

REQUEST FOR TENDERS

RFT: 2021/039
File: AP_3/31/19/1
Date: 1 July, 2021
To: Interested suppliers
From: Monifa Fiu (GCCA+ SUPA SPREP Team Leader/Impacts Analysis Adviser)

Subject: Request for tenders: GCCA+ SUPA Graphic Designer

1. Background

- 1.1. The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organisation charged with promoting cooperation among Pacific islands countries and territories to protect and improve their environment and ensure sustainable development.
- 1.2. SPREP approaches the environmental challenges faced by the Pacific guided by four simple Values. These values guide all aspects of our work:
 - We value the Environment
 - We value our People
 - We value high quality and targeted Service Delivery
 - We value Integrity
- 1.3. The Global Climate Change Alliance Plus Scaling Up Pacific Adaptation (GCCA+ SUPA) Project, in particular the SPREP component will undertake an impact analysis methodology designed and tested with information on past adaptation interventions completed in the past 5-years in four countries. These are Tonga, Palau, Cook Islands, and the Federated States of Micronesia. Key criteria for assessing past interventions include:
 - (i) effectiveness,
 - (ii) sustainable social and behavioural changes e.g. enhanced decision making skills for women and vulnerable groups,
 - (iii) successful lessons and practices, and;
 - (iv) overall sustainability of completed climate change adaptation interventions.

The impact methodology will be tested in the four trial countries and integrated into a user-friendly database module which can be added to existing national climate change portals. Training will be provided so that countries can install, populate, and customise the adaptation impacts database and apply it to inform their national prioritisation and decision making. The other countries taking part in this GCCA+ SUPA Action will be involved in training activities and information sharing sessions at regional meetings.
- 1.4. This tender procedure is for the provision of graphic design services for the GCCA+ SUPA Project. The services to be provided include, **but is not limited to**, graphic design of infographics, flyers, factsheets, brochures, brand, brand identifiers, PowerPoint templates, posters, pull up banners, reports, various promotional and digital content.
- 1.5. For more information, see: www.sprep.org.

2. Specifications: statement of requirement

- 2.1. SPREP would like to call for tenders from qualified and experienced graphic designers who can offer their services to design and produce high-quality range of products for the GCCA+ SUPA Project in line with the GCCA+ SUPA Project Communication and Visibility Plan, SPREP Communication Policies, and the GCCA+ SUPA SPREP Output 1 Communication Action Plan, which pertains to the impact of climate change adaptation interventions in Tonga, Palau, Cook Islands and the Federated States of Micronesia.
- 2.2. This content will be designed in English, with the possibility of having content developed in any of the national languages of the four trial countries, for which an agreed upon process will be established. All text, for publications and other graphic design products will be supplied by SPREP, usually in a Microsoft Word format. To ensure compliance with printing requirements, design work should use recognisable design software, such as, Adobe InDesign, Illustrator and Photoshop.
- 2.3. The provision of graphic design services will be on an “on call” basis and service providers will be required to carry out the work in their own office location for the duration of this consultancy, with the agreement that this work will be of priority.
- 2.4. Full specifications for the Terms of Reference and the specific statement of work for this tender are set out in Annex A.
- 2.5. The successful consultant must supply the services to the extent applicable, in compliance with SPREP’s Values and Code of Conduct. https://www.sprep.org/attachments/Publications/Corporate_Documents/sprep-organisational-values-code-of-conduct.pdf

3. Conditions: information for applicants

- 3.1. To be considered for this tender, interested suppliers must meet the following conditions:
 - i. Submit details of qualification and previous relevant experience for at least six years in graphic design and related creative industries relevant to this tender.
 - ii. Provide a detailed portfolio to showcase a minimum of six examples of a wide range of prior relevant graphic design work completed including your most recent work.
 - iii. Submit a completed Financial Offer form as set out in Annex B. Also provide a competitive rate card with prices indicated in United States Dollars (USD) if necessary.
 - iv. Provide three referees relevant to this tender submission, including the most recent work completed.
 - v. Provide a minimum of six examples of prior relevant work outputs;
 - vi. Complete the tender application form – *(Please note you are required to complete all areas in full as requested on the form, particularly the statements to demonstrate you meet the selection criteria – DO NOT refer us to your CV or your Technical Proposal. Failure to complete the tender application form will result in the application NOT being considered)*;
 - vii. Sign the conflict-of-interest form.

