

REQUEST FOR PROPOSALS

GRAPHIC DESIGN SERVICES 2024

1. ABOUT AFRICANENDA

AfricaNenda is an African-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 THIS RFP

AfricaNenda is creating a roster of graphic design firms and freelancers to provide graphic design services for its communications department: publications, social media assets, knowledge management products, data visualizations, motion designed animations, event collaterals, design templates...

3. SCOPE OF SERVICES

- In line with AfricaNenda's 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, motion designed animations, data visualizations, illustrations/cartoons, social media visuals, PPT templates, communication materials needed for 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 the agreement.

4. QUALIFICATIONS REQUIRED

- Experience in Africa with development organizations, NGOs or non-profits
- Minimum of 6 years of work experience in graphic design, art direction and digital content conception and creation
- Portfolios, reels or work samples of past and similar works required
- Mandatory design deliverables languages: French and English (Arabic would be a plus)
- Data visualization proven experience mandatory
- Motion design proven experience would be a plus
- 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
- Rich experience in producing communications assets for Africa
- Ability to work remotely at all stages of the projects

5. PROPOSAL FORMAT

- Applicants shall submit a technical and a financial proposal
- **Technical Proposal**
 - Experience and qualifications of the graphic design firm or freelancer, as detailed in the section “4. Qualifications Required”
- **Financial Proposal**
 - The financial offer shall clearly and precisely quote the samples provided below (no printing):
 1. [Master SIIPS report in English](#)
 - a. [French version](#)
 - b. [Arabic version](#)
 2. [Master Annual Report in English](#)
 - a. [French version](#)
 3. [Social media assets in English](#)
 4. [Event branding material design in English \(no printing\)](#)
 5. [2D motion designed video in English](#)
 - a. [French version](#)
 - The offer must include the creation of: look & feel based on AfricaNenda existing graphic guidelines, 3 rounds of corrections, covers and pages layouts, icons, graphics, tables, data visualizations, illustrations/cartoons...
 - Pictures and translations of texts in French and Arabic provided by AfricaNenda
 - Currency: all rates must be given in US Dollars
 - The financial offer shall clearly state all fees and expenses to be charged in the performance of the communication assets listed above, including the rates per profile, no lump sums, as per the example below:

“Communication Asset Name”

Profile	Hourly rate	Estimated	Total USD
<i>Graphic Designer</i>	<i>xx USD</i>	<i>12h</i>	<i>xx USD</i>
<i>Art Director</i>	<i>xx USD</i>	<i>3h</i>	<i>xx USD</i>
<i>Motion Designer</i>	<i>xx USD</i>	<i>6h</i>	<i>xx USD</i>
<i>Etc.</i>			

TOTAL production cost = xx USD

- 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) if applicable) for the technical proposal and 5 pages for the financial proposal, which are 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 remotely, 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 **15 February 2024**, to info@africanenda.org with the following subject line: **"RFP – Graphic Design Services 2024"**.
- Proposals received after the deadline will not be considered.

Notification and Contracting

- Selected bidders shall be notified of the outcome results from vetting process of the proposals by 15 March 2024.
- 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 in section 4, quality of work samples provided, level of creativity, innovative approaches and designs, proven experience and references	65%
Financial Proposal: Comprehensive rates per document listed in section 5	30%
Gender balanced (in case of a firm) and African-based	5%
Maximum Score	100%