

## Terms of Reference

### Graphic Design & Animation Services

Following the approval of Cabinet, the Bahrain's Sustainable Energy Unit (SEU) was established in November 2014 as a joint initiative between the office of the Minister of Electricity and Water Authority and UNDP. The key objectives of the Unit is to develop a cohesive and sustainable energy policy and to promote Renewable Energy and Energy Efficiency in the country. The Unit will also work towards bridging the legal, institutional, and capacity gaps in order for the Bahrain energy sector to meet the future challenges.

SEU is the entity mandated to lead and promote energy efficiency practices, transfer and diffuse renewable energy technologies and draft related policies and regulatory frameworks in close coordination with stakeholders and partners in the Kingdom of Bahrain. In October 2016 SEU finalized the development of the National Energy Efficiency Energy Action Plan (NEEAP) and the National Renewable Energy Action Plan (NREAP), which set the targets for the countries and define policies and other initiatives to meet the targets. The plans were endorsed by the Cabinet in January 2017.

SEU is seeking to procure the services of companies specialized in the field of graphic design and animation on a long-term arrangement. The companies will provide services on an on-demand basis upon the request of SEU.

- Development of short fully produced animation videos of 10-12 minutes complete with English voiceover/Arabic subtitles and Arabic voiceover/English subtitles.
- Development of abridged animation videos (of existing or new videos) of 2-5 minutes complete with English voiceover/Arabic subtitles and Arabic voiceover/English subtitles.
- Design of stock materials and graphic designs for SEU social media and website feed in both Arabic \ English.
- Design of events logos
- Design of events marketing digital collaterals
- Design of events marketing printed collaterals

#### Submission requirements

Organizations must include the following information in their submission under the appropriate letter-headings identified below:

- a. Organization: Description of organizational capability, size, general reputation, experience in animation production, graphic design, marketing collateral design, logos design and as further detailed in Annex 1.

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- b. Methodology: Understanding of the in-house capacity, working approach, and proposed timeline for required project outputs. Having an environmentally friendly production method \ materials is an advantage.
- c. Samples and previous work: Bidders must include with their submission samples (photos) of their work which correspond to the required outputs as references. kindly provide information indicating the nature of previous similar projects (including United Nations Agencies, if any) and the duration for the delivery of each output.
- d. Pricing: The contract will be awarded on LTA for hourly and daily rates. The rates should be as hourly and daily rates for the following should they be assigned to the tasks in line with Annex 1:
  - a. Senior animator
  - b. Junior animator
  - c. Senior graphic designer
  - d. Junior graphic designer

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## FORM FOR SUBMITTING SUPPLIER'S QUOTATION<sup>1</sup>

*(This Form must be submitted only using the Supplier's Official Letterhead/Stationery<sup>2</sup>)*

We, the undersigned, hereby accept in full the UNDP General Terms and Conditions, and hereby offer to supply the items listed below in conformity with the specification and requirements of UNDP as per RFQ Reference No. \_\_\_\_\_:

**TABLE 1 : Offer to Supply Goods Compliant with Technical Specifications and Requirements**

Item No.	Description	Quantity	Latest Delivery Date	Unit Price	Total Price per Item
1	The contract will be awarded based on the evaluation criteria hereinabove. The submission should include the proposal amount (in BHD) for delivering the required outputs listed above.	1			
	<b>Total Prices</b>				
	<b>Total Final and All-Inclusive Price Quotation</b>				

**TABLE 3 : Offer to Comply with Other Conditions and Related Requirements**

Other Information pertaining to our Quotation are as follows :	Your Responses		
	<i>Yes, we will comply</i>	<i>No, we cannot comply</i>	<i>If you cannot comply, pls. indicate counter proposal</i>
Services as per attached TOR			
Validity of Quotation (60 days)			
All Provisions of the UNDP General Terms and Conditions			
Other requirements <i>[pls. specify]</i>			

All other information that we have not provided automatically implies our full compliance with the requirements, terms and conditions of the RFQ.

*[Name and Signature of the Supplier's Authorized Person]*  
*[Designation]*  
*[Date]*

<sup>1</sup> This serves as a guide to the Supplier in preparing the quotation and price schedule.

<sup>2</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

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