

CODE SOUVENIR DUNDEE

Call for Proposals from Dundee Designer- Producers

Catalogue of Dundee
Souvenir Items

January 2020



CALL FOR PROPOSALS

CALL FOR PROPOSALS IN BRIEF

Dundee's UNESCO City of Design team are issuing the first CODE Souvenir Dundee¹ call for proposals. This call invites Dundee designers-producers to submit souvenir items for inclusion in the first CODE Souvenir Dundee catalogue.

The goal is to select an array of items for publication in a catalogue for distribution. CODE Souvenir is an original concept developed by Montréal.² Whether presented to dignitaries, partners, companies, VIPs, tourists or Dundonians themselves, the items highlight the design know-how and creativity of Dundee designers. The catalogue is aimed at institutional and corporate buyers, retailers and members of the public.

1. CODE is an original concept by Raban Riddigkeit of the Berlin agency® riddigkeit corporate ideas. CODE is an acronym for City Of Design and marks a city's particular character ("DNA").

2. To view the previous edition of the Montréal catalogue visit designmontreal.com/en/code-souvenir-montreal.

BUYERS FOR CODE SOUVENIR DUNDEE PRODUCTS

INSTITUTIONAL AND CORPORATE PURCHASERS

The CODE Souvenir Dundee catalogue will deliver the goal of offering promotional and official gift items, giving buyers a better tool for selecting items created by Dundee designers.

Gift items are distributed year-round by the city and institutions. Private corporations also have giving needs for their customers and employees, or for special events. Such items may be able to be customised with the company name.

Recipients are a varied group and include elected officials, dignitaries, convention delegates, international organisations, executives and employees of businesses, investors, and donors.

RETAILERS & GENERAL PUBLIC

As part of a comprehensive strategy to generate exposure for made-in-Dundee design, products in the catalogue are also available to the members of the public.

This promotional strategy includes the creation of an official CODE Souvenir Dundee trademark and the sale of catalogue items at licensed shops. UNESCO City of Design Dundee, intends to increase sales opportunities for designers and their products by continuing to roll out a point-of-sale network in the city.

The majority of item purchasers among the general public are residents of Dundee, the Tayside region or tourists.

ITEM SPECIFICATIONS

PROFILE OF ITEMS

Items should evoke a sense of Dundee. They create a representative or recognisable image of Dundee and its identity through their material, manufacturing technique, use, shape or graphic design. They are attractive, original, and high-quality items, worthy of a UNESCO City of Design. They tell a story—that of a place, an object, its materials or of its creator.

The items must, above all, highlight Dundee design know-how through creative, high-quality products.

Specifically, items must be:

- Already existing (can be revamped or repackaged specifically in response to the call for proposals);
- Ready for sale (not under development);
- Presented in/with packaging that highlights the item and the designer (for example, information could include the product name, its function, where it was made, the name of the designer, a short biography or description of the creative process. Please note that this information, while not all essential, adds value to an item).
- Usable as decorative or utilitarian items or wear-anywhere fashion accessories;
- Liquids and food stuffs should be compliant with customs/airline regulations;
- Lightweight, portable or easy to carry in a suitcase.

Preferably, items would be:

- Gender-neutral;
- Potentially customisable, including incorporation of an institutional or corporate logo;

PRICE / QUANTITY GUIDANCE

Depending on the number of items to be given, the status of the giver and the receivers, the context, or any other factor, CODE Souvenir Dundee seeks to list a variety of items in multiple price ranges.

For information purposes, approximate sale volumes for institutional/corporate customers may be as follows:

- **Items priced below £10 / unit**
Distributed in large quantities (expected to be in the range of 1-1,000 units of a single product per customer for products sold for £5 or less; e.g. a lapel pin).
- **Items priced between £10 and £25 / unit**
Distributed in moderately limited quantities (expected to be in the range of 1-300 units of a single product per customer).
- **Items priced between £25 and £50 / unit**
Distributed in limited quantities (expected to be in the range of 1-50 units of a single product per customer).
- **Items priced between £50 and £150 / unit**
Distributed in very limited quantities (expected to be in the range of 1-10 units of a single product per customer).

In the case of both institutional/corporate, retail and general-public customers, demand is expected to be highest for items sold for £25 and under. Designers are therefore urged to consider submitting items in this price range.

The goal of CODE Souvenir Dundee is to connect designers with purchasers, without other intermediaries. CODE Souvenir Dundee will not participate in the development of individual agreements.

The UNESCO City of Design Dundee team can support designers who require advice and guidance on working with corporate or retail customers. This can be done through contact@dundeecityofdesign.com in the first instance.

