

Terms of Reference for Graphic Design Services for FIPA UNCDF publications

a. Background Information and Rationale, Project Description

UNCDF is the UN's capital investment agency for the world's least developed countries. It creates new opportunities for poor people and their communities by increasing access to microfinance and investment capital. UNCDF focuses on Africa and the poorest countries of Asia and the Pacific, with a special commitment to countries emerging from conflict or crisis. It provides seed capital – grants and loans – and technical support to help microfinance institutions reach more poor households and small businesses, and local governments finance the capital investments – water systems, feeder roads, schools, irrigation schemes – that will improve poor peoples' lives.

Recently, UNCDF has formulated its strategy 'Leaving no one behind in the digital era' based on over a decade of experience in digital finance in Africa, Asia and the Pacific. UNCDF recognizes that reaching the full potential of digital financial inclusion in support of the Sustainable Development Goals aligns with the vision of promoting digital economies that leave no one behind. The vision of UNCDF is to empower millions of people by 2024 to use services daily that leverage innovation and technology and contribute to the Sustainable Development Goals. For further detail on UNCDF strategy, refer to: <https://www.uncdf.org/article/4931/global-strategy-leaving-no-one-behind-in-the-digital-era>

b. Specific Objectives

In line with the UNCDF graphic guidelines for digital finance activities and in close cooperation with the Knowledge Management and Communication Associate for digital finance activities, the Contractor shall be expected to perform the following general tasks:

- a) design short and long reports,
- b) advise on the development of the graphic guidelines for digital finance activities,
- c) develop and edit, photos, charts, texts, infographics/icons and other graphic elements or communication collaterals for offline and
- d) redesign bar charts, pies charts, table design, infographics/icons.

c. Scope and Expected Outputs/Schedules

DOCUMENT/TYPE	Number of graphs	Expected number of pages in finished publication	Approximate size (folded)	Language versions	Estimated no. of days for production	Target Due Date

Product 1: Gambia publications Annual Report with text, photos, tables and graphics (+/- 20 - 30 p.)	20	32 pag.	A4	English	4	June 2021
Product 2: Policy <ul style="list-style-type: none"> Gender report text, photos, tables and graphics EN/FR 	5	20 pag.	A4	English and French	5	February 2021
<ul style="list-style-type: none"> Toolkit report text, photos, tables and graphics EN/FR 		20 pag.				
<ul style="list-style-type: none"> Regional harmonization report on East Africa (text, photos, tables and graphics EN/FR 		10 pag.				
Product 3: Zambia publications <ul style="list-style-type: none"> Case Study on Bank of Zambia Data Automation System, with text, photos, tables and graphics 	10	12 pag.	A4	English	10	August 2021
<ul style="list-style-type: none"> APS Report with text, photos, tables and graphics 	20	32 pag.				
<ul style="list-style-type: none"> State of the Industry's Agents with text, photos, tables and graphics 	20	32 pag.				
<ul style="list-style-type: none"> API Scoping Report with text, photos, tables and graphics 	10	16 pag.				
Product 4: Tanzania/Rwanda publication Fin-ed with text, photos, tables and graphics	10	6 pag.	A4	English	2 days	August 2021

Product 5: Uganda publications <ul style="list-style-type: none"> Digital Community Entrepreneurs Case Study with text, photos, tables and graphics 	10	18 pag.	A4	English	4 days	December 2020
<ul style="list-style-type: none"> Digital Inception Study Report with text, photos, tables and graphics 	10	20pag. (TBC)				
Product 6: Burkina Faso publications <ul style="list-style-type: none"> 8 publications de capitalisation Case Studies with text, photos, tables and graphics. FR 	10/prod	8 x 6 pag.	A4	French	8 days	December 2020
<ul style="list-style-type: none"> Synthèse de capitalisation Case Studies with text, photos, tables and graphics FR. 	10	10 pag.				
<ul style="list-style-type: none"> Etude sur l'économie numérique, Study with text, photos, tables and graphics FR. 	20	12 pag.				
Product 7: Sierra Leone publications <ul style="list-style-type: none"> Digital eco-system mapping study with text, photos, tables and graphics 	10	15 pag.	A4	English	4 days	February 2021
<ul style="list-style-type: none"> Market research to inform financial inclusion interventions and access to finance for SMEs with text, photos, tables and graphics 	10	30 pag.				
Product 8: Global publications <ul style="list-style-type: none"> Financial Health Working Paper with text, photos, tables and graphics 	20	15 pag.	A4		8 days	September 2021

				English and French		
<ul style="list-style-type: none"> Case Study on PEAS combined with learnings from PFIP with text, photos, tables and graphics 	20	20 pag.				

