

REQUEST FOR TENDERS

File: AP 2/2/24/1
Date: 19 December, 2019
To: Interested suppliers
From: Amanda Wheatley, Biodiversity Adviser

Subject: GRAPHIC DESIGN SERVICES RELATED TO THE 10th PACIFIC ISLANDS NATURE CONFERENCE

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. Every 5 years the Pacific Islands Roundtable for Nature Conservation (PIRT) with coordination support by SPREP, brings together government agencies, NGOs, community-based organisations, donor agencies and individual experts concerned with conservation science and practice in the Pacific Islands region at a Nature Conservation and Protected Areas conference. From 19-24th of April 2020 the next Nature Conservation and Protected Areas conference will be held in Noumea, New Caledonia.
- 1.3. This tender procedure is for the provision of 'Graphic Design' services to SPREP. The services will include creating publications and other visual media to meet SPREP's need to communicate with a range of audiences but especially with the audiences brought together at the Nature Conservation and Protected Areas conference, and to take the messaging from the Conference to events that follow during 2020.
- 1.4. For more information, see: www.sprep.org and www.pacificnatureconference.com

2. Specifications: statement of requirement

- 2.1. The purpose of this tender is the provision of creative services in the field of graphic design for paper and electronic media. The contractor shall be requested to design several types of communication materials and publications and shall also be requested to design logos and visual identity style guides for the communications needs of SPREP.
- 2.2. The provision of the 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.
- 2.3. 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 recognized design software, such as, Adobe InDesign, Illustrator and Photoshop.
- 2.4. Services may include the design of reports, posters, newsletters, leaflets, postcards, infographics advertisements (print and online) and stationery, banners (including for social media), as well as any other visual media that may be agreed between SPREP and the contractor. The contractor shall also be requested to design templates using MS Office tools to cover SPREP's needs. Bidders must have the ability to provide high quality hard copy or high-resolution PDF

visuals/dummies of printed or electronic work for SPREP's approval. SPREP may provide its own images or ones selected from a photo library.

2.5. Services requested:

- 2.5.1 Provision of graphic design services for print-ready artwork or electronic files, and/or web- optimised PDF files.
- 2.5.2 Layout of paper publications and electronic media including provision of photos and redesign of graphs/diagrams.
- 2.5.3 Design of templates using MS Office tools
- 2.5.4 Graphic design of logos, buttons for digital applications and visual style guides

2.6. Full specifications are provided in the attached Terms of Reference and Input for Technical and Financial evaluation.

3. Conditions: information for applicants

- 3.1 To be considered for this tender, interested suppliers must meet the following conditions:
- 3.2 The consultant must be available to provide substantial services in the months prior to the 10th Pacific Islands Conference on Nature Conservation and Protected Areas being held from 19 April 2020. Additional tasks will then continue to be required following the Conference until November 2020.
- 3.3 This proposal should be in two parts: **Technical** and **Financial** components addressing the attached Terms of Reference. Refer also to the Input for Technical and Financial evaluation.
- 3.4 The tender must be submitted in English.

4. Submission guidelines

- 4.1. Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and is capable of meeting the specifications and timeframes listed in the Terms of Reference. Documentation must also include supporting examples to address the evaluation criteria.
- 4.2 Tenderer must provide details of three referees.
- 4.3 Complete the tender application form provided (*please note you are required to complete in full all areas requested in 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 do this will mean your application will **not** be considered*).
- 4.4 This proposal should be in two parts: **Technical and Financial components**.
- 4.5 The Technical component should present the following information:
 - Presentation of tender proposal;
 - Evidence demonstrating expertise in the fields covered by this call for tender;
 - Project management method that will be used for projects under this framework contract, explaining how possible projects would be carried out efficiently and effectively;
 - Complete 2 scenario activities provided in the INPUT FOR TECHNICAL AND FINANCIAL EVALUATION FOR TENDER 'GRAPHIC DESIGN SERVICES'

- In the case of a tender being submitted by a consortium, a description of the input from each of the consortium members and the distribution and interaction of tasks and responsibilities between them.

4.6 The Financial component:

- Financial proposal to be submitted using the form provided in the Terms of Reference.
- Prices must be quoted in USD. As far as the tenderers of those countries are concerned, they cannot change the amount of the bid because of the evolution of the exchange rate. The tenderers choose the exchange rate and assume all risks or opportunities relating to the rate fluctuation.
- Prices must be fixed amounts.
- Prices must be quoted free of all duties, taxes and other charges, including VAT. The amount of VAT may be shown separately.
- Prices shall be fixed and not subject to revision during the performance of the contract.

