

Request for Proposal: Creative and Design Services

Vendor

11 May 2020

SUMMARY OF PROCUREMENT

The NDC Partnership, through the World Resources Institute (WRI) intends to award a time and materials type contract for creative and design services.

Deliverables will be completed on an as needed basis with some projects on going. Work is expected to begin in June 2020 through December 2020.

About the NDC Partnership

The NDC Partnership is a global coalition of countries and institutions working to mobilize support and achieve ambitious climate goals while enhancing sustainable development. Through our Partnership, members leverage their resources and expertise to provide countries with the tools they need to implement their NDCs and combat climate change to build a better future. Hosted by WRI and the UNFCCC Secretariat, the NDC Partnership has members in all regions of the world, with staff in Washington DC and Bonn, Germany.

For this project translators will engage primarily with the Washington DC based Communications Team.

Scope of Work and Outputs/Deliverables

The vendor will be expected to provide a range of deliverables related to general communications materials as well as specific materials related to the UNFCCC Conference of Parties (COP26). This strategy will play a key role in amplifying the expansive outcomes of the NDC Partnership's work and increasing Partnership brand awareness ahead of COP26.

Examples include, but are not limited to:

- Reports
- Infographics
- Brochures
- Social media graphics
- Social media videos
- PowerPoint presentation

This contract will be awarded for June – December 2020 with the opportunity to extend.

Deliverable Deadlines

Deadlines will be determined on a monthly and case by case basis. Some projects will require shorter time frames. Each project's deadline will be well noted and communicated.

Budget

Deliverables will be billed and paid based on an agreed upon hourly rate. For some larger projects, a flat fee will be paid. While the consultant's rate is an important aspect of evaluating the Request for Proposals (RFP), it will be weighed equally with quality of services, familiarity with the subject matter, provided examples, and references.

Guidelines for Proposal Submission

Requirements

The selected vendor will be able to demonstrate the ability to:

- Produce complex integrated multimedia digital magazines;
- Create a wide range of creative content for sustainable development and/or climate change campaigns and event;
- Craft dynamic engagement tools for sustainable development and/or climate change focused events and campaigns;
- Experience effectively producing content in on-schedule and in accordance with detailed creative briefs and brand standards.

Proposal Content

Prospective consultants/vendors should submit:

- A statement of interest, with emphasis on experience relevant to the NDC Partnership
- Brief biographies of proposed team members
- Examples of related and relevant work;
- Brief outline of proposed strategy;
- Detailed budget with a breakdown of costs and any hourly rates related to the work.

Expression of Interest, Questions and Deadline for Proposal

All expressions of interest and questions about this RFP must be sent via email to the contact below

Tyrone Hall
Head of Communications for the NDC Partnership Support Unit
Tyrone.hall.5@ndcpartnership.org

Deadline for proposal submissions is **5:00pm EST on Friday 5 June 2020** and should also be sent to the email above.

Evaluation and Selection

Evaluation Criteria

The following elements will be the primary considerations in evaluating all proposals submitted in response to this RFP:

- Completion of all required proposal elements
- Experience with similar projects and quality of work samples
- Overall cost of the vendor's proposal

Selection Process

No proposal development costs shall be charged to the NDC Partnership or WRI, all expenses are to be borne by the bidders. The Partnership may award to the bidder offering best value without discussions. However, we reserve the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range.

The NDC Partnership may, at its discretion and without explanation to the prospective vendors/organizations/consultants, etc., choose to discontinue this RFP without obligation to such prospective vendors/organizations/consultants, etc. or make multiple awards under this RFP.