



**Global
Partnership**
for Sustainable
Development Data

Request for Proposals

Design

Consultancy

Deadline: January 24, 2025

Global Partnership for Sustainable Development Data

To : Offerors
From : Global Partnership for Sustainable Development Data /
United Nations Foundation
Subject : Design Consultancy
RFP Issue Date : December 19, 2024
RFP Closing Date : January 24, 2025
RFP Closing Time : 17:00 hours U.S. Eastern Time
Performance Period : One (1) Year, renewable for an additional two (2) years

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking one or more consultants with considerable experience and knowledge in the areas of print, digital and event design work to assist the Global Partnership with its communications and event activities. The Global Partnership invites qualified individuals, firms, and organizations (“Offerors”) to submit a proposal for the requested services. The Contract resulting from this award will be a Services Agreement.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate the United Nations Foundation (UNF) to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership/UNF in terms of cost, functionality, and other factors as specified in this RFP.

The Global Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and consultants.

Section 1: Background and purpose

Background: United Nations Foundation

The United Nations Foundation links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women's

empowerment, poverty eradication, energy access, and U.S.-UN relations. The United Nations Foundation hosts and provides administrative, financial and contractual services for the Global Partnership. For more information, visit www.unfoundation.org.

Background: Global Partnership for Sustainable Development Data

The Global Partnership for Sustainable Development Data is a dynamic global network of governments, UN agencies, private companies and civil society organizations. The Global Partnership convenes, connects and catalyzes action to address the problems of poor data use, access, quality and production, and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. For more information, visit www.data4sdgs.org.

Background: Design Consultancy

The Global Partnership's work aims to bring a fresh visual approach and style language to the use of data to monitor and achieve the Sustainable Development Goals. The Global Partnership believes the lack of engaging and understandable visual approaches to data holds back the sector and that explaining, democratizing, diversifying and promoting use of data for development can be supported by strong communication outputs. The Global Partnership is keen to work with designers that can help simplify the topics and engage new audiences.

The Global Partnership hosts or collaborates on a number of major events each year both in the U.S. and internationally. Major events include, but are not limited to, a biennial Global Data Festival bringing together it's partners in person, which requires extensive graphic design work to develop a style and execute collateral, and an annual presence at the United Nations General Assembly and the High-Level Political Forum. Additionally, the Global Partnership publishes a variety of reports as well as web and social media posts that often require graphic design elements. Finally, the Global Partnership publishes short videos, that highlight the work of the Global Partnership and its partners.

Section 2: Scope of services

Throughout the course of the contract, the selected consultant may be asked to develop the following, depending on the needs of the Global Partnership:

- Concepts/color schemes for events and initiatives
- Publication/report design and layout web and print use
- Print-ready design for banners
- Print ready certificate-style documents

- PPT slide templates
- Name badge templates
- Lower third slides, interstitial and title slides for videos
- Social media templates
- Basic animation work
- Styling infographics or charts
- Other design work, as requested

Over the course of a year, the consultant can expect to receive approximately 4-10 projects requests from the Global Partnership.

Desirable experience/qualifications

(If a consulting firm is bidding, the Global Partnership would look for these qualifications from the lead individual and others likely to be significantly engaged in the work.)

- B.A. or B.F.A in Graphic Design
- Proficient in Adobe CS, including Adobe InDesign, Illustrator and Photoshop
- Other Creative Suite programs experience is a plus
- Experience designing graphic style for video a plus
- Detail-oriented with the ability to prioritize
- Has an eye for good composition and layout in a variety of formats
- Comfortable working from an existing design or from scratch, utilizing our pre-established brand guidelines
- Organized, enthusiastic, able to manage tight timescales during crunch periods

Section 3: Proposal Preparation Instructions

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. The font used should be easy to read and generally no smaller than 11 points. (Smaller font can be used for short footnotes.) Proposals must be submitted in **English**.

1. Technical Proposal, no more than two pages, to include:

- a) The primary contact person for the Offeror: the individual's name, address, phone number and email address.
- b) A statement confirming the Offeror does not have a conflict of interest with this RFP, real or perceived.

- c) A summary of the Offeror's understanding of the scope of services, along with a positive commitment to perform the work in a timely manner.
- d) A brief description of the Offeror's experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP, and years of relevant experience.

2. Resume or CV of Key Personnel

3. List of References

The Offeror must include a list of three references, including phone number, e-mail address and a short description of work done for the referee.

4. Cost Requirements

The Offeror should include a budget for the services described above. All prices must be quoted in **U.S. dollars**.

The Offeror should include an hourly rate for work performed and/or rates for each activity outlined above. The Offeror should also include details on the number of iterations included for each price and the cost for additional iterations, if needed, as well as the hourly rate for activities not listed above.

Proposal submission: Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: proposals@data4sdgs.org. Be sure to include in the subject line: Design Consultancy. UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

Section 4: Selection

We will review candidates with the goal of selecting one or more consultants from a diverse range of geographies most advantageous to the Global Partnership, based on the qualifications listed above, as demonstrated by the resume or CV, cover letter, and additional material, if applicable. The Global Partnership will consider the Offeror's capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership will also consider the overall costs to ensure that they are reasonable to deliver the services. The Global Partnership may meet with one or more Offerors prior to selection.

Section 5: RFP Conditions

UNF reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as, a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than **120** days from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

Section 6: Terms of payment

Payment terms for the award shall be on an assignment basis and will be made following the submission/completion of each assignment. Payment is dependent upon receipt of a valid invoice, and contingent upon successful completion of deliverables, at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or bank wire. The final payment terms in the contract will control, not this RFP. No advanced payment will be made.