

# REQUEST FOR TENDERS

RFT: 2021/063  
File: AP\_4/12/19/1  
Date: 24 August 2021  
To: Interested suppliers  
From: Paul Anderson, Inform Project Manager and Anastacia Amoa-Stowers,  
Multilateral Environment Agreements Coordinator.

**Subject: Request for tenders:** Graphic Design Services for the Environmental Monitoring and Governance (EMG) Programme.

## 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. SPREP approaches the environmental challenges faced by the Pacific guided by four simple Values. These values guide all aspects of our work:
  - We value the Environment
  - We value our People
  - We value high quality and targeted Service Delivery
  - We value Integrity
- 1.3. For more information, see: [www.sprep.org](http://www.sprep.org).

## 2. Specifications: statement of requirement

- 2.1. SPREP would like to call for tenders from qualified and experienced graphic designers who can offer their services to design and compose high quality signs, symbols, marks, logos, banners and billboards, pictures, and words in line with SPREP's communication policies and guidelines for the Environmental Monitoring and Governance Programme, including the INFORM and ACP MEAS 3 projects.
- 2.2. The provision of design services will be on an "on call" basis for the duration of this consultancy, with the agreement that this work will be of priority.

The consultant will work closely with SPREP from agreed start date until the October 2022 with a possible extension.
- 2.3. The selected graphic designer will not be guaranteed a minimum level of work. If selected to undertake design services for SPREP, you will be requested to provide a written quotation for each job.
- 2.4. The successful consultant must supply the services to the extent applicable, in compliance with SPREP's Values and Code of Conduct.

[https://www.sprep.org/attachments/Publications/Corporate\\_Documents/sprep-organisational-values-code-of-conduct.pdf](https://www.sprep.org/attachments/Publications/Corporate_Documents/sprep-organisational-values-code-of-conduct.pdf)

### 3. Conditions: information for applicants

- 3.1. To be considered for this tender, interested applicants must meet the following conditions and criteria:
- a) Provide a detailed portfolio to showcase a wide range of prior relevant graphic design work completed including your most recent work (links to electronic material are acceptable).
  - b) Provide a detailed Curriculum Vitae to demonstrate the consultant has the relevant experience, skills, and qualifications to carry out this contract successfully.
  - c) Provide at least 3 referees relevant to this tender submission, including the most recent work completed.
  - d) 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*) and
  - e) Sign the **Conflict-of-Interest** form.

### 4. Submission guidelines

- 4.1. Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and can meet the specifications and evaluation criteria.
- 4.2. Tender documentation should outline the interested supplier's complete proposal: services offered, examples of previous work, personnel (and their skill sets/curricula vitae), turnaround time and costs.
- 4.3. Tender submission must be in United State Dollars (USD). Prices must be fixed amounts and not subject to revision during the performance of the contract.
- 4.4. Complete the tender application form and COI form provided
- 4.5. The Proposal must remain valid for 90 days from date of submission.
- 4.6. Interested suppliers must insist on an acknowledgement of receipt of the proposal.

### 5. Tender Clarification

- 5.1. Any clarification questions from applicants must be submitted by email to [procurement@sprep.org](mailto:procurement@sprep.org) before **01 September 2021**. A summary of all questions received with an associated response will be posted on the SPREP website [www.sprep.org/tender](http://www.sprep.org/tender) by **03 September 2021**.

### 6. Evaluation criteria

- 6.1. SPREP will select a preferred consultant 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:

| Criteria                                    | Description   | Weighting (%) |
|---|---|---------------|
| <b>Quality of Work</b>                      | The successful supplier will have demonstrated an innovative and professional design approach and capable of meeting the specifications and timeframes.   | <b>20</b>     |
| <b>Technical Expertise and Range</b>        | The successful suppliers will have demonstrated that they are fully conversant with design standards and have the capacity to design a wide range of materials.   | <b>30</b>     |
| <b>Experience and Professional Services</b> | <p>The successful suppliers will have provided evidence of excellent work ethics, experience in producing high quality graphic design work for international or regional organisations similar to SPREP.</p> <p>Provide a detailed portfolio to showcase a wide range of prior relevant graphic design work completed including your most recent work</p> <p>Excellent communication and ability to response to email queries, meet required deadlines as well as urgent works.</p> | <b>30</b>     |
| <b>Financial proposal</b>                   | <p>The successful suppliers will have provided a comprehensive and competitive rate card in USD.</p> <p>Please include per page layout and rate for 50 pages and 100 pages illustrated reports.</p> <p>Rates should be inclusive of edits (noting if there is a limit or endless).</p>  | <b>20</b>     |

## 7. Deadline

- 7.1. **The due date for submission of the tender is: 14 September 2021, midnight (Apia, Samoa local time).**
- 7.2. Late submissions will be returned unopened to the sender.
- 7.3 Please send all tenders clearly marked '**2021/063: Graphic Design Services for the Environmental Monitoring and Governance (EMG) Programme**' to one of the following methods:

Mail: SPREP  
Attention: Procurement Officer  
PO Box 240  
Apia, SAMOA

Email: [tenders@sprep.org](mailto:tenders@sprep.org) (MOST PREFERRED OPTION)

Fax: 685 20231

Person: Submit by hand in the tenders box at SPREP reception, Vailima, Samoa.

