Request for Proposal

Preferential Provider for Design, Layout and Printing

TERMS OF REFERENCE FOR PROVIDER

FEBRUARY 2021

1 BACKGROUND

The Crop Trust, officially known as the Global Crop Diversity Trust, is an international nonprofit organization that works to conserve crop diversity to protect global food security. The Crop Trust was established in 2004 through a partnership between the United Nations Food and Agriculture Organization and CGIAR, acting through Bioversity International.

2 OBJECTIVE

The Crop Trust is seeking to contract a suitably qualified and experienced Design and Printing firm to handle graphic design (including infographics, animation, and illustrations), typesetting, layout and printing work for print and web-based reports, digital campaigns and other applications. The purpose of this Request for Proposal (RfP) is to solicit competitive proposals for the service advertised. Services may include the layout, typesetting, printing and design of reports, posters, newsletters, leaflets, postcards, infographics (print and online) and stationery, banners (including for social media), as well as any other visual media that may be agreed between the Crop Trust and the contractor.

3 GENERAL TERMS OF WORKING RELATIONSHIP

3.1 Working style

The provision of services will be according to a pre-decided timeline and workplan, though there may be a need for updates on an “on call” basis during the duration of the project. The consultant will be required to meet and communicate regularly with the Crop Trust staff and close collaborators (internal / external) to collect additional information for the development of the comprehensive strategy, as well as communications materials.
3.2 Location

All service providers will be required to carry out the work in their own office location. The scope of work can be conducted remotely with contact with the Communications team via electronic communication. However, face-to-face meetings may be required to discuss the requirements, implementation process and other pertinent details for the execution of the Scope of Work. If travel is necessary, the costs must be pre-approved in advance.

3.3 Contract duration

The duration of the contract is scheduled to last twelve (12) months but all work should be completed according to the pre-agreed timeline.

3.4 Content and material provision

Text for publications, logos, and branding materials will be supplied by the Crop Trust. The Crop Trust may ask the designer to provide images, font or other materials with appropriate permissions/copyright for sharing, distribution and commercial purposes. The Crop Trust may provide images or ask that the consultant provide images with appropriate permissions for reuse and distribution. No equipment, physical materials, stock images, software or fonts will be purchased or provided by the Crop Trust to conduct the Scope of Work unless specifically agreed upon by the Crop Trust beforehand.

3.5 Use of third-party providers

Some areas of work may be outsourced by the provider, but must be agreed upon with the Crop Trust beforehand.

3.6 Materials for review

Bidders must have the ability to provide high-quality hard copy or high-resolution PDF visuals/dummies of printed or electronic work for the Crop Trust’s approval.

4 SCOPE OF WORK

Services requested:

- Provision of graphic design services for print-ready artwork or electronic files, and/or web-optimized files, including but not limited to: infographics, illustrations and animations
- Typesetting and layout of paper publications and electronic media including provision of photos and redesign of graphs/diagrams
- Printing and binding of various communications materials
5  MEASURING SUCCESS

The success of the contracted consultant will be considered mainly based on the following factors:

- Product quality and fit to brief
- Innovative design
- Speed and responsiveness
- Understanding of brand and messaging
- Proactive approach
- Ability to work cooperatively with internal partners

For the above-mentioned items, a series of quantifiers shall be tracked to better measure the progress and success of the consultant’s work.

6  ACTIVITIES AND COSTS

We ask for an offer for a retainer contract based on the following activities (including project management costs). Please also include the following costs in the proposal supplied as described (or provide and explain the standard rates if the below are not applicable).

<table>
<thead>
<tr>
<th>Activity</th>
<th>Daily rate</th>
<th>Hourly rate</th>
<th>Page rate (full color; highest-quality)</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Graphic design: infographics, illustration</td>
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<tr>
<td>Graphic design: animations</td>
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<td>Printing and binding</td>
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<td>Other services offered</td>
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We expect to spend between USD 12,000 and USD 15,000 implementing activities as outlined herein for this 12-month contract. During the duration of the contract, each major task will require a cost and time estimate for approval by The Crop Trust team prior to beginning the work. Upon successful completion of the contract, there may be an opportunity for an extension with similar terms, pending agreement by both parties.

The Crop Trust has tax exempt status in Germany and is eligible to claim back VAT directly from the Government. Please indicate clearly in your proposal if you will accept our tax exempt status by not charging VAT, and please budget accordingly. If you are not able to accept our tax exemption, the assessment of your offer will be based on gross amounts. Assessments of quotes from German companies are generally based on offers excluding VAT.
7 PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

- Experience of firm and quality/success of previous work
- Cost effectiveness/price
- Technical capabilities
- Implementation methodology
- Availability

For the above-mentioned items a series of quantifiers shall be used to objectively evaluate and compare bidder proposals.

8 PROPOSAL APPLICATION & SUBMISSION REQUIREMENTS

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.

Tender application forms must be **completed in full** – DO NOT refer us to your CV, Technical Proposal or website. Failure to complete the forms in full will mean your application will not be eligible.

Interested applicants are requested to submit their proposals based on the outlined above and the calendar of activities to the procurement office no later than 23:59 CET on 26 February 2021.

Only emails, including proposal documents, sent solely to: procurement@croptrust.org will be considered. **Please note, any documents sent (even in copy) to individual members of the Crop Trust, will be automatically excluded from the tender process.**

9 PROPOSAL COMPONENTS

Proposal submissions are to include the following:

- Proposal with the proposed approach and activities to be taken for the implementation and management of the consultancy, including an operational work plan with detailed timelines
- Details of procedures
  - An explanation of the normal procedure for retainer clients
  - How requests for work are carried out
  - How much notice is required for new tasks, is there a cost for emergency/urgent work, etc.
  - Project management and quality assurance methodologies, including how these would be carried out for the specific project
Please indicate all of the services the agency provides in-house and include:
  ○ What types of services are typically contracted out if any
  ○ Typical scope and turnaround times

Breakdown of costs of activities on the basis provided (see table 6 above).
  ○ Prices must be quoted in USD.
  ○ Prices may be fixed amounts or ranges; in the latter cases, the ranges should explain exactly how the exact rates are determined
  ○ Prices must be quoted free of all duties, taxes and other charges, including VAT. The amount of VAT may be shown separately

Evidence demonstrating expertise in the fields covered by this call for tender
  ○ Portfolio with examples of the consultant’s work pertinent to the requested services (preferably including examples of firm’s clients with similar size and needs of those of The Crop Trust)
  ○ History and mission of firm
  ○ Tenderer must provide details of at least three referees.
  ○ Client references and testimonials, including any awards and achievements

Your copyright policy
Signed Supplier Self-assessment and Declaration of Undertaking

Proposals are not required but are encouraged to include the following:
  ● Curriculum Vitae of consultant and for each member of the team (if a team approach is utilized, i.e. names and biographies of those who would be responsible for The Crop Trust’s work)
  ● Any additional materials that would help us to evaluate your proposal

10 BACKGROUND INFORMATION

See the following pages and resources for further information:
  Short Introductory Video
  Crop Trust Timeline
  Crop Trust Projects
  2019 Crop Trust Magazine
  Crop Trust 15-year Short Report