

- REQUEST FOR PROPOSAL - ILLUSTRATORS & CARTOONISTS

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 payment systems. AfricaNenda's approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments. AfricaNenda wants 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 is seeking to recruit cartoonists to provide illustrations for a report on instant and inclusive payment systems in Africa. The report will be focused on highlighting the challenges, opportunities and best practices related to digital payment systems in Africa. The report is intended for policymakers, development partners, and stakeholders in the financial sector.

3. SCOPE OF SERVICES

The cartoonist will be responsible for producing a set of visuals that capture the key messages of the report in a creative and engaging manner. The visuals should be original, easy to understand and relevant to different regions in Africa, East, West, Central, North and Southern Africa. The visuals should be the same style as those used in the AfricaNenda SIIPS 2022 report. See link hereafter https://www.africanenda.org/uploads/files/EN_SIIPS_Report_web.pdf

Deliverables

The cartoonist will be required to provide the following deliverables:

- A set of at least 10 visuals that are relevant to the report's key messages.
- The visuals should be delivered in both high-resolution and low-resolution formats.
- The visuals should be provided in a format that is compatible with Microsoft Office and Adobe Creative Suite.
- The visuals must be layered to enable extraction of the characters from their background

4. TIMELINE

The cartoonist should be able to deliver the visuals within three weeks of the brief being received from AfricaNenda Communications Team.

5. PROPOSAL FORMAT

Interested cartoonists should submit their proposals by [date]. The proposal should include:

- A brief cover letter introducing the cartoonist and outlining their experience in producing visuals for reports.
- A portfolio of previous work that demonstrates the cartoonist's ability to produce engaging, relevant and varied visuals within the African context.
- A detailed budget that outlines all fees and expenses.
- Any additional information or suggestions that the cartoonist deems relevant.

6. PROCESS

- Submissions
 - **Proposals should be submitted electronically by the 17th of April 2023 to info@africanenda.org with the following subject line: "RFP – CARTOONIST".**
 - 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 by the 5th of April 2023.
- Notification and Contracting
 - All selected bidders will be notified of the outcome of their proposals by the 30th of April 2023.
 - AfricaNenda will issue the agreement documents once the selection process has been completed.

7. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in producing visuals for reports.
- Creativity, originality, and relevance of proposed visuals.
- Quality of proposed budget and adherence to budget guidelines.
- Professionalism, responsiveness, and communication skills.

Criteria	Weighting
Rating based on Qualifications	30%
Creativity and relevance of samples	40%
Preference will be made to African-led consulting firms with a gender-balanced project team	5%
Financial Proposal	25%