

INSTRUCTIONS TO TENDERERS

Reference No.: RFP-CEDE/KEPA-SwEPA-2025-01

Procedure: Simplified Tendering – Request for Proposals (Consultant / Creative Services)

Issued by: Centre for Education and Development of Environment (CEDE)

On behalf of: Swedish Environmental Protection Agency (SwEPA) and Kosovo Environmental Protection Agency (KEPA)

Email: procurement@cede-ks.org

Section 1. Right to Participate

1.1 Participation in this tender procedure is open to all legally registered entities and individual consultants possessing the professional qualifications and technical capacity to perform the services described in the Terms of Reference.

1.2 Eligible tenderers must fulfil the following conditions:

- Be formally registered with the Kosovo Business Registration Agency (ARBK) or an equivalent authority in their country of establishment;
- Be in good standing with the Tax Administration of Kosovo or equivalent fiscal authority;
- Not be declared bankrupt, insolvent, or under suspension from publicly funded procurements;
- Have no conflict of interest with CEDE, SwEPA, or KEPA, including any prior involvement in drafting these documents;
- Possess at least three (3) years of documented experience in branding, graphic design, or visual identity development for public institutions or non-profit organisations.

1.3 Joint ventures or consortiums are permitted provided that one member is clearly identified as the lead partner responsible for contract administration and communication. A consortium agreement must be attached to the proposal.

1.4 CEDE reserves the right to verify eligibility and reject any tenderer that fails to meet these requirements.

Section 2. Preparation of the Offer

2.1 Tenderers shall examine all parts of the Request for Proposals (RFP) carefully. Failure to submit a complete offer or to follow the instructions may result in rejection.

2.2 Each offer must be prepared clearly, typed, and signed by an authorised representative of the tenderer. Any erasures or alterations shall be initialised by the signatory.

2.3 The offer shall consist of two separate sections:

- Technical Offer, covering the methodology, approach, team composition, and previous experience; and
- Financial Offer, covering the complete cost breakdown in EUR, including of VAT

2.4 Tenderers must ensure that their proposals are accurate and contain no false or misleading information. Any misrepresentation will result in disqualification and possible reporting to authorities in accordance with Sida's zero-tolerance policy on fraud and corruption.

2.5 By submitting an offer, the tenderer acknowledges that it has read, understood, and accepted all the conditions of these Instructions and the accompanying documents.

Section 3. Questions and Clarifications

3.1 Any request for clarification or additional information shall be submitted in writing only to: procurement@cede-ks.org, no later than five (5) calendar days before the submission deadline.

3.2 Requests must clearly indicate the reference number of the tender and the subject matter of the question.

3.3 Responses will be compiled and shared simultaneously with all invited tenderers in a written "Clarifications & Answers" document. No individual or verbal responses shall be considered official or binding.

3.4 To maintain transparency and equal treatment, CEDE shall not hold individual consultations with tenderers during the tender period.

3.5 In the event of necessary modifications to the RFP, CEDE may issue an official amendment and extend the deadline if required. Such amendments will form an integral part of the RFP.

Section 4. Form and Manner of Submission

4.1 Offers must be submitted electronically to  procurement@cede-ks.org by the date and time specified in Section 9 (Timetable).

4.2 The email subject line shall state:

"RFP – Visual Identity for Kosovo National Parks – [Name of Tenderer]".

4.3 The offer must be submitted in PDF format and may not exceed 20 MB. Separate files for Technical and Financial offers are recommended.

4.4 Only one offer per tenderer will be accepted. If multiple submissions are received, the most recent before the deadline will be considered.

4.5 Late offers will not be accepted under any circumstances. CEDE bears no responsibility for delays in email delivery or technical issues.

4.6 All offers shall be submitted in the English language. Official certificates in Albanian or Serbian can be submitted.

4.7 Submission of an offer constitutes the tenderer's consent to all terms of this procedure, including Sida's ethical and anti-corruption principles.

Section 5. Content of the Offer

5.1 Each tender must contain the documents listed below. Failure to submit any required document may result in rejection of the offer.

A. Technical Offer

- a) Detailed description of the tenderer's understanding of the assignment and proposed approach to develop the visual identity for Kosovo's National Parks;
- b) Methodology, work plan, and timeline for execution of tasks (including drafting, feedback, and final approval phases);
- c) Creative concepts or reference work illustrating relevant experience in branding and visual communication;
- d) Composition and qualifications of the team, including CVs of key experts;
- e) List of completed assignments of similar nature over the past three (3) years with references.

