



Public Tender

ToR: Metropolis Brand Audit and Style Guide

15 September 2021

Updated on 30 September 2021

1. Introduction

Metropolis has been an independent association since 1985 and is a platform for the most prominent metropolises in the world to **connect, share experiences and respond deftly to emerging local and global challenges**. With over 140 local and regional government members from over 60 countries, our organisation fosters global cooperation, dialogue and sharing knowledge and solutions, grounded in the experience and empathy of its members.

A loyal ally for city leaders: we influence 140 mayors and political leaders from global cities around the world by building a strong case for the importance of sound metropolitan governance. We provide our members with **advice, connection, a sense of humanity**, and support their cities to reach their potential. We provide metropolitan communities with the tools they need to take better decisions, without leaving anyone or any region behind.

Metropolis announces a professional services engagement for the development of a Brand Audit and Style Guide.

2. Background

In 2016, the Association began a process of strategic reorientation in which relevant Metropolis members, partners and stakeholders met on several occasions to contribute to the Association's new strategic vision. This process led to a **renewed mission, vision and values**, the introduction of new perspectives in relation to the Association's strategic directions and its overall running, and a general agreement to place metropolitan governance as the central focus of the Association's concerns. Following this reflection, certain aspects of Metropolis' visual identity were slightly updated.

The current strategic Action Plan (2021-2023) was drawn up based on the previous Action Plan, and was reinforced with a further strategic reflection process (2019) to adjust Metropolis' priorities and guide the activities and lines of action to be followed over the three-year period. **The brand audit should build on the outcomes of these strategic processes.**

Over the last few years, there has been a **proliferation of city networks** all over the world, mostly related to advocacy on particular issues such as climate change, smart cities or sustainability. Metropolis is therefore called to interact with different actors in a new ecosystem of organisations, while ensuring that the Association maintains its identity and core values. This has become a challenge for Metropolis in terms of its relevance and international recognition.

With more than 30 years of history, Metropolis has accumulated a wealth of knowledge that is highly valuable not only to our members but also to those interested in the sustainable development of large cities and metropolitan spaces. **We interact with diverse audiences that connect with our contents in different ways**, and we need to make sure that we communicate in ways that meets their needs.

3. Objectives

- Brand Audit:
 - Gain knowledge of the Metropolis' brand positioning to plan corrective communication strategies.
 - Understand Metropolis' different audiences and their needs and expectations from the Association.
 - Align our strategy more closely with the expectations of our audiences.
 - Know what meanings the brand is currently projecting.
 - Understand the reputation of the Metropolis brand.
 - Know how other similar organisations in our environment express themselves.
 - Identify areas for improvement in our communication strategy.

- Style Guide:
 - Build a brand that is distinct, memorable, flexible, cohesive and easy to apply.

4. Deliverables and deadlines

- **Brand Audit Report (and training), including:**
 - o The overall current state of our brand positioning.
 - o Our audiences' perceptions (survey adapted to different audiences and interviews with key actors (maximum 10)).
 - o The status of our brand in comparison to the main organisations in our ecosystem.
 - o The performance of our main communications channels (website, newsletter, social media).
 - o Conclusions with detailed improvement opportunities.

- **Metropolis identity guide, including:**
 - o Main aspects of our brand visual identity (colour palette, photography, iconography, sample application on different Metropolis products and channels: website, social media cards, covers of publications, etc.).
 - o Brand tone of voice (brand voice chart and examples of real application).

The company and/or freelancer selected will carry out the above activities under the coordination of a representative from the Metropolis communications team.

All deliverables must be presented in English.
All graphic materials must include the master file.

We estimate that these services will be carried out from 15 November 2021 to 28 February 2022, with the following indicative delivery dates:

25 November: Defining strategy and designing a questionnaire (questions in English, Spanish and French, when needed)

December – 21 January: Data collection and research

7 February: Presentation of main findings and conclusions

15 – 28 February: Identity guide

5. Budget

Budget up to €10,000 (including VAT, if applicable).

6. Submission of the proposal and tender adjudication

6.1. Required documents

- Name of the company and/or freelancer and contact details.
- Detailed CV and examples of similar work.
- Motivation letter, explaining how the profile of the company and/or freelancer and proposal fit the selection criteria explained in point 6.4.
- One page (maximum 1 side) with a first draft of the proposed work plan including the deliverables and schedule detailed in section 4.

6.2. Profile required

- Communication professional, agency and/or communication consultant.
- Language skills: English and Spanish and French.
- Valuable: multidisciplinary and international profile, and commitment to social responsibility.

6.3. Submission of the proposal

- Proposals must be addressed to Xavi Bermejo, Communications Manager, by email to **communication@metropolis.org** no later than **8 October 2021 at 14:00 CET**.
- The subject of the email should be "Ref: **Brand Audit**".
- Language: English or Spanish.
- We particularly encourage applications from women.

6.4. Adjudication

The winning proposal will be published on the same web page as the tender announcement on the week commencing **11 October**.

Proposals will be evaluated according to the following selection criteria:

No.	General criteria	Maximum grade (total 6)
1	Relevance of the offer to the mission, vision and objectives of the Association	1
2	Assistance to communities at risk of social exclusion (1)	1
3	Plans, protocols and other measures committed to gender equality	1
4	Environmental measures	1
5	The most affordable offer	1
6	Awareness of the Metropolis Association	1

[1] Depending on the profile of people included in the Social Public Procurement Guide of the Barcelona City Council.

#	Specific criteria (2)	Maximum grade (total 14)
1	Accredited professional experience in communication projects related to Brand Audits and brand identity.	4
2	Awareness of the local and regional networks sector and Global Agendas	3

3	Professional language skills in one of the three working languages of the Association: English/Spanish/French	3
4	Creativity of the proposal	2
4	Overall technical quality of the proposal document and how specific the work plan is	2