5. Tender Clarification

- 5.1. Any clarification questions from applicants must be submitted by email to Maraea S Pogi on maraeap@sprep.org before **06 January 2020**. A summary of all questions received with an associated response will be posted on the SPREP website www.sprep.org/tender by **08 January 2020**.

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:
- Previous expertise and experience in carrying out the requested services
 - Technical skills necessary to deliver the requested services
 - Graphic design scenarios

No	Qualitative award criteria		Weighting (max. points)
1.	Quality and relevance of the proposal	-Quality of the proposal and accuracy of the description to provide the requested services, including turnaround times offered. -Project management methodology including parallel management of different projects -Quality assurance and quality control and compliance monitoring	30/100
2.	Expertise	-Quality and relevance of the portfolio -Innovative use of and treatment of illustrations, photos etc. -Proven experience in creating MS Office Templates -Proven experience in designing high quality infographics -Proven experience in creative application of Corporate visual identities -Advantages: proven experience with interactive products and animations	40/100
3.	Scenario proposals	-Understanding of SPREP's requirements -Proposed working methods -Innovative use of photos, illustrations	30/100
Total Qualitative Points			100

The contract will be awarded to the offer that is the most cost effective (offers the best value for money) which obtains the highest number of points after the final evaluation, based on the ratio between the technical criteria (70%) and the price (30%).

Refer to the INPUT FOR TECHNICAL AND FINANCIAL EVALUATION FOR TENDER document for full details.

7. Deadline

- 7.1. **The due date for submission of the tender is: 17 January 2020, midnight (Apia, Samoa local time).**
- 7.2. Late submissions will be returned unopened to the sender.
- 7.3 Please send all tenders clearly marked TENDER: GRAPHIC DESIGN SERVICES RELATED TO THE 10th PACIFIC ISLANDS NATURE CONFERNECE 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.

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>



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TERMS OF REFERENCE FOR GRAPHIC DESIGN SERVICES

1. Background

This tender procedure is for the provision of 'Graphic Design' services to SPREP. The services will include creating publications and other visual media to meet SPREP's need to communicate with a range of audiences but especially with the audiences brought together at the **Nature Conservation and Protected Areas conference**

2. Objectives of the contract

The purpose of this tender is the provision of creative services in the field of graphic design for paper and electronic media. The contractor shall be requested to design several types of communication materials and publications and shall also be requested to design logos and visual identity style guides for the communications needs of SPREP.

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 recognized design software, such as, Adobe InDesign, Illustrator and Photoshop.

Services may include the design of reports, posters, newsletters, leaflets, postcards, infographics advertisements (print and online) and stationery, banners (including for social media), as well as any other visual media that may be agreed between SPREP and the contractor. The contractor shall also be requested to design templates using MS Office tools to cover SPREP's needs. Bidders must have the ability to provide high quality hard copy or high-resolution PDF visuals/dummies of printed or electronic work for SPREP's approval. SPREP may provide its own images or ones selected from a photo library.

SPREP places importance on the graphical and artistic presentation of publications and other means of communication. For this reason, tenderers must prove their creativity and capacity of high-quality execution within the conditions set out.

3. Key Deliverables/Outputs

Services requested:

- (1) Provision of graphic design services for print-ready artwork or electronic files, and/or web-optimised PDF files.
- (2) Layout of paper publications and electronic media including provision of photos and redesign of graphs/diagrams.
- (3) Design of templates using MS Office tools
- (4) Graphic design of logos, buttons for digital applications and visual style guides

4. Scope of work and description of key activities

The following activities will need to be undertaken to achieve the outputs presented above.



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4.1. Provision of graphic design services for print-ready artwork or electronic files, and/or web- optimised PDF files.

Design work will cover SPREP publications, and could also include postcards, posters, leaflets, infographics, advertisements and banners as well as any other visual media that may be agreed between SPREP and the contractor.