B. Financial Offer

- a) Detailed budget and price breakdown by deliverable;
- b) All amounts expressed in EUR, inclusive of VAT;
- c) Clear statement of the total contract price and payment terms;
- d) Signature of the authorised representative.

C. Legal and Administrative Documents

- a) Valid Business Registration Certificate (ARBK or equivalent);
- b) Valid Tax Clearance Certificate;
- c) Declaration of Integrity and No Conflict of Interest (signed and dated);

- d) Company profile with address and contact details;
- e) Any relevant licenses or certificates proving eligibility to perform the services.

5.2 CEDE may request clarifications regarding submitted documents without inviting the tenderer to modify the substance of its offer. Failure to respond to such requests within the specified period may result in disqualification.

Section 6. Validity of the Offer

6.1 Each offer shall remain valid for a period of ninety (90) calendar days from the deadline for submission. During this period, the tenderer may not withdraw or modify its proposal without written authorization from CEDE.

6.2 An offer with a shorter validity period shall be rejected as non-compliant.

6.3 If necessary, CEDE may request in writing that tenderers extend the validity of their offers. Tenderers may accept or decline such a request in writing without penalty.

Section 7. Costs of Participation

7.1 All costs incurred in the preparation and submission of the offer are the sole responsibility of the tenderer. No costs will be reimbursed by CEDE, SwEPA or KEPA, irrespective of the outcome of the tender.

7.2 This provision applies equally to tenderers who are not selected for award.

Section 8. Grounds for Rejection

8.1 CEDE may reject an offer at any stage of the procedure if any of the following circumstances are identified:

- a) The offer is incomplete or non-compliant with these Instructions;
- b) The tenderer has submitted false or misleading information;
- c) The tenderer or its personnel have attempted to influence the evaluation process;
- d) A conflict of interest exists or has not been declared;
- e) The tenderer is under bankruptcy or suspension;
- f) The offer was received after the deadline.

8.2 Any breach of Sida's ethical or anti-corruption principles shall constitute grounds for immediate exclusion and notification to competent authorities.

Section 9. Timetable

Activity	Date	Time (CET)
Publication of RFP	21 November 2025 (Friday)	09:00

Deadline for Clarifications	28 November 2025 (Friday)	17:00
Deadline for Submission	5 December 2025 (Friday)	16:00
Opening of Offers	8 December 2025 (Monday)	
Evaluation and SwEPA No-Objection	8–15 December 2025	
Notification of Results	16 December 2025 (Tuesday)	
Contract Signature	18–19 December 2025 (Thursday–Friday)	

Section 10. Opening of Offers

10.1 All offers will be opened in a non-public session by the Evaluation Committee appointed by CEDE.

10.2 A record of receipt and opening will be signed by committee members and retained for audit purposes.

10.3 No information about contents or prices will be disclosed until the evaluation process is completed and the No-Objection from SwEPA and KEPA has been issued.

Section 11. Evaluation Process

11.1 All proposals will first be checked for completeness and eligibility. Only offers meeting the administrative requirements (registration, tax certificates, signed declarations, format, and deadline) will proceed to technical evaluation. This stage is evaluated on a pass/fail basis.

11.2 Technical Evaluation (Maximum 90 Points)

The technical evaluation will be conducted according to the criteria and maximum points indicated below. A minimum technical score of 60 points out of 90 is required to qualify for financial evaluation.

No .	Evaluation Criterion	Description	Maximum Points
1	Understanding of the assignment & methodology	Clarity and logic of the approach, understanding of objectives, and proposed workflow.	30
2	Relevant experience & portfolio	Quality and relevance of previous work in branding, graphic design, or communication for public or non-profit organisations.	25
3	Qualifications of the proposed team	Academic and professional background of key experts (creative lead, designer, brand strategist).	15

4	Creativity and presentation of concept	Level of innovation, visual coherence, and adaptability of the proposed design approach.	20
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Total Technical Score: **90 points**

11.3 Financial Evaluation (**Maximum 10 Points**)

Financial offers will be evaluated for cost reasonableness and scored according to the following formula:

$$\text{Financial Score} = (\text{Lowest Evaluated Price} \div \text{Offered Price}) \times 10$$

The lowest priced proposal receives 10 points, while higher-priced proposals are scored proportionally. Only technically qualified offers ($\geq 60/90$) will be evaluated financially.

