



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

### **TENDER NOTICE**

Tender Reference No: 258-20/35

Assignment Name: *Graphic Design Services & Data Visualization*

Project Name: *Publications and Communications*

**Deadline for Submissions:** Proposals must be submitted on or before 23:59 (CET), 11 January 2021. Late submissions will not be considered for evaluation.

**Address for Submissions:** E-mail: [tendersubmissions@idea.int](mailto:tendersubmissions@idea.int)

**Format for Submissions:** Proposals must be submitted by email. Technical and Financial proposals must be submitted in separate files and marked accordingly. **Price should not be mentioned in the Technical Proposal.**

**The following text should be put in the subject field of the email:**

Tender No. 258-20/35 Technical and Financial Proposals – Do not open before 23:59 (CET), 11 January 2021.

***Email Address for Clarifications:*** E-mail: [tender@idea.int](mailto:tender@idea.int)

Clarifications may be requested via e-mail no later than 7 days prior to the submission deadline at the above email address. 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.

**Note:** there are two different email addresses as outlined above, one to be used for Submission of your final proposal and the second one to be used for clarifications and other related correspondence.

### **REQUEST FOR PROPOSALS**

#### **Section 1      General Information**

- 1.1 The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with Member States across all continents, which aims to support sustainable democracy world-wide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, 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 varied amount of graphic design-related business each year. The Institute is in the process of reviewing its publication production process and the outcomes of this review unknown at this time. The Institute is increasing its communications efforts to reach a wider audience and more emphasis is put on visual communication of research results. Therefore, the level of business and the nature of external assignments may change over the coming years.
- 1.3 The Institute now invites proposals from qualified consultants (firms, organizations, individuals) for *Graphic Design Services and Data Visualization*. The services include *typesetting of publications, graphic design of communications material, illustrations (both cover illustrations and infographs), social media cards, Power Point presentations and micro sites*. The deliverables may be animated, interactive or static. A detailed description of the services is provided in Annex B—the Terms of Reference—attached to this Request for Proposals.

For firms/organizations the proposal should provide one or several individual consultant candidates for this assignment. Please note, should the proposal be selected, International IDEA shall contract the firm/organization and not the individual consultant.

This instruction also applies for groups of consultants forming a partnership, the proposal should provide one or several individual consultant candidates for this assignment. A partnership should be a registered legal entity and, in those cases, International IDEA will be contracting the legal entity and not the consultants, should the proposal be selected.

- 1.4 It is intended to establish a pool of Contractors with Framework Contracts from whom International IDEA can invite quotations to undertake various design assignments. It is anticipated that International IDEA may include Contractors that can provide all or only one of the required areas of services.
- 1.5 The visual identity manual of International IDEA is attached as an information guide to prospective bidders. It is provided as a guiding document, but flexibility is allowed depending on the design required.
- 1.6 Tentative timeframe: It is anticipated that the services will commence in *February 2021* for an initial period of three years with the option to renewing up to a total maximum period of five years.
- 1.7 This assignment will be governed by International IDEA's General Terms (attached to this Tender Notice). Please note that copyright of all deliverables shall be transferred to

International IDEA as per the terms in the General Terms. The Contractor will be acknowledged on the colophon page of publications, but not on communications material.

## **Section 2 Preparation of Proposals**

### **Essential Requirements**

- 2.1 Language: The official language for the proposal, contract, reports 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 experience:
  - (i) Be an experienced and qualified graphic designer or web 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/organization and an outline of recent experience on assignments of a similar nature. Please specify if services will be delivered using in-house capacity or if services are provided by a third party;
  - (ii) The proposed methodology and work plan for performing the assignment, along with any comments or suggestions on the Terms of Reference;
  - (iii) The list of the proposed staff by title (and name if already identified), the tasks that would be assigned to each staff team member, and their timing, estimates of the total staff input needed to carry out the assignment;
  - (iv) Short summaries about the work experience for the Team Leader and other proposed professional staff, including information on their previous experience in similar assignments;
  - (v) Samples of previous graphic design assignments shall be provided (maximum two for each category of graphic design services and only in electronic format);
  - (vi) Specify which language the Contractor can work with;
  - (vii) Specify which kinds of service the Contractor will be able to provide (based on the Scope of services in Section 2 of the Terms of Reference);
  - (viii) 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;
  - (ix) Full name and contact details (including email addresses of up to three (3) clients that can be contacted as references.

