



# Request for external services

## Booklet Creation

Terms of reference – V27/07/2023



Please send your proposal by **04.08.2023** to [dommerholt@isocarp-institute.org](mailto:dommerholt@isocarp-institute.org) and [amin@isocarp-institute.org](mailto:amin@isocarp-institute.org)

### 1 Who we are

The ISOCARP Institute is an urban and regional planning and research organisation operating as a Stichting under Dutch law. As part of our activities, we are involved in **+CityxChange**, a smart city project granted funding by the European Union's Horizon 2020 research and innovation programme.

### 2 Our need

For +CityxChange, we are looking for someone to **design a 'Cookbook' on how to build Positive Energy Districts (PEDs), based on the learnings and experiences gained throughout our project.** The idea is that by presenting our results in a cookbook format, the final product will be accessible to policymakers and other interested stakeholders, so that they can tailor and replicate the project results in their own cities.

The Cookbook will consist of a mix of text, photos, and illustrations and will be made available both in print and online versions.

Necessary skills include digital document creation (graphic and layout design), proofing, and preparing for print/online dissemination. For the online version, we would like some of the illustrations to have small, animated features that can possibly be published separately as



GIFs, so animation skills are an asset! A separate illustrator will create the sketches, although this can be negotiated, if you would be interested in creating the illustrations yourself.

The text should be completed mid- to end-august, meaning design work will take place from mid-August through the month of September. The final due date is October 1.

### 3 Content

The produced report will include the following:

- 'Ingredients' for making a Positive Energy District, with detailed explanations
- Case Studies from our project cities

We will provide the following content:

- Initial structure outline
- Text
- Visuals (partners logos, project logos)
- Photos & Illustrations (unless you create them!)

What we need from you:

- Layout design, in line with our visual identity, as seen on our [website](#)
- Editing of infographics and other visuals so that they are uniform throughout the cookbook
- Potentially animation of illustrations (to be used as GIFs)

### 4 Budget

Up for negotiation, but between 35-80 EUR/hour, depending on experience.

Payment will be made upon delivery of the report.

### 5 Timeline

The proposed timeline of the website design is outlined below.

1. Date	2. Deadline
04.08.2023	Proposal due date
11.08.2023	Signature of service contract
01.09.2023	First draft of one of the 'ingredients' (containing the description, image placeholders, and case study)
16.09.2023	Cookbook first draft delivery



25.09.2023	Cookbook second draft delivery
1.10.2023	Finalised cookbook