11.4 Combined Evaluation (Final Ranking)

The final ranking will be based on the Quality and Cost-Based Selection (QCBS) method:

$$\text{Final Score} = (\text{Technical Score} \times 0.9) + (\text{Financial Score} \times 0.1)$$

The tenderer with the highest Final Score will be recommended for contract award, subject to the SwEPA & KEPA No-Objection procedure.

Section 12. Award and Contracting

12.1 After receipt of the No-Objection from SwEPA and KEPA, CEDE will issue a formal Notice of Award to the successful tenderer.

12.2 The contract shall be signed between CEDE and the selected tenderer on behalf of SwEPA and KEPA.

12.3 The contract shall include:

- Annex I – Terms of Reference;
- Annex II – Financial Offer;
- Annex III – Code of Conduct and Anti-Corruption Clause;
- Annex IV – Signed Declarations.

12.4 All intellectual property rights to the final visual identity and its applications shall belong to SwEPA and KEPA.

12.5 The contract may be terminated for breach of Sida's ethical rules or non-performance as specified in the contract conditions.

Section 13. Rights of the Contracting Authority

13.1 CEDE, acting on behalf of SwEPA and KEPA, reserves the right to:

- Amend the RFP documents before the deadline;
- Reject any or all offers without liability;
- Cancel the procedure if circumstances require;
- Request clarifications or additional information;
- Verify information provided in the offers.

13.2 CEDE, SwEPA, or Sida may conduct audits of procurement records and contract performance at any time.

13.3 Such rights are exercised in accordance with Sida's Zero Tolerance Policy for Corruption and the principles of transparency and accountability.

Section 14. Transparency and Equal Treatment

14.1 All tenderers will be treated equally and impartially. No information concerning the evaluation shall be disclosed until the official notice of results.

14.2 Any form of communication aimed at influencing the evaluation process is strictly prohibited and will lead to disqualification.

14.3 All records relating to the procedure will be retained by CEDE for audit purposes in accordance with Sida Procurement Guidelines.

Section 15. Ethics and Integrity

15.1 Tenderers must conduct themselves with honesty, fairness, and professionalism.

15.2 CEDE personnel and Evaluation Committee members sign Declarations of Impartiality and Confidentiality prior to evaluation.

15.3 Tenderers shall sign and submit the Declaration of Integrity and No Conflict of Interest as part of their proposal.

15.4 Any evidence of bribery, collusion, or fraud will lead to exclusion and referral to competent authorities.

Section 16. Sida / SwEPA Anti-Corruption and Ethical Clauses

16.1 All participants must comply with Sida's core values and zero-tolerance policy on corruption, defined as the abuse of power or trust for personal gain.

16.2 Sida's ethical principles:

Always prevent – Never accept – Always inform – Always act.

16.3 Prohibited practices include: bribery, collusion, coercion, fraud, and obstruction of audit.

16.4 Tenderers must promote environmental sustainability, gender equality, and respect for human rights throughout performance of the assignment.

16.5 Violation of these principles shall result in immediate contract termination and reporting to Sida and relevant authorities.

Section 17. Confidentiality

17.1 All documents and information submitted by tenderers will be treated as confidential and used solely for evaluation and contract purposes.

17.2 CEDE, SwEPA, and KEPA shall not disclose any information that may prejudice the fairness of the procedure.

Section 18. Appeals and Complaints

18.1 Any tenderer who believes that it has been unfairly treated may submit a written complaint to CEDE within five (5) calendar days of receiving the notification of results.

18.2 The complaint shall include:

- The name and address of the complainant;
- Reference to the tender number;
- A clear description of the alleged irregularity;
- Supporting evidence.

18.3 CEDE will acknowledge receipt and respond in writing within ten (10) working days.

18.4 Submitting a complaint does not suspend the procedure unless decided otherwise by CEDE.

18.5 No financial compensation shall be provided for participation costs or complaints.

Section 19. Applicable Law and Communication

19.1 This procurement is governed by the Sida Procurement Guidelines (SPG) and, where relevant, by the laws of the Republic of Kosovo.

19.2 In case of discrepancy between the RFP documents and national law, the Sida Procurement Guidelines shall prevail.

19.3 All official communication must be made exclusively through: procurement@cede-ks.org.

19.4 The language of this procedure and any resulting contract shall be English.