Request for Proposals (RFP)

To: Offerors
From: Global Partnership for Sustainable Development Data (the Global Partnership)/United Nations Foundation (UNF)
Subject: Consultant - Graphic Designer

RFP Issue Date: Tuesday December 14 2021
RFP Closing Date: Thursday January 6 2022
RFP Closing Time: 17:00 hours U.S. Eastern Time.

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking several graphic designers with considerable experience and knowledge in the areas of print, digital and event design work to assist us with our communications and event activities.

We are a global organization with a team based across seven countries. As such, we are looking to work with a geographically diverse range of freelancers—we expect to select at least one designer in Africa, Latin America, the US and the UK.

The Global Partnership invites qualified individuals (“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 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.

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 work
We’re at a really exciting moment for our external engagement as an organization. We recently marked a milestone of 100 data partnerships, and have a refreshed brand and website launching in Summer 2022, alongside the ambition of returning to a range of high-level hybrid events across the globe next year. We are looking for graphic designers to work with us to bring to life our new visual identity, and produce a range of fresh, exciting designs and collateral.

Our work aims to bring an imaginative, non-stuffy visual approach and style to the use of data to monitor and achieve the Sustainable Development Goals. We believe 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. We are keen to work with designers to help us translate complex topics into clear and beautiful visual communication and engage new audiences.

We host or collaborate 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 Data for Development Festival bringing together our 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. Additionally, we publish a variety of reports and web and social media posts that often require graphic design elements. Finally, we regularly publish short videos that highlight the work of the Global Partnership and our partners.

Section 2: Scope of services
Throughout the course of the contract, the consultant may be asked to develop the following, depending on the needs of the Global Partnership:

- Brand and visual concepts/color schemes for initiatives and projects
- Design of a range of flagship publications and knowledge products
- Social media templates and assets
- Event collateral including print-ready design for banners, PPT slide templates
- Lower third slides, interstitial and title slides for videos
- Print ready certificate-style documents
- Basic animation work
• Styling infographics or charts
• Other design work, as requested.

Over the course of a year, the consultant can expect to receive around 3-5 project requests at a minimum from the Global Partnership.

Desirable experience/qualifications

• A relevant Graphic Design industry qualification or equivalent.
• Extensive experience working with the Adobe creative suite – including InDesign, Photoshop and Illustrator.
• Has a portfolio that shows creative flair, the ability to work to a brief, produce artwork to the highest creative standards and deliver brand consistency.
• Comfortable working from an existing design or from scratch, drawing on our brand guidelines.
• Experience in designing a range of publications.
• Experience in producing video and social media graphics.
• Detail-oriented with the ability to prioritize.
• 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.

1. Letter, no more than two pages
   This letter will summarize, in a brief and concise manner, the Offeror’s understanding of the scope of services and make a positive commitment to perform the work in a timely manner. It should include the legal name and registered address of the Offeror, 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. Portfolio of work
   The Offeror will include sample design work for at least three projects.

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

5. Cost requirements
   The Offeror should provide a price list, in U.S. dollars, for the items described in Section 2. The price list should include details on the number of iterations included for each price and the cost for additional iterations, if needed, and the Offeror’s hourly rate for activities not listed in Section 2.
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 Consultant. 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 several 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 of each assignment. Payment is dependent upon receipt of valid invoice, and contingent upon successful
completion of assignments, at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or electronic funds transfer/bank wire. The final payment terms in the contract will control, not this RFP. No advance payments will be provided.