

CALL FOR BRAND IDENTITY PACKAGE: CEN-CE PROJECT (Grant Agreement 785018 - Horizon 2020)

The CEN-CE Project

CEN-CE Project (CEN Standards Certified Experts EU-wide qualification and training scheme based on EPBD mandated CEN standards) is a project financed in the framework of the Horizon 2020 Programme by the European Commission.

The project will last 24 months, starting from 1st of June 2018.

CEN-CE deals with **construction skills and vocational training**. In order to reach the EU's energy and climate targets, a qualified building workforce is needed. Professionals need to be aware of new upcoming challenges (e.g. nZEB, renewables, new state of art) and be trained on it. The objective of CEN-CE Project is to **set up a large-scale qualification and training schemes to increase the skills of HVAC (Heating, Ventilation and Air-Conditioning) professionals** related to the new upcoming challenges. HVAC professionals play an important role in energy efficiency, especially in renovation where HVAC systems are often replaced or upgraded first. **The proposed training schemes are based on [CEN standards related to the EPBD](#) (Energy Performance of Buildings Directive) and mandated by the European Commission.** The new CEN standards offer innovative approaches and solutions including renewables, economical calculation (cost optimum) and measured energy. To bring them into application, training is urgently needed. The Project is focusing on **increased skills of HVAC professionals with direct links to the EPBD and Ecodesign Directive**.

The training scheme will be complemented by a **qualification scheme**. It addresses **strong market request**, shown by the support of stakeholders of the whole building value chain. Qualification and training based on European standards is an advantage for mutual recognition of qualifications and certifications schemes among different EU Member States. Standardisation is also key to create level playing field conditions for products European wide. The consortium includes standard writers, HVAC professional association and professionals, public authority advisers, universities and is supported by actors of the whole building value chain.

Project Profile

MISSION	VISION	TARGET AUDIENCE	BRAND PERSONALITY	CORE VALUES
Set up large scale training and qualification schemes to increase the skills of HVAC professionals. These schemes are based on CEN standards related to M/480 .	Create sustainable qualification and training schemes replicable across Europe. These schemes are meant to increase collaboration between	Professionals in the building sector value chain (designer, installer, etc.) as training schemes targets. Manufacturers for emission distribution and heat generation	The Project is: -business oriented; -innovative & handy; -focused on people (HVAC professionals); -promoting standardisation across Europe;	-Cross European cooperation; -Understandable and useful for different HVAC professionals; - promoting standardisation and EU expertise;



	professional groups and to improve market recognition of skills in the professional sector.	should be aware of CEN-CE schemes and foster their dissemination.	-designing an holistic approach for HVAC professionals training.	-Energy efficiency.
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Requested items

The CEN-CE brand identity package will include:

1. Project logo;
2. Brand identity manual;
3. Templates (Word, Power Point, leaflet A4 -Indesign editable format-);
4. Graphic themes.

Deadlines

The CEN-CE Project Call for Brand Identity will respect the following timing:

- **2/07/2018**: Call opening;
- **10/07/2018 (24:00)**: Call closing;
- **13/07/2018**: choice of the supplier;
- **06/08/2018**: due date for delivering the requested items.

Financial offer

The maximum total contract price is 4000 €.

The price for the tender must be quoted in Euro. Tenderers from countries outside the Euro zone have to quote their prices in euro. The price quoted may not be revised in line with exchange rate movements. It is for the tenderer to bear the risks or the benefits deriving from any variation. The quoted price must be a fixed amount which includes all charges.

Submission of tenders

The submission of tenders is expected to be sent by email to identified contacts until **10/07/2018** inclusive.

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