TERMS OF REFERENCE

ICLEI Africa

ICLEI Africa seeks to appoint a service provider to design and layout a number of publication products for a circular economy project

2 August 2022

Bids due: 16 August 2022

Interested service providers should submit their proposal to Ruby Schalit at (ruby.schalit@iclei.org) with Jokudu Guya (jokudu.guya@iclei.org) in CC by 17:00 CAT on 16 August 2022.

ICLEI Africa reserves the right not to appoint a service provider in relation to this Terms of Reference (ToR).
ICLEI - Local Governments for Sustainability is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. This Terms of Reference (ToR) relates to assisting ICLEI Africa in designing a series of communications products. The service provider will be expected to only complete work included in this ToR.

1. BACKGROUND

This Terms of Reference is for a project initiative entitled *Accelerating Circular Economy in Africa* (ACE Africa). The ACE Africa project aims to support the growth of circular economy businesses in Africa. Circular economy is a growing area of interest for achieving sustainability across multiple sectors, and it is clear that, in Africa, the private sector is leading the transition to a circular economy. With a focus on the intersecting areas of food, health and climate change, this project will guide entrepreneurs, and new start-ups through an incubation programme and provide a platform for exposure to, and interaction with, mature circular economy businesses, funders and government officers.

The desired outcomes are to support a number of businesses to mature, to contribute to improved innovation ecosystems for the circular economy, and to provide guidance to local governments on how to improve or support innovative businesses that enhance circular development.

2. AIM OF THIS ASSIGNMENT

As part of ACE Africa, ICLEI Africa is developing a series of publications that include a report, infographic, 2 catalogues and a profile booklet of entrepreneurs. These outputs aim to communicate various aspects of the project’s work. We would like to appoint one service provider to produce all these products to keep the design consistent.

3. LOOK AND FEEL

All of the documents need to adhere to the ICLEI Africa brand, along with the ACE Africa sub-brand visual identity guidelines. They should feature a sleek, professional, yet creative style that will appeal to a diverse target audience (primarily local government leaders and officials, development organisations and NGOs) and attract attention at events and on social media. ICLEI Africa will supply the visual identity guidelines and logos to the successful service provider.

4. DETAILS OF REQUIRED DOCUMENTS

4.1 2x “Circularity Is…” catalogues

Length: Approximately 20 pages each
Format: Catalogue of actions, each page designed in a modular way so that it can be viewed as a standalone poster/graphic with images/graphics to illustrate each action (visual suggestions will be supplied). Designed into a portrait, A4 PDF document. Inspiration from the previous version, specifically designed for social media, here. This version will be designed more as a publication. Front cover featuring a bold, stock image and icons/illustrated elements. One catalogue will be focused on businesses, and the other will be focused on local governments.

Style: Sleek, professional, engaging, featuring images and visual elements. Each page should be able to stand alone.

Estimated date of content handover: 2 September 2022
Final deliverable due: 23 September 2022

4.2 Entrepreneur profiles

Length: Approximately 40 pages

Format: A4, PDF document (portrait or landscape to be confirmed with designer), designed magazine-style that profiles the 18 ACE Africa entrepreneurs (photographs and interviews with each entrepreneur to be supplied). Front and back cover. Cover featuring a bold, free stock image (or one of the photographs supplied) and icons/illustrated elements. Each profile should also have a standalone version that can be shared separately.

Style: Sleek, professional, featuring each entrepreneur in their own double page spread.

Estimated date of content handover: 7 September 2022
Final deliverable due: 28 September 2022

4.3 Infographic that highlights project recommendations

Format: A3 infographic poster to highlight the recommendations discussed in the recommendations document.

Style: Illustrations, icons and typographic design with varying font sizes can be used to create a striking document, which will be used across various platforms to showcase the project recommendations. See inspiration here.

Estimated date of content handover: 6 September 2022
Final deliverable due: 20 September 2022

4.4 Recommendations document

Length: Approximately 20-30 pages
5. PLEASE BE PREPARED TO SUPPLY THE FOLLOWING

- Both print-ready and digital versions of all products.
- All Adobe InDesign files (.idml/.indd) files, correctly packaged for use on another computer.
- All illustrations created specifically for the design of the documents in this ToR, supplied as SVGs and PNGs with transparent background.
- The service provider will need to agree to transfer full copyright and intellectual property rights of the commissioned posters and artwork to ICLEI.

6. TIMELINES AND REVIEW PROCESS

Design and delivery of all products will not take place at the same time. Dates will be confirmed and agreed upon between the service provider and ICLEI Africa in the inception meeting. All products need to be completed by 31 October 2022. Please allow for three rounds of review of each product listed in this ToR in your proposal.

7. SERVICE PROVIDER REQUIREMENTS

The service provider must:

- Have extensive and demonstrable experience in designing technical documents in a sleek, professional style using brand guidelines.
- Have the ability to create similar documents using varying data, ensuring the documents look the same but respect the data/text for each.
- Have experience in designing materials related to urban sustainability.
- Be able to design documents within a short timeframe and to very high standards.
- Communicate with ICLEI Africa in a professional and timely manner on progress.

Please note: The service provider may not subcontract to other parties without prior written approval from ICLEI Africa.

6. PROVIDED BY ICLEI AFRICA

ICLEI Africa will provide the service provider with the following:

- Final, signed off and proofread content of all documents in MS Word.
● All tables that require redesign.
● Photographs and interview content for the entrepreneur profiles
● ICLEI Africa and ACE Africa visual identity guidelines.
● All logos and disclaimers that need to be included.
● Guidance on logo placement.

7. EVALUATION CRITERIA

Bids will be evaluated against the following criteria:

● Price (hourly/daily rates and number of hours/days per individual to be submitted with the proposal)
● Demonstrated expertise in producing the products mentioned in this ToR
● Professional skills
● A B-BBEE certificate (if applicable)

8. SUBMISSION TIMELINE

Key timelines are as follows:

● 2 August 2022: Terms of Reference released
● 16 August 2022: All proposals due

9. SUBMISSION PROCESS

Interested service providers should submit their proposal to Ruby Schalit (ruby.schalit@iclei.org) with Jokudu (daniel.adeniyi@iclei.org) in CC by 17:00 CAT on 16 August 2022.

Please use the subject line: “Service Provider: Design of ACE Africa documents” when submitting your proposal. Please include the following information with your proposal:

● Detailed costing related to all the above-mentioned deliverables
● Full CV(s) of designer(s) and/or team member(s) that will be working on this assignment
● A website address/links to professional portfolio for similar work
● A company profile (if applicable)
● For South African-based service providers only, provide proof of status for preferential procurement:
  ○ A B-BBEE certificate OR
  ○ If the service provider has an annual turnover of less than R10 million, a completed and signed sworn affidavit, which we can supply on request.

ICLEI AFRICA RESERVES THE RIGHT NOT TO APPOINT A SERVICE PROVIDER IN RELATION TO THIS TERMS OF REFERENCE.

If you have not heard from ICLEI Africa by 2 September 2022, please note that either ICLEI Africa has decided not to appoint a service provider for this piece of work, or you have been unsuccessful in your application.