### ***Financial Proposal***

- (i) The price broken down in fee (showing unit rates and input) and incidental expenses likely to incur.

- (i) 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 **EURO**
- (ii) Note that there are eight (8) different products to be costed in the Matrix for submitting prices. You must fill in the matrix for those products that you can provide services for. In order to cost them you should use the samples provided in Annex C. You must specify which software(s) you would prefer to use
- (iii) The estimated cost and production time should include three rounds of feedback
- (iv) The estimated production time should be from confirmation of assignment to delivery of final outputs
- (v) 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
- (vi) Please note that International IDEA only accept payment terms of 30 days after receipt of invoice and does not cover any bank charges for international payments

### **Section 3 Submission of Proposals**

- 3.1 Proposals should be submitted in electronic format by email. Technical and Financial Proposals must be submitted in separate files and marked accordingly. The full details on how to submit proposals is under Tender Notice at the beginning of this document.
- 3.2 Proposals must remain valid for at least 60 days following the deadline for their submission stated under the Tender Notice. During this period, the consultants are expected to keep available the proposed staff for the assignment.

### **Section 4 Evaluation of Proposals**

#### **Technical Evaluation:**

- 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 30 points);  
(Work methodology: maximum 10 pts)  
(Work plan: maximum 10 pts)  
(Production time. Maximum 10 pts)
  - (ii) Scope and quality of samples of previous assignments (maximum 40 points);  
(Design: maximum 15 pts)  
(Conceptualization: 10 pts)  
(Creativity: maximum 15 pts)
  - (iii) Qualifications and experience of key staff proposed to perform the services (maximum 20 points);  
(5-7 years = 5 pts)

(8-9 years = 10 pts)  
(10-12 = 15 pts)  
(13 years and above of experience = 20 pts)

- (iv) Number of possible languages (maximum 10 points).  
(1 language = 2 pts)  
(2-5 languages = 6 pts)  
(6 languages and above = 10 pts)

The maximum technical score (T) is 100 points.

Note the minimum passing score in the technical evaluation is 60. Only proposals of 60 and above will be considered for financial evaluation.

### **Financial Evaluation:**

- 4.2. The financial proposals will be verified 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.

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

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

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

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

### **Consolidated Technical and Financial Score:**

- 4.5 The final consolidated scores (S) will be computed by applying the formula:

$$S = t \times T + f \times F, \quad \text{where: } t \text{ is the weight given to the technical score} \\ f \text{ is the weight given to the financial score}$$

- 4.6 The weights given to the technical and financial scores are:

$$t = 70\% \\ f = 30\%$$

- 4.7 The consultant ranked highest will be invited to negotiate the contract and if negotiations are successful the selected consultant will be awarded the contract. As stated in 1.4, more than one Framework Contract may be awarded.

- 4.8 International IDEA reserves the right during the negotiation stage to vary at the time of award of contract, the quantity of services and/or goods, or scope of work by up to a maximum of twenty-five per cent (25%) of the original TOR. This negotiation will not permit any changes to unit fee rates or other terms and conditions outlined in the tender proposal.

- 4.9 International IDEA reserves the right to directly award a follow up contract to the contractor(s) selected for the tender to carry out potential future work related to this initial assignment. This will depend on satisfactory delivery of the tender assignment.

## **Section 5 Final Considerations**

- 5.1. After completing the evaluation of the proposals International IDEA reserves the right to call for interview (via video conferencing software) 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.
- 5.2 The following documents are enclosed with this Request for Proposals:
- Annex A: Price Matrix
  - Annex B: Terms of Reference
  - Annex C: Example of deliverables
- Other relevant documents:
- General Terms (issued November 2020)
  - International IDEA's Visual Identity Manual
  - Declaration on Honour Form
- 5.3 Further information on the Institute may be found on our website <http://www.idea.int/> .
- 5.4 We would appreciate your informing us by e-mail (contact details above):
- (a) Upon your receipt of this Request for Proposals, whether or not you intend to submit a proposal;
- 5.5 Both the successful and unsuccessful bidders will be notified in writing following the completion of the evaluation and contract award process.

Complaints regarding any aspect of the tender process should be addressed in writing to the Director Executive Division (ED) at the Institute. The address is [tender.complaints@idea.int](mailto:tender.complaints@idea.int).