The Contractor shall support SPREP in the development and production of visuals for its online and offline communication products in accordance with SPREP's guidelines. The range of services includes without being limited to:

- Creating complex visuals (charts, maps, infographics, illustrations)
- Designing new, original products not based on existing templates (e.g. social media or other banners, event visuals, advertisements, etc.)
- Creating drawings
- Designing icons and illustrations
- Experience in designing animations, electronic publications and other interactive products will be considered advantageous

The contractor shall be responsible for the creative process from the initial concept to final delivery of the communication product and should be able to submit at least two substantially different concept proposals when a creative graphic design shall be required. Final illustrations and renders, master files or raw files should be delivered in their native formats (e.g. Adobe InDesign).

4.2. Layout of paper publications and electronic media including provision of photos and redesign of graphs/diagrams.

The Contractor's core task will be to layout provided documents into professional communication products compliant with the SPREP's guidelines. The Contractor will receive from SPREP documents (usually in MS Word, Excel, etc.) with images, data sets, maps and photos in order to layout them into professional communication products, ready to be printed and/or delivered electronically. The complexity of the documents might vary from simple small, opinion papers or short documents including mainly text and simple graphics to big comprehensive reports such as SPREP's Organisational documents with large sections of texts, charts, tables, annexes etc.

The Contractor will apply ready - made templates, designs, colours and fonts compliant with the guidelines to:

- insert or replace text in a ready-made or designed template (usually but not exclusively provided by SPREP) in line with predefined heading styles, ToC numbering etc.
- create text boxes, pull-out quotes, footnotes, tables etc.
- replace images in ready-made designs and templates, creatively search for imagery or select photos from online stock photo databases
- prepare/adapt a publication for print and digital formats checking technical specifications and preparing files to guarantee top quality of the final product



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The final product should always respect SPREP's Visual Identity manual and pre- approved styles (for specific events such as multi partner conferences etc.). The proofs shall be delivered in PDF format. In principle, the final deliverables shall be delivered in print-ready and/or web-optimised PDF files and InDesign (or any other source format used). If necessary and directly stated in the request, they may be delivered in Adobe Illustrator or Adobe Photoshop.

4.3. Design of MS Office Templates

The contractor shall also be requested to deliver templates for MS Office tools mainly MS Word and MS Power Point instead of an Adobe Indesign or other similar templates. The templates will be used internally by SPREP's staff not trained in using graphic design tools but should follow SPREP's guidelines in order to ensure the consistent application of SPREP's brand guidelines.

The contractor should be familiar with applying MS office tools as means for graphic communication and ensure the delivery of bug free and easy to use templates.

4.4. Graphic design of logos, buttons for digital media

This service comprises the creation of a logo for the Agency or one of its core activities and projects.

The logo must be finalised in:

- Four (4)-colour (CMYK);
- Black and white, positive and negative;

The files delivered for each logo must include the following versions:

- Vectorial (e.g. .ai, .eps, .ps);
- PNG in high resolution and high quality;

The price will cover the whole process of creation, including the presentation of minimum **three (3)** initial proposals and the delivery of final files of the logo chosen by SPREP as well as a manual describing the application of the logo.

4.5. Visual identity style guides

A Visual identity style guide is a set of standards for design and writing of documents, either for general use or for a specific publication or project launched by SPREP. The creation of a Visual identity style guide may include the incorporation of a logo.

The Contractor must create a coherent identity, which will facilitate the identification of SPREP or the organisation's project (e.g. event, programme or other activity.)

In principle, Visual identity style guides are foreseen for

- A standard set of basic communication materials for which, for example a letterhead, envelopes, folder, PowerPoint or similar presentations, reports (in A4 format cover and text), brochures (in A4 and A5 formats cover and text), electronic signatures for e-mail ... are needed
- A series of publications;
- An small event for which, for example, an invitation, a stand, and a leaflet are needed;



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- A larger event with roll-ups, invitations, notepads, exhibition stands, gadgets, WebApps, press releases, etc.;
- A promotional campaign with the supply of a visual for advertisements, banners; posters, flyers, PowerPoints, etc.

A detailed set of requirements for each Visual identity style guide as well as its level of complexity will be described in a briefing note.

The price provided shall cover the whole process of creation, including the presentation of at least two (2) initial proposals and the final files of the Visual identity style guide. The manual should include examples of how it is to be applied.

4.6. Multi-platform support

The Contractor(s) may be requested to produce versions of the communication product using electronic distribution platforms (for example E-pub or interactive PDF). It may be required to modify/insert interactive elements such as video hyperlinks, rollover images and document navigation, prepare digital print files of publications and/or adapt them for online and electronic distribution. The files should be prepared in such a way that they can open properly on tablets, smartphones etc.