RULES FOR PARTICIPATION

DESIGNER-PRODUCER ELIGIBILITY CRITERIA

The call for proposals is open to any designer-producer³ who meets the following conditions:

- Has, at the time the proposal is submitted a website or other distribution platform that presents the product(s) and leads to an e-commerce site or point(s) of sale;
- Is the creator of the item(s) being submitted;
- Agrees that submitted item(s) can appear in a publication and can be ordered by the buyers concerned;
- Agrees to the commitments required by the city (promotional activity)
- Operates primarily from a place of business located in Dundee or its immediate surrounds at the time the proposal is submitted.

QUESTIONS

During the call for proposals process, questions should be sent to Poppy Jarratt, Desk Officer, UNESCO City of Design Dundee via contact@dundeecityofdesign.com

PRESENTATION OF PROPOSALS

There is no limit to the number of items a designer-producer may submit.

Each separate item proposal must include:

- A completed version of the Item Identification File ([Appendix A](#); one file per item submitted);
- A maximum of 3 (minimum of 1) photos showing the product;
- A sample⁴ of the item as it would be sold;
 - The item must be submitted with its packaging or with a visual representation of the proposed packaging⁵.
 - The packaging must bear at least the following pieces of information: the name of the designer-producer or designer who created the item and Dundee City of Design Logo⁶; this information may be integral to the item or added to the packaging by various means such as a sticker, paper strip, label, or other means deemed appropriate;

The information provided in the identification file will be used for the catalogue contents. Designer-producers are responsible for ensuring the accuracy of all information.

3. Creator who has undertaken to make goods, or have them made, and market them (definition from “Les designers-producteurs au Québec” by André Desrosiers, Laboratoire design et proximité, École de design, UQAM, September 2009).

4. Sample items submitted to the call for proposals will be returned to designer-producers following the selection committee's evaluation.

5. Items that don't currently have packaging will require it as per the information 'Profile of Items' on Page 3.

6. This is currently in development and a variety of sized stickers, paper strips, labels and other means will be provided to successful applicants for inclusion on their packaging / product.

SUBMISSION OF PROPOSALS

To submit designer-producers must send:

- Item Identification File ([Appendix A](#) – at end of document) **per item** electronically to contact@dundeecityofdesign.com
- A maximum of 3 product photos (minimum of 1) electronically to contact@dundeecityofdesign.com
- The physical product must be sent to:
UNESCO City of Design Dundee
1 Shore Terrace
Dundee
DD1 3AH

To arrive no later than **5pm Wednesday 12th February 2020**.

If you are unable to post or deliver your product to 1 Shore Terrace, please contact Poppy Jarratt contact@dundeecityofdesign.com as soon as possible.

UNESCO City of Design Dundee is not responsible for incorrectly addressed submissions or delays in the delivery of proposals, nor for breakage, damage, or deterioration of a delivered item while it is in their possession.

EVALUATION CRITERIA FOR ITEMS

Evaluation will be measured on a sliding scale of 1 – 5 where 1 is that the item does not meet the criteria and 5 is that the item meets the criteria. Please note, it is expected that not all items will meet all criteria.

Items will be evaluated on the basis of the following criteria:

- Easy to carry (by hand, in a suitcase or travel bag);
- Indicative of design know-how and produced to a high quality (manufacturing and finishing);
- Evocative of Dundee (its cultural identity or its geographical, architectural or heritage attributes);
- Sustainable, environmentally friendly and locally made;
- Universal;
- In well-made packaging, with a well-made label or with adequate and achievable digital designs for packaging;
- Potential to be customisable with institutional or corporate logos;
- Labelled with at least the name of the designer and/or producer and carry the labels provided by Dundee City of Design.

To ensure that an item corresponds to the stated criteria and to increase the chances of selection, following are the types of question the designer-producer should ask themselves:

- Would I myself buy the item?
- Would I give it as a gift?
- How would I react if someone gave it to me as a gift?
- Does the item highlight Dundee as a City of Design?
Does the item celebrate Dundee, its culture, its identity or its heritage?
- Does the item compare favourably with similar souvenir items I may have seen from other cities?
- If I had to give three arguments to convince the committee that the item should be in the catalogue, could I come up with them?

SELECTION COMMITTEE

The selection committee responsible for choosing the items has five members:

- Stacey Hunter, Local Heroes
- Joanne MacFadyen, Tea Green Events
- Alan Birch, V&A Dundee
- Dorothy Arnott, Halley Stevensons
- Poppy Jarratt, UNESCO City of Design Dundee

FOLLOW-UP TO THE CALL FOR PROPOSALS

After submission of the proposals, the selection committee will meet to choose the items to be featured in the catalogue. Its decision will be final and without appeal. The selection committee plans to select as many items as possible for inclusion in the catalogue, in consideration of their quality and their relevance to the stated criteria.

Following selection of the items, the city will produce a print version of the catalogue as well as an online version to be posted on the UNESCO City of Design Dundee website. The catalogue will benefit from targeted distribution to institutional and corporate buyers as well as retailers. Promotional activities will be organised at different times of year, to which selected designers may be invited to come and present their products.

