

REQUEST FOR PROPOSAL – GRAPHIC DESIGN SERVICES

1. ABOUT AFRICANENDA

AfricaNenda is an Africa-led team of experts committed to unlocking the potential of digital financial services for the financially excluded across the continent by accelerating the scale-up of instant and inclusive payments systems. Our approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments. We want to enable everybody in Africa to make digital transactions seamlessly and at a low cost wherever they are on the continent by 2030.

Visit our website for more information: www.africanenda.org

2. OBJECTIVES OF THE RFP

AfricaNenda would like to assemble a roster of graphic design firms and/or freelancers (individuals or entities), to provide professional graphic design services for publications, social media designs, knowledge management publications...

3. SCOPE OF SERVICES

- In line with AfricaNenda existing graphic guidelines and under the supervision of the Communications Team, the contractor(s) shall be expected to perform the following general tasks (non-exhaustive list):
 - Conceptualize, design and deliver (in electronic format) compelling graphic-design material
 - This may include all types of publications (long and short reports, briefing notes...), infographics to support key data/information, illustrations, social media and web graphics, newsletter templates, various other graphic and visual projects, any communication collaterals needed for offline and online events...
 - Depending on the project, some design concepts provided in the performance of the services must be suitable for printing by a separate contractor.
- AfricaNenda does not guarantee that any specific quantity of services shall be ordered/purchased during the term of this agreement.

4. QUALIFICATIONS REQUIRED

- Experience with development organizations, NGOs or non-profit, in Africa
- Minimum of 5 years of work experience in graphic design, art direction and digital content conception and creation
- Mandatory design deliverables languages
 - French and English
 - Arabic would constitute a plus
- Portfolio, reel, references, cases or work samples of past and similar works required
- Proven history of international standard quality communications assets
- Able to work effectively, often under tight deadlines, and deliver a quality product in a professional manner
- Commitment to quality assurance procedures and risk mitigation measures for the project
- The proposed project team must have a rich experience in producing communications assets for Africa
- Ability to work remotely at all stages of the projects

5. PROPOSAL FORMAT

- Applicants should submit a technical offer and a financial proposals that address the services listed above.
- Technical Offer
 - Experience and qualifications of the graphic design firm or freelancer, as detailed in the section “4. Qualifications Required”
- Financial Offer
 - The financial offer shall clearly state all fees and expenses to be charged in the performance of all services
 - It must be under the form of hourly rates and/or daily rates per profile (no lump-sums per project)
 - Currency: all rates must be given in US Dollars
- While there is no minimum page limit for the proposal, the maximum page limit is 20 pages (including short CVs of the project team member(s)) for the proposal which is expected to be clear and concise.
- Applicants must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Applicants found to have a conflict of interest shall be disqualified.
- Language of the proposal : English.
- Duty station : the contractor(s) will perform the services from their location.
- Proposal validity period: 90 days.

6. ADDITIONAL INFORMATION

- The contractor(s) will be expected to be willing to work on an as-needed basis
- This roster does not form a financial obligation or commitment and such an agreement is non-exclusive.

Target audience(s)

- Digital payments stakeholders, regional economic commissions, central banks, governments, digital financial services providers, mobile network operators, press & media, opinion leaders, funders...

Reporting

- The contractor will work under the direct supervision of the AfricaNenda Communications Team

Risk management

- The technical proposal should contain a comprehensive list of expected project risks and possible mitigation measures.

Usage rights

- All design, materials, concepts... provided in the performance of the services shall be the sole property of AfricaNenda.
- AfricaNenda will have the exclusive usage rights and intellectual property rights on the assets created, and may use in all its communication channels, with no time limit or duration.

7. PROCESS

Submissions

- Proposals should be submitted electronically by September 9th, 2022, to info@africanenda.org with the following subject line: “RFP – Graphic Design Services”.
- Proposals received after the deadline will not be considered.

Queries

- Queries relating to the preparation of the proposal should be submitted to AfricaNenda, by email, to the above-provided email.

Notification and Contracting

- All bidders will be notified of the outcome of their proposals by September 30th, 2022.
- AfricaNenda will issue the agreement documents once the selection process has been completed.

8. EVALUATION CRITERIA

- All proposals will be evaluated based on the criteria listed in the table below.
- The technical bids will be reviewed by a panel of AfricaNenda and scored according to the criteria below.

Criteria	Weighting
Technical Proposal: clear and well-articulated proposal based on the specifications listed above, quality of work samples provided, level of creativity, innovative approaches and designs, process and team proposed, proven experience and references and ability to manage these projects remotely	70%
Financial Proposal: Comprehensive rates per profile proposed	30%
Maximum Score	100%