4. Submission guidelines

- 4.1. Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and can meet the specifications and timeframes. Documentation must also include supporting examples to address the evaluation criteria.

- 4.2. Tender documentation should outline the interested supplier's complete proposal and this proposal shall be in two parts: **Technical and Financial Components**.
- 4.3. The **Technical Component** should present the following information:
- (i) A Technical Proposal which contains the details to achieve the tasks as outlined in Annex A.
 - (ii) A detailed CV and evidence demonstrating the consultant/bidder has the relevant experience, skills, work ethics and qualifications to carry out this contract successfully.
 - (iii) A detailed portfolio to showcase a minimum of six examples of a wide range of prior relevant graphic design work completed including your most recent work.
 - (iv) List of the technical equipment and material available to meet the requirements.
- 4.4. The **Financial Component** should reflect the following information:
- (i) A Financial Proposal to be submitted using the Financial Offer form as provided in Annex B.
 - (ii) Prices must be quoted in USD.
 - (iii) Prices must be fixed amounts.
 - (iv) Prices must be quoted.
 - (v) Prices shall be fixed and not subject to revision during the performance of the contract.
- 4.5. Tender submission must be in USD.
- 4.6. Complete the tender application form and COI form provided.
- 4.7. The Proposal must remain valid for 90 days from date of submission.
- 4.8. Tenderers/Bidders must insist on an acknowledgement of receipt of tenders/proposals/bids.

5. Tender Clarification

- 5.1. Any clarification questions from applicants must be submitted by email to procurement@sprep.org before 12 July 2021. A summary of all questions received with an associated response will be posted on the SPREP website www.sprep.org/tender by 14 July 2021.

6. Evaluation criteria

- 6.1. SPREP will select a preferred supplier on the basis of SPREP's evaluation of the extent to which the documentation demonstrates that the tenderer offers the best value for money, and that the tenderer satisfies the following criteria.
- (i) **Quality of Work and Proficiency (25%)**
A technical proposal for the requested products in need of graphics design and provide a minimum of six examples (including most recent work) which indicates a strong artistic eye, with the ability to design for target audiences while maintaining modern graphic design approaches.
 - (ii) **Experience and Technical Skill (25%)**
Demonstrate that they are fully conversant with the Adobe Creative Design Suite, in particular InDesign, Illustrator and Photoshop, as well as proficient in online technology and web-based tools to help develop interactive PDF's.

(iii) **Work Ethic and Commitment (25%)**

Provide evidence of excellent work ethics including but not limited to responsiveness of your services, ability to take instruction, capable of meeting deadlines, and proficiency in working unsupervised until task is completed to a high quality.

(iv) **Financial Component (25%)**

Detailed and completed financial offer form (Annex B)

7. Deadline

7.1. **The due date for submission of the tender is: 22 July 2021, midnight (Apia, Samoa local time).**

7.2. Late submissions will be returned unopened to the sender.

7.3. Please send all tenders clearly marked 'RFT 2021/039: GCCA+ SUPA Graphic Designer' to one of the following methods:

Mail: SPREP

Attention: Procurement Officer

PO Box 240

Apia, SAMOA

Email: tenders@sprep.org (MOST PREFERRED OPTION)

Fax: 685 20231

Person: Submit by hand in the tenders box at SPREP reception,
Vailima, Samoa.

Note: Submissions made to the incorrect portal will not be considered by SPREP. If SPREP is made aware of the error in submission prior to the deadline, the applicant will be advised to resubmit their application to the correct portal. However, if SPREP is not made aware of the error in submission until after the deadline, then the application is considered late and will be returned unopened to the sender.

SPREP reserves the right to reject any or all tenders and the lowest or any tender will not necessarily be accepted.