5. Timeframe and fee

The estimated period for this service is around 12 months.

6. Working arrangements

6.1. Quality control

The Contractor will provide constant quality monitoring to ensure that:

- there are no errors in ordered communication product's format, structure, and /or layout style and aesthetic quality of the delivered product meets requirements related to the target audience and technical specifications
- final product is compliant with the current SPREP guidelines or additional donor requirements and/or other guidelines provided by SPREP

SPREP reserves the right to reject the product and apply contractual measures in case of repeated mistakes, omissions or poor quality on the Contractor's side.

6.2. Advice and guidance

The Contractor is expected to continuously provide SPREP with technical and creative advice as well as guidance to ensure SPREP's communication products are executed to the highest possible standard.

6.3. Project management

The execution of this contract requires the capacity to manage several orders simultaneously and to ensure coordination between all parties involved. The contractor shall ensure the necessary



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management systems to ensure the 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.

The consultant is expected to interact with the supervisor and other relevant colleagues via teleconference. Costs related to communication should be included in the professional fees.

The consultant may exceptionally be required to travel. Transportation will be booked and paid for by SPREP on behalf of the consultant, and meal and accommodation expenses will be paid to the consultant according to SPREP travel regulations.

7. Technical capacity

Bidders are required to provide:

- A short description of the capacity of the company, design software used (e.g. Adobe InDesign etc.) and the number of staff employed in the areas of client management, and graphic design including their CVs.
- Please include details of the availability of the client manager (or similar position) and the procedure and timing of preparing quotes. Information on work management processes, liaison, client approval/sign off, etc. should also be given.

8. Bidding

Interested consultants are invited to submit a proposal in response to these Terms of Reference.

This proposal should be in two parts: **Technical and Financial components**.

The Technical component should present the following information:

- Presentation of tender proposal;
- Evidence demonstrating expertise in the fields covered by this call for tender;
- Project management method that will be used for projects under this framework contract, explaining how possible projects would be carried out efficiently and effectively;
- In the case of a tender being submitted by a consortium, a description of the input from each of the consortium members and the distribution and interaction of tasks and responsibilities between them.

The Financial component

All tenders must contain a financial proposal, to be submitted using the form attached.

The tenderer's attention is drawn to the following points:

- Prices must be quoted in USD. As far as the tenderers of those countries are concerned, they cannot change the amount of the bid because of the evolution of the exchange rate. The tenderers choose the exchange rate and assume all risks or opportunities relating to the rate fluctuation.
- Prices must be fixed amounts.



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- Prices must be quoted free of all duties, taxes and other charges, including VAT. The amount of VAT may be shown separately.
- Prices shall be fixed and not subject to revision during the performance of the contract.

9. Additional Notes on Terms and Conditions of the Project

1. Copyright

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

- SPREP owns the copyright to all work produced under any contract that may result from this Invitation to Tender.
 - Any artwork, photographs, film, 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 the 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 should have or obtain the necessary licences to use them for SPREP's needs
2. Successful bidder shall agree to be bound and sign the Consultancy Agreement with all requirements under the terms and conditions provided therein.
 3. As an intergovernmental organisation, SPREP shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in relation to any amount payable by SPREP.



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INPUT FOR TECHNICAL AND FINANCIAL EVALUATION FOR TENDER 'GRAPHIC DESIGN SERVICES'

1. Technical and professional capacity criteria and evidence

These criteria relate to the Tenderer's (and if applicable) partner's/subcontractor's skill, efficiency, experience, reliability and similar circumstances. Tenderers are required to prove that they have sufficient technical and professional capacity to perform the contract by providing the following documentation per selection criterion.

