



## **INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE**

### **REQUEST FOR PROPOSALS**

**Project Name: Publications and Communications**

**Assignment Name: Graphic Design Services**

**Tender Reference: 258–16/95**

- 1.1 The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, which aims to support sustainable democracy worldwide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at the international, regional and national level, cooperating with a range of organizations.
- 1.2 International IDEA commissions a significant amount of graphic design-related business each year. For 2015 the value of graphic design services was in the region of EUR 55,000. However, the Institute is in the process of reviewing its publication processes, and one of the outcomes of this review is expected to be a greater reliance on style sheets and a typesetting platform, with an emphasis on quick turnaround and more agile production processes. Thus the level of business may change over the coming years.
- 1.3 The Institute invites proposals from qualified companies for two different kinds of design services. The services include graphic design and typesetting of International IDEA's publications and communications material. A detailed description of the services is provided in Annex B - the Terms of Reference - attached to this Request for Proposals. It is intended to establish a pool of preferred Contractors with Framework Contracts from whom International IDEA can invite quotations to undertake various design and typesetting assignments. It is anticipated that International IDEA may include Contractors that can provide both or only one of the required areas of services.
- 1.4 The visual identity manuals of International IDEA are attached as an information guide to prospective bidders. These are provided as guidelines but flexibility is allowed depending on the design required
- 1.5 Tentative timeframe: It is anticipated that the services will commence in December 2016/January 2017 for an initial period of one year with the option of renewing up to a total maximum period of three years.
- 1.6 International IDEA does not guarantee any minimum quantity of work or exclusive engagement of a successful Contractor.
- 1.7 This assignment will be governed by International IDEA's General Conditions for Framework Contracts (attached to this document).

## 2 Preparation of Proposals

- 2.1 Language: The official language for the proposal, contract, reports, invoices and any other documents in relation to the assignment is English.
- 2.2 Estimated input: The frequency of service requests will depend on the publications plan and communications activities of International IDEA.
- 2.3 Required qualifications and experience:
- (i) Be an experienced and qualified graphic designer company.
  - (ii) Have at least five years' experience providing the services required to medium/large organizations.
  - (iii) Be financially stable.
- 2.4 The proposal should provide the following information:
- (i) A brief description of the company. This description should include such items as: size; number of staff; numbers and types of clients; age of company; location of company headquarters; geographical network and scope of operations;
  - (ii) A description of relevant experience of working on similar contracts as the one required by International IDEA. This should include the names and size of up to three such clients;
  - (iii) Samples of previous graphic design assignments shall be provided (maximum two for each category of graphic design services and **only in electronic format**);
  - (iv) Specify which languages the Contractor can work with;
  - (v) Specify which kinds of services the Contractor will be able to provide (based on the Scope of services in Section 2 of the Terms of Reference);
  - (vi) Shall include a general description of the Contractor's experience, specialties and possible unique advantages. The Contractor must specify if services will be delivered using in-house capacity or if services are provided by a third party;
  - (vii) Shall specify how original material is archived and kept;
  - (viii) Shall specify how data communication and file transfer is handled;
  - (ix) Shall indicate the opening hours of the company and if the Contractor is closed at any point of the year;
  - (x) Standard production time shall be specified in the matrix for submitting prices. The range of services specified in the terms of reference shall be used as examples;
  - (xi) Full name and contact details (including email addresses and telephone numbers) of up to three (3) clients as references.

### Financial proposal

- (xii) The financial proposal **must be prepared using Annex A – the Price Matrix** for submitting prices which forms part of the tender documents. The proposal should be costed in Euros.
- (xiii) Note there are six different products to be costed in the Price Matrix. In order to cost the last two products listed – Infographics and Publication Table/Graph – **you must use the Technical Specifications given in the two examples which are attached to this document as Annex C and Annex D.**
- (xiv) The price for the different products detailed in the matrix for submitting prices should be quoted excluding VAT, but if VAT will be charged the percentage should be stated.

