, 20 March 2023**, including the name and contact details of whom we can approach to clarify any aspects of the proposal if needed.

Details of the nomination and selection process are illustrated in the attached guidelines (**Annex I**).

The selected company will be notified by 1 April 2023.

We look forward to receiving your proposal.

Sincerely,



01 February 2023 | 16:53:

José Luiz Pedersoli Jr.
Unit Manager, Strategic Planning
ICCROM Officer in Charge (OIC)

ANNEX I

Selection and appointment process

The process for selecting and appointing the successful bidder will be as follows:

Invitation

ICCROM will receive proposals from qualified providers.

Receipt of proposals

Proposals should be submitted to ICCROM no later than **17:00 CET, 20 March 2023**. The proposals can be submitted in either electronic (pdf) or paper format (in a sealed envelope).

Upon receipt of a submission, the designated Tender Opening Committee (TOC) members must record the time of receipt. All hard copies of the tender should be recorded with a date and time stamp.

For all the proposals received through electronic submission, the date and time of receipt of the email will prevail.

All the proposals received after the time indicated will not be considered valid.

The ICCROM TOC will open all proposals in the presence of the Procurement Official. After the formal handover of submissions to the Procurement Official, they will coordinate with the appointed Evaluation Committee to evaluate the proposals based on the criteria indicated below.

ICCROM reserves the right to reject any or all submissions that do not conform to the instructions in the solicitation documents, or whenever such rejection is in the interest of the Organization.

Evaluation of Proposals

All proposals received within the stipulated timeframe will be reviewed and evaluated according to the following criteria and weights:

Criteria	Weight
Economic Proposal	30
Technical Proposal	70

All proposals must follow the indications mentioned in **section 8**.

Previous experience with international organizations, NGOs or think tanks is a plus.

Economic Proposals and Currency

Economic proposals must be stated in EUR.

ICCROM specifies that pursuant to Article 72, paragraph (3) number (4), of the Decree of the President of the Republic, October 26, 1972, No. 633/72, supplemented and corrected by Presidential Decree 23/12/1974, n° 687; Presidential Decree 2/7/1975, n° 288; Legislative Decree No. 323 of 20 June 1996 (Gazzetta Ufficiale 143 of 20 June 1996, art. 10 paragraph 4); and subsequent amendments made to the VAT exemption regime from the entry into force of Law no. 217 of 15 December 2011 and based on Law No. 723 of 11 June 1960, which makes the headquarters agreement between UNESCO and the Italian Government executive in Italy, the taxation of VAT does not apply to the transfer of goods and/or provision of services in favour of ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property) for an amount exceeding €300.00 (three hundred / 00 euros).

Address and Contact Information

Paper Format – Hard Copy

Hard copy proposals should be submitted in a sealed envelope clearly marked, "Branding proposal – ICCROM," and should be addressed to:

Administration Unit – Finance Office
Attn. **Mr Salvatore Ridente**
Budget Assistant
ICCROM
Via di San Michele, 13
00153 – Rome, Italy

Electronic Format – Email

Electronic proposals should be submitted through email with the subject "Branding proposal – ICCROM" and should be addressed to:

tender@iccrom.org

It is not possible to provide information by telephone regarding the selection and appointment procedure. Requests for clarification regarding any of the points above should be directed in writing only via email to **Ms Jennifer Copithorne**.

Ms Jennifer Copithorne
Partnership and Communications Unit Manager
ICCROM
Via di San Michele, 13
00153 Rome, Italy
E-mail: jennifer.copithorne@iccrom.org