For any complaints regarding the Secretariat's tenders please refer to the Complaints section on the SPREP website

<http://www.sprep.org/accountability/complaints>

ANNEX A

TERMS OF REFERENCE

GCCA+ SUPA Graphic Designer

1. Objectives of the Contract

This tender procedure is for the provision of graphic design services for the GCCA+ SUPA Project. The services to be provided include, but is not limited to, graphic design of infographics, flyers, factsheets, brochures, brand, brand identifiers, PowerPoint templates, posters, pull up banners, reports, various promotional and digital content, as requested.

2. Scope of Work and Description of Key Activities

- Graphic design of requested products required under the GCCA+ SUPA Project. Noting these must be in line with SPREP and GCCA+ SUPA brand and identity requirements.
- Provision of graphic design files of all content designed for storage by GCCA+ SUPA Project and SPREP.
- Provision of graphic design content in files requested by png, jpeg and/or otherwise. This includes e-format as well as print with and without bleed, where necessary and as requested.
- Graphic design of products in the national languages of the four GCCA+ SUPA Project countries those being Tonga, Palau, Cook Islands, and the Federated States of Micronesia – where requested. An agreed upon process for completion of this will be finalised before work commences.
- This consultancy seeks a graphic designer that has demonstrated production of designed content to a high standard. Content in English, and possibly a national vernacular, will be provided for design to appeal to national audiences of Tonga, Palau, Cook Islands, and the Federated States of Micronesia.
- Provide graphic design advice and guidance in advance and during design of outputs.
- Plan and executes all specific tasks within budget and established deadlines.
- Liaise with printers where required to ensure design files are printed to completion to a high standard.

Prices should include costs for converting and sending, InDesign files for storage and use, as well as for the various stages of design until GCCA+ SUPA Project Team and the SPREP Communications and Outreach Unit have approved the final designs.

Costing should be provided for using the **Financial Offer Form**, as provided in Annex B.

The following items are represented in the Financial Offer form. The details shown below will assist you in accurately costing the items, based on the level of quality expected.

- A. Infographics that will appeal to a Pacific Island audience both for print as well as sharing online.
- B. Flyers and/or factsheets that are A4 in size, both front and back and consist of images, tables, and logos as well as text.
- C. Brochures (DL Pamphlets) both front and back and consist of images, tables and logos as well as text.
- D. Brand and Brand Identifiers which consist of logo suite layout, basic motif design, colour suite, and guidelines layout.
- E. PowerPoint template brand inclusive of preparation to master slides.
- F. A1 and A2 One sided full colour posters with text and illustrations where needed.
- G. Pull up banners one sided and designed as per size required.
- H. Reports A4 in size and may vary in length from 10 – 40 pages.

- I. Promotional content such as advertisements for publications and branding on apparel or otherwise.
- J. Digital content such as Mastheads and otherwise for website content for which dimensions will be provided.
- K. Postcard and invitation content in colour and to contain imagery and text to be designed to specifications required.

3. Specific Tasks

The following essential functions are to be conducted under the guidance of the GCCA+ SUPA SPREP Project Team and the Communications and Outreach Unit, both of which are based at SPREP. These essential functions include, but are not limited to:

- Develop brand guidelines for all content designed for this component of the GCCA+ SUPA Project, in line with the European Union (EU) GCCA+ SUPA and SPREP brand requirements.
- Provide graphic design advice and guidance in advance and during design of outputs.
- Plans and executes all specific tasks within budget and established deadlines.
- Design content provided into resources as per request, noting specific content may require rounds of amendments before being finalised.
- Liaise with printers where required to ensure design files are printed to completion to a high standard.

4. Logistical and Reporting Arrangements

The consultancy will be funded through the GCCA+ SUPA Project at SPREP.

There is scope for this to be a remote working consultancy, therefore internet access is compulsory.

The consultant is to have own their technical equipment required to undertake this work.

The consultant will liaise with the GCCA+ SUPA SPREP Project Team and the Communications and Outreach Unit at SPREP for technical advice and guidance.

All SPREP and GCCA+ SUPA communication guidelines will be shared with the consultant for adherence.