d. Institutional Arrangements

The contract will be supervised by Knowledge Management and Communication Associate, FIPA, UNCDF. All information pertaining to this project as well as outputs produced under this contract shall remain the property of UNCDF, who shall have exclusive rights over their use.

e. Duration

The duration of contract for services is for twelve months.

f. Duty Station

Home-based. The contractor will perform the services from their location. The project team will make available to the contractor the necessary documentation and information for the production of the expected products. There should be continuous communication with Knowledge Management and Communication Associate and project team.

g. Professional Qualifications of the Successful Contractor and its key personnel

Qualifications and Experience Requirements:

- Legally registered company
- Proven experience of five years in graphic design
- Knowledge of new and evolving technologies and digital platforms, including working knowledge of design software, for example: InDesign, Photoshop & Illustrator, etc.
- Prior experience in working with UN agencies or other international organizations
- Demonstrate experience in producing an innovative and intuitive designs.

General Qualification of Key Personnel

Minimum qualifications of the Lead Graphic Designer:

Education:

- A bachelor's degree in communications, design or related field and/or formal training in graphic design

Experience:

- At least 5-years of relevant work experience in design
- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Creative Suite, Illustrator, In-Design, CorelDraw

- Proven experience in graphic production from start to ready-to-publish product with knowledge of printing processes (offset and digital) and color management
- Good command of written and spoken English, and knowledge of French is an asset.

Qualifications of team member (s):

Education:

- A bachelor's degree or formal training in graphic design or related field

Experience:

- At least 3-years of relevant work experience in design practical background in graphic design, including the use of design software such as Adobe Creative Suits, Illustrator, In-Design, CorelDraw
- Experience in graphic production from start to ready-to-publish product with knowledge of printing processes (offset and digital) and color management
- Good command of written and spoken English, and knowledge of French is an asset.

h. Scope of Bid Price and Schedule of Payments

Payments will only be made for deliverables/ products satisfactorily completed and accepted by Knowledge Management and Communications Associate.

Financial Proposal:

The vendor is requested to provide a quotation of the fees/cost for the services and a matrix indicating the level of work to be undertaken and associated timelines. The quotation must remain valid till the completion of the contracted work.

i. Recommended Presentation of Proposal and Other Relevant Information

Proposals should contain the following:

- Company Profile, including printed brochures or portfolio of past work and experience
- Certificate of Registration of the business
- CV of Key Staff
- Duly signed and stamped technical and financial proposals.

j. Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Firm / Organization	30%	300
2.	Proposed Methodology, Approach and Implementation Plan	40%	400
3.	Management Structure and Key Personnel	30%	300

	Total	1000
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Technical Proposal Evaluation Form 1		Points obtainable
Expertise of the Firm/Organization		
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing	50
1.2	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none"> - Financial stability - loose consortium, holding company or one firm - age/size of the firm - strength of project management support - project financing capacity - project management controls 	90
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialised skills.)	15
1.4	Experience of the firm and organization	25
1.5	Relevance of: <ul style="list-style-type: none"> - Specialized Knowledge - Experience on Similar Programme / Projects - Experience on Projects in the Region - Work for UNDP/ major multilateral/ or bilateral programmes 	120
		300

Technical Proposal Evaluation Form 2		Points Obtainable
Proposed Methodology, Approach and Implementation Plan		
2.1	To what degree does the Proposer understand the task?	100
2.2	Have the important aspects of the task been addressed in sufficient detail?	100
2.6	Is the scope of task well defined and does it correspond to the TOR?	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	80
		400

Technical Proposal Evaluation Form 3			Points Obtainable
Management Structure and Key Personnel			
3.1	Minimum qualifications of the Lead Graphic Designer: <ul style="list-style-type: none"> • A bachelor's degree in communications, design or related field and/or formal training in graphic design • At least 5-years of relevant work experience in design • Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Creative Suits, Illustrator, In-Design, CorelDraw • Proven experience in graphic production from start to ready-to-publish product with knowledge of printing processes (offset and digital) and color management • Good command of written and spoken English, and knowledge of French is an asset. 		200
3.2	Qualifications of team member (s):		100
	<ul style="list-style-type: none"> • A bachelor's degree or formal training in graphic design or related field • At least 3-years of relevant work experience in design practical background in graphic design, including the use of design software such as Adobe Creative Suits, Illustrator, In-Design, CorelDraw • Experience in graphic production from start to ready-to-publish product with knowledge of printing processes (offset and digital) and color management • Good command of written and spoken English, and knowledge of French is an asset. 		
			300

Only vendors obtaining a minimum of 70% of points and above at the technical evaluation will be considered for the technical evaluation.