Selection Criterion 1: Previous expertise and experience in carrying out the requested services Tenderers must provide the following documents:

- List of main clients and services provided during the last three years indicating the value, date, and recipient of the services/products.
- Examples of graphic design work done during the last three years:
 - If a part of this work was delivered by subcontractors, tenderers must clearly indicate their own role and contribution.
 - Examples should include products from several areas including publications, brochures, ads, banners, infographics, posters, MS office templates, proposals (including logo proposals). Web links to examples of animations or interactive products and publications will be considered as an advantage.
- CVs (Curriculum Vita) of the staff designated to perform the work:
 - For the execution of the tasks envisaged under the prospective contract, the contractor shall assign a team of graphic designers - at least two at a senior level with more than five years of experience in a relevant position.
 - The contractor shall also assign a project manager with at least three years of experience in a relevant field. The project manager will be responsible for managing SPREP's requests, keeping deadlines, implementing SPREP's feedback etc.
 - At least one member of the team should be proficient in the MS Office templates, styles and theme's creation.
 - The team should have proven experience in layout and graphic design and be highly proficient with the Adobe Creative suite software.

Selection Criterion 2: Technical skills necessary to deliver the requested services Tenderers must provide the following documents:

List of the technical equipment and material available to meet the requirements of this tender.

- If subcontracting of certain services is envisaged:
 - Description of the services to be provided by the tenderer directly and those which may be subcontracted
 - Description of the measures to ensure quality control of the services provided by the contractor and the subcontractor



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- Description of subcontractors already selected by the tenderer which may be used for certain types of work

Scenarios – Graphic design

Tenderers must provide at least one proposal for each scenario including an estimation in person days for the time needed for the finalisation of the task (in person days (1 person day = 8 hours)) and a cost estimation. Both of the latter shall be included in the financial proposal.

(i) Scenario 1: Design of a poster for the promotion of SPREP's Round Table on Waste Management

SPREP's Round Table on Waste Management 2020 is co-organised with WASTEless Corporation and will take place from 16 to 20 September 2020 in Apia, Samoa. SPREP would like to design a poster to be printed (primary purpose) and used online to promote the event. The dimensions of the poster are expected to be A2.

The theme for this year is "Plastic Free Pacific Islands". The theme refers to the challenges posed by plastic bottles.

The poster should include the event logo, important dates, location and should also highlight this year's theme.

The poster will be printed and shared with SPREP's communities (i.e. mostly governments). It will also be sent to ngo's to attract to the event an audience interested in waste management.

The Twitter hashtag for the event is #ZEROplastic and the website url is: <https://ZEROplastic.sprep.org>

(ii) Scenario 2: Design of a logo for SPREP's Carbon Reduction programme

In September 2019 SPREP presented a proposal for a Carbon Reduction Strategy, with a view to stimulate carbon reduction activities and policies across the Member States. The Strategy entails a set of objectives and priority actions.

SPREP would like to design a logo to be published together with the SPREP logo on all the materials related to the SPREP's Carbon Reduction programme.

The logo shall be placed on the dedicated website (to be developed) providing information on, and publicity of SPREP's Carbon Reduction. The logo shall also be placed on relevant SPREP studies, promotional material such as posters, leaflets etc.

2. CRITERIA

Quality of the Offer

Once the Tenderer has demonstrated the appropriate capacity to perform the Contract on the grounds of the selection criteria, the offer will be assessed based on the technical and financial criteria.



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No	Qualitative award criteria		Weighting (max. points)
1.	Quality and relevance of the proposal	<ul style="list-style-type: none"> -Quality of the proposal and accuracy of the description to provide the requested services, including turnaround times offered. -Project management methodology including parallel management of different projects -Quality assurance and quality control and compliance monitoring 	30/100
2.	Expertise	<ul style="list-style-type: none"> -Quality and relevance of the portfolio -Innovative use of and treatment of illustrations, photos etc. -Proven experience in creating MS Office Templates -Proven experience in designing high quality infographics -Proven experience in creative application of Corporate visual identities -Advantages: proven experience with interactive products and animations 	40/100
3.	Scenario proposals	<ul style="list-style-type: none"> -Understanding of SPREP's requirements -Proposed working methods -Innovative use of photos, illustrations 	30/100
Total Qualitative Points(QP)			100

Tenderers shall elaborate in the technical offer on all points addressed in the Terms of Reference (ToR), bearing also in mind the above indicated award criteria, in order to score as many points against the quality award criteria as possible. The mere repetition of mandatory requirements set out in the ToR , without going into detail or without giving any benefit in the technical offer, will only result in a very low score.

The qualitative award criteria points will be weighted at 70% in relation to the price.

Award of the contract

The contract will be awarded to the offer that is the most cost effective (offers the best value for money) which obtains the highest number of points after the final evaluation, based on the ratio between the quality criteria (70%) and the price (30%).