Note: Submissions made to the incorrect portal will not be considered by SPREP. If SPREP is made aware of the error in submission prior to the deadline, the applicant will be advised to



resubmit their application to the correct portal. However, if SPREP is not made aware of the error in submission until after the deadline, then the application is considered late and will be returned unopened to the sender.

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>**

## **ANNEX A**

### **TERMS OF REFERENCE**

#### **ENVIRONMENTAL MONITORING AND GOVERNANCE PROGRAMME (EMG)**

##### **1. Objectives of the Contract**

This tender procedure is for the provision of graphic design services for the Environmental Monitoring and Governance Programme. The services to be provided include, but is not limited to, graphic design of infographics, flyers, factsheets, brochures, brand, brand identifiers, posters, pull up banners, reports, various promotional and digital content, as requested.

##### **2. Scope of Work and Description of Key Activities**

- Graphic design of requested products required under the Environmental Monitoring and Governance Programme. Noting these must be in line with SPREP, Inform and ACP MEAs3 brand and identity requirements.
- Provision of the graphic design files of all content designed for storage by EMG and SPREP.
- Provisions for graphic design content in files requested by png. jpeg and/or otherwise. This includes e-format in both high and low resolutions, as well as print with and without bleed, where necessary as requested.
- This consultancy seeks a graphic designer that has demonstrated prosecution of designed content to a high standard. Content in English, and possible a national vernacular, will be provided for design to appeal to national audiences of the countries.
- Provide graphic design advice and guidance in advance and during design outputs.
- Plan and executes all specific tasks within budget and established deadlines.
- Liaise with printers where required to ensure design files are printed to completion to a high standard.

Prices should include costs for converting and sending. InDesign files for storage and use, as well as for the various stages of design until EMG Programme and the SPREP Communications and Outreach Unit have approved the final designs.

Costing should be provided for using the Financial Offer Form, as provided in Annex B.

The following items are represented in the Financial Offer form. The details shown below will assist you in accurately costing the items, based on the level of quality expected.

- A. Infographics that will appeal to a Pacific Island audience both for print as well as sharing online.
- B. Flyers and/or factsheets that are A4 size, both front and consist of images, tables, and logos as well as text.
- C. Brochures (DL Pamphlets) both front and back and consist of images, tables, and logos as well as text.



- D. A1 and A2 One sided full colour posters with text and illustrations where needed.
- E. Pull up banners one sided and designed as per sized required.
- F. Reports A4 in size and may vary in length from 10 – 40 pages.
- G. Promotional content such as advertisement for publications and branding on apparel or otherwise.
- H. Postcard and invitation content in colour and to contain imagery and text to be designed to specifications required.

### **3. Specific Tasks**

The following essential functions are to be conducted under the guidance of the Environmental Monitoring and Governance, and the Communications and Outreach Unit, both which are based at SPREP. These essential functions include, but are not limited to:

- Develop brand guidelines for all content designed for all projects under the EMG Programme and in line with projects donor partners and SPREP brand requirements.
- Provide graphic design advice and guidance in advance and during design of outputs.
- Plans and executes all specific tasks within budget and established deadlines.
- Design content provided into resources as per request, noting specific content may require rounds of amendments before finalized.
- Liaise with printers where required to ensure files are printed to completion to a high standard.

### **4. Logistical and Reporting Arrangements**

The consultancy will be funded through the INFORM and ACP MEAs 3 Projects at SPREP.

There is scope for this to be a remote working consultancy, therefore internet access is compulsory.

The consultant is to have own their technical required equipment to undertake the work.

The consultant will liaise with the Environmental Monitoring and Governance Programme team and the Communications and Outreach Unit at SPREP for Technical advice and guidance.

All communications guidelines of SPREP, INFORM and ACP MEAs 3 Projects will be shared with the consultant for adherence.

### **5. Timeline**

The consultant will work closely with SPREP from agreed start date until the October 2022 with a possible extension.

### **6. Working Arrangements**

The consultant will work under the direction of the Environmental Monitoring and Governance and reporting against agreed tasks.