### 3 Submission of Proposals and Samples

- 3.1 Proposals and the samples (as required in 2.4 (iii)) should be submitted in electronic format by email. Technical and Financial Proposals must be submitted as separate files and clearly marked accordingly. **Price should not be mentioned in the Technical Proposal.**
- 3.2 **Note the email address for submission of the proposals is:**  
[tendersubmissions@idea.int](mailto:tendersubmissions@idea.int)
- 3.3 Proposals must be submitted on or before 23 November, 2016, 23:59 p.m. (CET). Late proposals will not be considered for evaluation. Proposals being submitted by email should include the following text in the subject field: **Tender No. 258-16/95 (Technical and Financial) – Do not open before 23:59 (CET) 23 November, 2016**
- 3.4 Proposals must remain valid for at least 60 days following the deadline for their submission stated in paragraph 3.3.

### 4 Evaluation of Proposals

- 4.1 The proposals will be evaluated and scored against the following technical criteria with respective corresponding weights:
- (i) Evidence based on submitted proposal of ability to respond to scope of work and other requirements outlined in the Terms of Reference (maximum 20 points);
  - (ii) Scope and quality of samples of previous assignments (maximum 30 points);
  - (iii) Qualifications and experience of the Contractor (maximum 20 points);
  - (iv) Production time (maximum 20 points);
  - (v) Number of possible languages (maximum 10 points).

The maximum technical score (T) is 100 points.

After completing the evaluation of the proposals International IDEA reserves the right to call for interview (in-person or via video conferencing) a short list of the highest-ranking companies. A final decision will then be made at the end of this process. However, International IDEA reserves the right not to select any of the tendering companies if the proposals and/or the interviews prove unsatisfactory.

- 4.2 The financial proposals will be checked and, if necessary, adjustments will be made to the prices to ensure consistency with the technical proposals in terms of work input and to eliminate arithmetical errors.

- 4.3 The currency used for evaluation is Euro (EUR).

- 4.4 The financial scores (F) will be computed as follows:

The total cost per category will be calculated based on the submitted Price Matrix (Annex A). Each category will then be financially evaluated with the lowest evaluation price proposal ( $E_m$ ) been given a financial score ( $F_m$ ) of 100 points.

The financial scores of the other proposals will be computed applying the formula:

$F = 100 \times E_m/E$ , where:  $E_m$  is the lowest evaluation price, and  $E$  is the evaluation price of the proposal under consideration.

- 4.7 The final scores (S) will be computed by applying the formula:  
$$S = t \times T + f \times F,$$
 where: t is the weight given to the technical score  
f is the weight given to the financial score
- 4.8 The weights given to the technical and financial scores are:  
t = 60%  
f = 40%
- 4.9 The company/companies ranked highest after consolidating the technical and financial evaluations will be invited to negotiate the contract and if negotiations are successful the selected company/companies will be awarded the contract. As stated in 1.3 more than one Framework Contract may be offered.

## 5 Final Considerations

- 5.1 International IDEA will not be bound to select any of the proposals.
- 5.2 The following documents are enclosed with this Request for Proposals:
- Annex A - Price Matrix for submitting Financial Proposal
  - Annex B – Terms of Reference
  - Annex C – Example 1 – Infographics Specifications for costing an assignment.
  - Annex D – Example 2 – Publication Table/Graph Specifications for costing an assignment
- Supporting Documents for reference:**
- International IDEA’s Visual Identity Manual; Branding for Leaflets; and Infographics template.
  - Sample of Report inlay.
  - International IDEA’s General Conditions for Framework Contracts.
- 5.3 Further information on the Institute can be found on our website <http://www.idea.int/>.
- 5.4 Clarifications may be requested via e-mail **no later than 7 days prior to the submission deadline** at [tender@idea.int](mailto:tender@idea.int). Note a response to a request for clarifications will be issued to all tenderers on our website <http://www.idea.int/>. Therefore, tenderers are advised to check the website regularly during the process.
- 5.5 Both the successful and unsuccessful bidders will be notified in writing following the completion of the evaluation and contract award process.
- 5.6 Complaints regarding any aspect of the tender process should be addressed in writing to both the Internal Auditor and Director of Corporate Services of the Institute. The address is [tender.complaints@idea.int](mailto:tender.complaints@idea.int).