

- REQUEST FOR PROPOSALS -

ILLUSTRATORS & CARTOONISTS FOR SIIPS 2025

1. ABOUT AFRICANENDA FOUNDATION

AfricaNenda Foundation 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 Foundation's approach is to provide public and private sector stakeholders with technical expertise and the capacity to reduce barriers to digital payments.

AfricaNenda Foundation 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 Foundation is seeking to recruit illustrators/cartoonists to provide illustrations for the 2025 edition of the yearly report on the state of inclusive instant payment systems (SIIPS) in Africa. The report will be focused on highlighting the challenges, opportunities and best practices related to instant payment systems in Africa. The report is intended for policymakers, development partners, and stakeholders in the financial sector.

3. SCOPE OF SERVICES

The selected illustrators/cartoonists 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.

Deliverables

The selected illustrators/cartoonists will be required to provide the following deliverables:

- A set of 25 digital visuals that are relevant to the report's key messages.
- The visuals must be layered to enable extraction of the characters from their background in Photoshop.
- 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.

4. TIMELINE

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

5. PROPOSAL FORMAT

Interested illustrators/cartoonists should submit their proposals by **27 February 2025**.

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 20 February 2025 to info@africanenda.org with the following subject line: “RFP – CARTOONISTS SIIPS 2025”.**
 - Proposals received after the deadline will not be considered.
- Notification and Contracting
 - Only selected bidders will be contacted. If you do not receive a response, please consider your proposal unsuccessful.
 - 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.
- Professionalism, responsiveness, and communication skills.

Criteria	Weighting
Rating based on Qualifications	30%
Creativity and relevance of samples	40%
African-led	5%
Financial Proposal: quotation in USD for 25 digital illustrations	25%