

# Procurement Form – Communication Agency SPONGE


## 1. Contract Announcement

### Client:

WWF NL  
Procurement & Contract Management Department  
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### Contact Person:

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## Introduction

Governments, landscape parks, and nature organizations from Belgium, Germany, and the Netherlands are joining forces to make the landscape in the **Meuse-Rhine border region** more **resilient to climate change**. The new **SPONGE project** addresses **drought** and **flooding** in the area around **Hasselt, Aachen, Liège, and Maastricht** using **natural solutions**. The project receives funding from the **European Regional Development Fund (ERDF)** through the **Interreg Meuse-Rhine (NL-BE-DE)** program and has a total budget of **€6.5 million**. Preparations for the official start in **October** are already underway.

The project partners include:

WWF-NL, Drielandenpark, Landschapspark Grenzeloos Bocageland, the municipalities of Plombières, Dalhem, Raeren, Welkenraedt, Valkenburg, and the Province of Limburg (NL). Together, they have the expertise, network, and commitment to make a difference. With support from the ERDF via the Interreg Meuse-Rhine program, a series of measures is being implemented to make the landscape **more resilient to climate extremes** and **more attractive to people and nature**.

The project duration is **3 years** and can be roughly divided into two phases:

## Phase 1 (Year 1): Introduction of SPONGE

- **Goal:** Recruit participants (submit project proposals)
- **Target groups:** Nature organizations, land management organizations, agricultural organizations

## Phase 2 (Years 2 and 3): Progress and Impact

- **Goal:** Increase visibility of the program and its projects; showcase impact
- **Target groups:** Policymakers, politicians, residents, media

## 3. Award Criteria

The contract will be awarded based on an overall assessment with the following criteria:

Criterion	Weight
Quality of service delivery	50%
Price	20%
Sustainability	20%
Customer focus and communication	10%

## Request: Proposal for Communication Support for SPONGE

We kindly request that you submit a proposal to support the communication activities for this project. Below are the elements we would like to see included in your proposal:

### Start-up Phase (First Year – Period: 1 September – 31 December 2025)

**Logo / Visual Identity Development;** Costs for design and branding (logo, visual identity, color palette, typography, etc.).

**Basic Communication Package;** This includes the design of templates for presentations (PowerPoint), brochures, posters, and letterhead.

**Partner Toolkit with Templates;** Development of templates for PowerPoint presentations and social media (e.g., post templates).

**Website;** Development of a professional website with a user-friendly design and editable content. Functional requirements may include multilingual support, registration forms, news section, etc.

**Purchase of Visual Materials;** This includes stock images or custom photos/visuals for use in communication materials and on the website.

### Ongoing Activities (Per Year, Over 3 Years):

**Coordination of Communication Activities;** This includes hours for a communication advisor, monthly meetings with involved partners, coordination of communication actions, and monitoring progress.

**Content Production (Text, Video, Social Media) ;** Includes writing and distributing press releases, creating content for social media and other publications.

**Website Maintenance;** Ongoing maintenance of the website, including updates, technical support, and adding new content.

### Additional: Event Support

Includes promotion and the development of communication materials for an event.

### Requirements

- All communication must be developed in **three languages: Dutch, German, and French**
- **Affinity with / substantive knowledge of nature-based solutions**
- **Full-service agency** with various communication disciplines in-house (advice, web, content creation, design)
- **Preferably located in the Euregion**, due to accessibility for partners
- **Experience supporting Interreg-funded projects is a plus**

### 4. Termijnen

Activity	Date
Publication of the tender	22 August 2025
Deadline for submission	12 September 2025, 12:00 PM

<b>Clarification note (Q&amp;A)</b>	22 August 2025
<b>Evaluation of submissions completed</b>	29 August 2025
<b>Intention to award</b>	5 September 2025
<b>End of standstill period</b>	13 September 2025
<b>Contract start date</b>	1 October 2025

## 5. Submission Procedure

We kindly request submissions in the form of a **motivation letter** and a **quotation**, received **before the submission deadline**. Only complete and timely submissions will be considered.

### Required attachments:

- Motivation letter, including a description of relevant expertise for assessing NBS
- Price sheet / quotation
- Chamber of Commerce extract

**We look forward to receiving your proposal by 12 September.**

## Final Provisions

- The client reserves the right to **terminate or amend** the tender process at any time.
- **No rights may be derived** from this procurement process.

## More Information

For more information, please contact program manager Marjon Heutmekers:

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