Selected designers may have access to the following opportunities:

- Being put in contact with institutional and corporate buyers for orders of customised products;
- Benefiting from CODE Souvenir Dundee points of sale.
- Participating in activities or events promoting Dundee designers (e.g. exhibitions, trade shows, markets);
- Representing the city and CODE Souvenir Dundee at international events as part of the UNESCO Creative Cities Network;
- Benefiting from exposure on the UNESCO City of Design Dundee website including social media platforms.

Notwithstanding the foregoing, nothing in the call for proposals must be construed as a formal commitment on the part of buyers to order any item. Furthermore, each licensed point of sale is at liberty to order the items of its choice from the catalogue, to suit its customer base and positioning.

CALENDAR

Call for proposals issued	17 January 2020
Proposal submission deadline (item[s] and file[s])	12 February 2020, 5pm
Selection committee meets	21 st February 2020
Catalogue information updated and catalogue produced	March and April 2020
Catalogue distributed and promoted	Summer 2020

COPYRIGHT AND AUTHORISATIONS

By submitting a proposal, each participant grants to the city a free, non-exclusive licence to reproduce, publish, represent, or otherwise disseminate photographs of their item(s), without territorial or time limitations, regardless of the medium used, including on its website and social media platforms. The city will undertake the responsibility to photograph successful items.

It is the responsibility of each participant to ensure that all text submitted during and following the selection are suitable and accurate for publication and distribution.

The city assumes no responsibility with regard to the copyright in the projects.

The city does not demand any exclusivity with regard to sales of items, regardless of whether they are existing or newly designed.

COMMITMENTS BY DESIGNER-PRODUCER

CODE Souvenir Dundee is a collective strategy for dissemination of made-in-Dundee design. As a member of the cohort of designers promoted by the city on various platforms, each designer benefits from opportunities to showcase their work and products to a diversified customer base. In return, they are required to contribute to the development of this network of Dundee designers and must undertake to:

- Attend the CODE Souvenir Dundee activities (launch, trade shows, events, markets) organized by UNESCO City of Design Dundee.
- Provide UNESCO City of Design Dundee with statistics on sales of products made through the catalogue, including, among other things: name(s) of product(s) sold, quantities sold, month, name of customer, and reason for sale (e.g. event, employee gift, Holiday gift, retirement gift etc.);
- Respond within a reasonable period to any question or order from a buyer;
- Ensure the quality of products is maintained in line with original submission. Orders being completed within timescales agreed and customer service are essential factors in growing the reputation of the CODE Souvenir Dundee brand and, in turn, that of each selected designer.

All information provided will remain confidential and be used only for statistical purposes to measure impacts and report to the project partners.

APPENDIX A

**PLEASE NOTE: AN EDITABLE VERSION OF THIS FORM IS AVAILABLE [HERE](#)
IF YOU CANNOT ACCESS THE EDITABLE VERSION, PLEASE EMAIL:
CONTACT@DUNDEECITYOFDESIGN.COM**

ITEM IDENTIFICATION FILE

There is no limit to the number of items that can be submitted. **You must complete one file per item.**

Please save files in the following naming format:

- *Company name_ item name_ IDFile*
 - *Company name_ item name _Photo 1*
 - *Company name_ item name _Photo 2*
 - *Company name_ item name _Photo 3*
-

Information of designer-producer

Name of business (individual or firm):

Name of business owner:

Name(s) of designer(s)⁷ involved in the design of the item, if different from owner:

Address of business:

Phone:

E-mail address:

Website:

Social media

Current points of sale (please list stockists and provide a link to preferred e-commerce site):

Information of item

Name of item:

Brief description of the item (maximum 50 words):

Overall dimensions (in cm):

Place of manufacture:

Materials:

Origin of materials:

- 100% Dundee
 - 100% Scottish
 - Scottish and rest of UK
 - 100% outside UK
-

7. Including graphic designers involved in the package design.

Please provide additional commentary regarding your place of manufacture and origin of materials (optional):

Suggested retail price (before delivery):
Please indicate whether price varies depending on quantity.

What is your usual shipping timeframe and cost? (for small orders, it is expected that large orders will be calculated on a case by case basis)

Photos of the item

Photographer credit(s):

Photo 1:

Photo 2:

Photo 3:

Why do you want to be included in the CODE Souvenir Dundee catalogue? (maximum 150 words)

Submissions must be received no later than 5pm, Wednesday 12th February 2020. This includes both the item and the Item Identification File.

Items must be received at UNESCO City of Design Dundee, 1 Shore Terrace, Dundee, DD1 3AH. The electronic Item Identification File and photos must be sent by e-mail to contact@dundeecityofdesign.com with the subject matter 'Code Souvenir Dundee Submission'.

Declaration

By submitting this application you agree to the following:

- I/we declare all information contained in this file to be true, and agree to all of the conditions for participation in the call for proposals.

Name of applicant:

Date: