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INTERNATIONAL INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

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Project Name: International IDEA’s Signature Publication
Assignment Name: Expert Support - Design of digital and printed publication
(Registration Number 258-16/81)


1. Introduction

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization with 29 Member States that supports sustainable democracy worldwide. The Institute aims to support sustainable democratic change by providing comparative knowledge, assisting in democratic reform, and influencing policies and politics. This is achieved through:

- Providing comparative knowledge and experience derived from practical experience on democracy building processes from diverse contexts around the world;
- Assisting political actors in reforming democratic institutions and processes, and engaging in political processes when invited to do so; and
- Influencing democracy building policies through provision of comparative knowledge resources and assistance to political actors.

International IDEA implements a number of programmes in different regions of the world. These programmes are organized around four key impact areas (KIAs): Electoral Processes; Constitution Building Processes; Political Parties, Participation and Representation; and Democracy and Development. A new unit, the Democracy Assessment, Analysis and Advisory Unit (DAAA) also incorporates International IDEA’s work on the State of Democracy and State of Local Democracy assessments, as well as the mainstreaming work of the institute in the areas of gender; conflict and security; as well as diversity.

International IDEA uses comparative experience, analysis and extensive dialogue with practitioners to identify examples of good practices, and produce tools and guidelines on democracy support. It has regular publications, a range of databases, and an expanding website where these International IDEA materials are available. It builds networks of experts, develops training materials and provides strategic advice on issues related to its programmes. International IDEA collaborates with the international democracy assistance community, as well as national stakeholders in Western Asia and Africa, Asia and the Pacific, Latin America and the Caribbean, and, most recently, in Europe.

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2. Global State of Democracy Signature Publication

Sparked by its 20th anniversary in 2015, International IDEA renewed its commitment to be recognized as a global agenda-setter in the democracy building field. In this regard, the Institute intends to develop a periodic (biennial) **Global State of Democracy Signature Publication** (working title), positioning International IDEA as a visible global actor and voice in the democracy-building field, as well as an agenda-setter on global democracy issues.

The four **main objectives** for the Signature Publication are:

- To assess the global state of democracy, adopting a thematic approach;
- To diagnose critical global and regional trends and developments reflecting the current state of democracy around the world;
- To identify opportunities for improving or reforming democracy as seen through a specific thematic lens, drawing on a Global State of Democracy Index, which is planned as a key information source for the publication; and
- To complement global and regional analyses with topical themes based on International IDEA’s mandate and areas of expertise.

Unlike other publications measuring the quality of democracy, this publication will focus on analyzing and assessing global democracy trends, based on the broad and inclusive definition of democracy held by International IDEA. It responds to a clear lack of analytical material on democracy building and the quality of democracy within the international, rather than the national sphere¹.


The **target audience** for the Signature Publication has been identified as being **policy-makers** and **democracy practitioners** such as:

- Traditional policy and decision-makers, working for national and local governments, and other political institutions on the national or sub-national level;
- Civil society organizations and democracy activists working on the national level;
- Policy influencers, such as national and local media, think tanks, academia, institutes, unions, associations etc.; and
- Democracy support providers and practitioners.

Publication format

The Signature Publication will feature an **overall analysis of the global state of democracy** based on global and regional democracy trends. Deriving from this, the publication will then provide an **in-depth analysis on a specific theme and subthemes**, as well as regional inputs and case studies. The publication will also feature a Global State of Democracy Index, providing the necessary evidence base for a comprehensive analysis of the global state of democracy.

¹ Sarah Bracking “The structure and outline of International IDEA’s planned periodic publication”, January 2016

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The publication will be **biennial** in production frequency (i.e., published once every two years) and the theme selection or derivatives of it may conceivably span several further publication editions.

The first publication will be **launched in September 2017**.

The **printed version** of the Signature Publication will be an estimated 100–150 pages long and modular in style. The overarching narrative of each chapter will be complemented by coloured graphs, example boxes and infographics (see Annex 1 for examples). The printed publication will also include the data of the Global State of Democracy Index as a reference at the end.

In addition to the printed version, the Signature Publication will also be made available in a **digital/online format**. Drawing on the current best practices for designing an appealing and engaging product, such as the online version of the Human Development Report (including its index), a high priority will be given to making it appealing and interactive, with the inclusion of pictures, videos, interactive graphs and diagrams.

The first page of the website would provide the target audience with an overview of the content and the different chapters/themes covered by the publication. These would be displayed with a short introductory text with the option to ‘read more’. In choosing this option, the reader could then explore the chapter more in depth and watch a short video and read an executive summary of approximately 2/3 A4. After this, an option would be available to read and download the whole chapter.

In addition, upon the finalization of the Global State of Democracy Index, options will be explored to make the Index interactive for users², i.e. with the option to generate index reports based on users’ selection of various variables, indicators and geographic preferences.

The online version described above would thus offer the reader the possibility to:

- Have a good overview over the content of the publication and its covered topics (the menu);
- Get a compact and clear outline of each chapter to guide the reader to a topic they would like to explore further (a teaser);
- Read an executive summary giving a sufficient understanding of the topic and its findings (a brief); and
- Read and download the whole chapter including its infographics if the topic is of high interest (the full analysis).

² The data for the Global State of Democracy will be stored in the International IDEA online database. While the database will store the raw data, an online web interface will allow users to interact with the data first-hand, to view data specific to their needs, while also providing the Index with a space to explain its methodology in detail, ensuring transparency of information.



3. Purpose and Objectives of the Assignment

The purpose of the assignment is to design the printed and online versions of the Signature Publication, particularly focusing on visualization solutions, graphic design and lay-out, including infographics linked to the Global State of Democracy Index.

4. Specific tasks

- Develop a sample printed design and layout based on International IDEA’s visual identity, including:
 - InDesign, press and screen optimized files for the above listed publication, according to further specifications provided by International IDEA in terms of the publication’s format/size; inlay and cover; and
 - The publication’s cover illustration (in the tender proposal, companies should suggest the number of illustrations needed).
- Develop web design of the online publication, including at least 15 interactive infographics. The online/digital version will be made accessible through the International IDEA website³ (<http://www.idea.int>), which has a Drupal Content Management System;
- Develop interactive visualization platform for the Global State of Democracy Index, linked to the online publication;
- Establish collaborative working relations with International IDEA staff and the marketing company which International IDEA will designate to support the video production and global outreach activities of the publication, in order to ensure that the products produced by both as compatible;
- Target the developed materials to a global audience, also aiming to reach a balanced representation of gender and diversity;
- Provide advice on the visualization options to facilitate the effective distribution and marketing of the publication, drawing on best practices in the market among different academic, commercial and non-commercial publishers; and
- If necessary, liaise directly with the printer contracted by International IDEA to print the above publication. Contact details and other information to be supplied by International IDEA.

5. Deliverables

The following deliverables will be submitted to International IDEA on or before the dates stipulated in the schedule under point 12:

- Detailed work plan: within 10 working days after signing the contract the Contractor will submit and present to International IDEA a proposed detailed work plan and design concept (of maximum 20 pages) with specific steps and dates for the development of the printed and

³ N.B International IDEA is re-launching its website in October 2016.



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online publication, as well as the Global State of Democracy Index and infographics, building on the proposal already submitted as part of the call for proposals, and including the latest project and budget information available. No later than two weeks after submission of the proposal, the contractor will present the inception report to International IDEA Signature Publication Communication team based in Stockholm, Sweden (in person or via Skype or similar media), after which the contractor will have one additional week to present a final proposal.

- Design and layout of printed publication, including:
 - A final Press optimized PDF file(s) for the above listed publication
 - A final screen optimized file for the above listed publication (with the fonts sent/incorporated into the PDF file to facilitate making minor edits on the PDF file if needed)
 - Final templates, preferably in InDesign
 - A high resolution file of the front cover image (for use in printing of book catalogues, etc), according to the following specifications:
 - An IBM-format TIF file
 - CMYK color
 - At least 300 dpi
 - Approx. 5 inches in size (at its largest dimension; i.e., if the book is taller than it is wide=5" tall; if it is wider than it is tall=5" wide)
- Design and layout of online publication,
- Design and layout of the online publication's visualization Global State of Democracy Index, including:
 - Presentation of the design/visualization concept for the Global State of Democracy Index for the printed and online versions
- At least 15 infographics,

To protect the privacy of contributors to International IDEA publications, after submission of the above files and documents, all personal signatures supplied for inclusion at the end of Forewords, Prefaces, Introductions, etc., must be erased from your system. No files with personal signatures are to remain in your records or archives.

6. Copyright ownership

The commissioned works are to be owned solely by International IDEA in perpetuity. Any material that the selected company or International IDEA commissions specifically in relation to this tender will be produced in accordance with the criteria, instructions and specifications as described in these terms of reference.



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The design company will be responsible for the content development of the commissioned work and its production (including, but not exclusively, additional proofreading) of the works, all in accordance with their respective responsibilities as detailed in these terms of reference.

International IDEA will have final rights of approval in respect of all drafts and final version of the commissioned works prior to any publication. Any costs incurred as a consequence of changes required to material previously approved shall be borne by the Design Company, or if outside of the scope of the original agreement, by International IDEA after approving such changes.

The visual identity of the commissioned works (including design of cover and text) will follow that of International IDEA. The design company will be acknowledged in the copyright page of the publication and in the footer of the electronic site.

International IDEA is permitted to distribute the publication in electronic format under the terms of a Creative Commons Attribute-NonCommercial-ShareAlike 3.0 Unported licence. Commercial distribution is also permitted solely by International IDEA in accordance with these terms of reference.

7. Monitoring

In addition to ongoing informal contact and reporting to the Head of DAAA, regular formal work plan updates and briefings on the progress on the implementation of the work plan are planned to take place during the period of assignment. The updates will be sent in writing to the Signature Publication Communication team 2 days before the briefing/presentation will take place. The presentation will be held for International IDEA’s Signature Publication Communication team/DAAA unit based in Stockholm, Sweden. In the event that the contractor is based outside Sweden, the presentation will be made virtually through teleconference, Skype or similar. The Signature Publication Communication team/DAAA unit will provide feedback during the presentation. In addition, written feedback might be submitted to the Contractor by the International IDEA DAAA Signature publication Communications team. The Contractor will incorporate comments provided by the Signature Publication Communication team/DAAA unit and re-submit a the revised updated work plan for approval by International IDEA, within two working days of receipt of comments.

8. Implementation approach

The Contractor shall have the primary responsibility to propose an approach and detailed work plan, including indicators for success that will ensure the full attainment of these terms of reference. The proposed plan will include working closely with International IDEA.

8. Applicable Documents



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International IDEA will provide and/or give access to the basic documents that will assist in the conduct of the assignment. The following are the basic documents that International IDEA will provide the contractor with:

- The concept note and work plan of International IDEA's Signature Publication
- A manuscript of International IDEA's Signature Publication (when available)
- The Communication Strategy of the Project
- Relevant contact information of International IDEA staff
- Relevant supporting documents related to publishing and partner agreements

In addition the Contractor will consult the International IDEA website and any other relevant sources that will aid the success of the assignment.

9. Level of Effort and proposed schedule

The assignment will be undertaken between October 2016 and March 2018. This timeline can be subject to change.

10. Management and Organization

- The Contractor is expected to plan and propose the amount of time and human resource capacity required to deliver the objectives and tasks prescribed above;
- Throughout the duration of his/her tenure, the Contractor will liaise with the Head of DAAA and the Signature Publication Communications team in this process;
- The Contractor will be expected to work from his/her own offices;
- The Contractor will be responsible for scheduling and setting up meetings and consultations;
- The Contractor will be expected to attend meetings when required;
- The Contractor will be responsible for making his/her own logistical arrangements such as travel and accommodation associated with carrying out the tasks described in these terms of reference, in line with the Institutes' Policies and Procedures and with International IDEA's prior approval;
- International IDEA will only provide office space for information gathering, meetings and consultations that take place within the Institute premises; and
- Any expenditure related to the deliverables will be part of the global cost. No additional reimbursements for travel, accommodation will be budgeted separately unless previously approved by International IDEA as part of the work plan development. These expenditures will be paid upon actual incurrence of the expenditure, and as such should not be included in the fee rate.

11. International IDEA Contact Person

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12. Timing and work plan

Milestones	2016								2017								2018									
	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J
	a	u	u	u	e	c	o	e	a	e	a	a	a	u	u	u	e	c	o	e	a	e	a	a	a	u
	y	n	l	g	p	t	v	c	n	b	r	r	y	n	l	g	p	t	v	c	n	b	r	r	y	n
	e	y																								
1. Tender & selection of design company			-	-	x																					
2. Building visualization of Global State of Democracy Index						-	-	-	x	x	-	-	-	-	-											
3. Layout Development - printed publication						-	-	-	-	-	-	x	-	x												
4. Layout development – online publication						-	-	-	-	-	-	-	-	-	-	x										
5. Development of Infographics						-	-	-	x	-	x															
6. Consultation meetings layout and design							x	x	x	x	x	x	x	x	x	x										
7. Evaluation																							-	-	x	

A more specific work plan will be agreed with the selected company, with designated dates for the production of the printed and online publication, as well as the Global State of Democracy Index and infographics. This includes, inter alia, specific dates for:

- The company to provide a sample of the proposed design and layout for the publication (printed and online), index and infographics;



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- International IDEA to send the draft publication in PDF format;
- The company to send the first draft design;
- International IDEA to send requested changes;
- The company to apply changes as sent by International IDEA;
- The company to send the second draft; and
- The final files as well as screen and press optimized PDFs delivered to International IDEA.