5. Requirements

Technical and Financial Evaluation Criteria	Obtaining Score
<p>i. Quality of Work and Proficiency</p> <p>A technical proposal for the requested products in need of graphics design and provide a minimum of six examples (including most recent work) which indicates a strong artistic eye, with the ability to design for target audiences while maintaining modern graphic design approaches.</p>	25%
<p>ii. Experience and Technical Skill</p> <p>Demonstrate that they are fully conversant with the Adobe Creative Design Suite, in particular InDesign, Illustrator and Photoshop, as well as proficient in online</p>	25%

technology and web-based tools to help develop interactive PDF's.	
iii. Work Ethic and Commitment Provide evidence of excellent work ethics including but not limited to responsiveness of your services, ability to take instruction, capable of meeting deadlines, and proficiency in working unsupervised until task is completed to a high quality.	25%
Total (Technical)	75%
iv. Financial Component Detailed and completed financial offer form (Annex B)	25%

6. Timeline

The consultant will work closely with SPREP from agreed start date until the end of September 2022.

7. Working Arrangements

The consultant will be based at home and work remotely.

The consultant will work under the direction of the GCCA+ SUPA SPREP Team Leader and submit bimonthly updates to the GCCA+ SUPA SPREP Team Leader reporting against agreed tasks and output(s) delivered.

The consultant will need to demonstrate that he/she is legally entitled to work.

8. Project Management

The execution of this consultancy work requires the capacity to manage several orders simultaneously and to ensure coordination between all parties involved, where needed.

The consultant shall ensure the necessary management systems for quality control in the relevant production phases of the process and the quality check of the final product as well as the proper follow up and coordination at the pre-production, production, and post-production stages.

Where instruction is challenging to address via email, the consultant is expected to interact with the GCCA+ SUPA SPREP Project Team and other relevant colleagues via teleconference and other virtual platforms (Zoom Cloud Meetings, Microsoft Teams).

9. Duration of the Consultancy

This consultancy will run up to the end of March 2022 and commencing as soon as practical.

10. Additional Notes

The successful bidder will be required to note and acknowledge the following:

- SPREP is entitled to all intellectual property and other proprietary rights, including but not limited to patents, copyrights, and trademarks, with regards to products, or



documents and other materials which bear a direct relation to or are produced or prepared or collected under any contract that may result from this invitation to tender.

- Any artwork, photographs, films, electronic files or other physical or electronic media (including preparatory, intermediate, and final work) produced under any contract that may result from this invitation to tender shall be property of SPREP and must be surrendered to SPREP upon request.
- In case that it is necessary or requested to use third party-materials (e.g., footage or stock photos) the contractor shall have or obtain the necessary licenses to use them for SPREP's needs.

ANNEX B

FINANCIAL OFFER FORM

GCCA+ SUPA Graphic Designer

Part 1: Typical Services and Delivery Time

Ref No.	Description of Key Activities	Cost per designed A4 Page - USD	Turnaround Time (Working Days)
B1(A)	Infographics that will appeal to a Pacific Island audience both for print as well as sharing online.		
B1(B)	Flyers and/or factsheets that are A4 in size, both front and back and consist of images, tables, and logos as well as text.		
B1(C)	Brochures (DL Pamphlets) both front and back and consist of images, tables, and logos as well as text.		
B1(D)	Brand and Brand Identifiers which consist of logo suite layout, basic motif design, colour suite, and guidelines layout.		
B1(E)	PowerPoint template brand inclusive of preparation to master slides.		
B1(F)	A1 and A2 One sided full colour posters with text and illustrations where needed.		
B1(G)	Pull up banners one sided and designed as per size required.		
B1(H)	Reports A4 in size and may vary in length from 10 – 40 pages.		
B1(I)	Promotional content such as advertisements for publications and branding on apparel or otherwise.		
B1(J)	Digital content such as Mastheads and otherwise for website content for which dimensions will be provided.		
B1(K)	Postcard and invitation content in colour and to contain imagery and text to be designed to specifications required.		



Part 2: General Rates*

Ref No.	Details	Hourly Rate - USD
B2	General Graphic Design Rate (per hour)	
B3	General Consultancy Rate (per hour)	

****You are welcome to provide a separate supplementary price list for any other related services your company can provide. These extra services and their costs will also be included in the contract.***