



CALL FOR TENDER

TENDER NO.: T.1000.22.006

CALL FOR TENDERS FOR THE PROVISION OF LAYOUT SERVICE AND GRAPHIC DESIGN FOR VARIOUS PROJECTS

Disclaimer: TMG Research reserves the right to determine the tendering process, number of short-listed participants, the right to withdraw from the process, the right to change the time schedule at any time, and the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party whatsoever.

Synopsis:

Reference no.	T.1000.22.006
Issuing office and address	TMG Research gGmbH EUREF Campus 6-9 10829 Berlin Germany
Point of contact for questions	Bruno St-Jacques
Email address for submission	comms@tmg-thinktank.com victoria.redmond@tmg-thinktank.com
Date of call for tender	01.09.2022
Deadline for submission of bids	30.09.2022
Award type	Framework contract
Duration of assignment including reporting	One Year
Available resources	20,000 EUR net

September 01, 2022

REF: CALL FOR TENDERS FOR THE PROVISION OF LAYOUT SERVICE AND GRAPHIC DESIGN FOR VARIOUS PROJECTS

TMG Research invites qualified individuals and/or organisations to submit tenders to provide graphic design and layout services for the production of a range of print and digital products, including the provision of accompanying illustrations, diagrams and infographics.

Please direct any questions regarding the Call for Tenders to comms@tmg-thinktank.com. TMG Research reserves the right to disqualify and reject proposals from suppliers who do not comply with these guidelines. All questions should be submitted in writing by email to the address stated in this Call.

As part of this tender process, TMG Research makes no obligations in any way to:

- a) Pay any vendor for any Call for Tenders response; or
- b) Award the contract to the lowest or any specific bidder; or
- c) Accept any Tender information received from vendors; or
- d) Include vendors responding to this Call for Tender, in any future invitation; or
- e) Any other commitment to vendors whatsoever.

We look forward to receiving your response.

Yours sincerely,

TMG Research gGmbH

Email: info@tmg-thinktank.com

Terms of Reference

1. Background

TMG Research, (TMG), is a Berlin-based research organization with an African regional hub in Nairobi and projects across several countries in Africa. Together with our partners at the local, national and international levels, we explore transformative solutions for addressing entrenched sustainability challenges, with a focus on four thematic clusters: Food Systems, Land Governance, Nature-Based Solutions and Urban Food Systems. Read more about our work at: <https://tmg-thinktank.com>

2. Objectives

The main objective of this call is to identify an individual or organization with the ability to produce a range of print and digital communications products, including, but not limited to, research reports, infographics, policy briefs, event and social media promotional material, and project flyers.

Primary Audience:

Sustainability researchers, practitioners and activists, staff of specialized policy institutions, government officials and other networks of interest in our thematic focus areas.

3. Tasks and deliverables

Production of communications products on request, in collaboration with the Comms team. For most of these products, TMG will provide all information and necessary visuals, and we would expect up to 2 feedback rounds.

An indicative quarterly production schedule (this could vary quarter to quarter) is:

- a) Publication-ready layout of **3 research outputs** (such as a Working Paper or Technical Brief). A typical paper is about 10-30 pages long with tables, pictures and illustrations (example [here](#)). In many cases, these papers will be using already-existing InDesign templates provided by TMG.
- b) Publication-ready layout of **3 outreach materials** aimed at a broader public (eg research flyers or policy briefs). These are short texts of 2-4 pages with illustrations and graphics (example [here](#)).
- c) Support for **event materials and promotion for 2 online and/or hybrid event**. These include: social media cards based on messaging prepared by research and/or comms teams; event programme (PDF) and email announcements.
- d) Additional support to research teams upon request (**developing simple infographics**, etc) in collaboration with TMG researchers and Communications team.

The deliverables are to be produced following in accordance with TMG's corporate identity guidelines. As mentioned above, in certain cases layouts will be based on templates provided by TMG. In other cases, the service providers are to create original layouts. In cases where illustrations and infographics are necessary, TMG will supply the appointed service providers with detailed briefs for each illustration and infographic in due course. Intellectual property rights rest with TMG, as deliverables are to be developed according to TMG's corporate identity (CI).

Please note that a minimum and maximum number of deliverables can be further negotiated during the process.

4. Supplier Requirements

- Proven professional qualifications and track record (as an individual or team) in delivering each of the outputs highlighted in section 3.
- The ability to work in close collaboration with the Communications team, get an understanding of our corporate identity and potentially improve it.
- The ability to work to tight deadlines, particularly for feedback loops and requests for amendments.
- TMG would expect a response regarding the confirmation of capacity to fulfil task requests within 24 hours.

5. Application requirements

The application requirements include:

- a) A portfolio of relevant design outputs
- b) A detailed financial offer for providing **one-quarter (3 months) of support** as outlined above, with an estimate of time needed, as well as cost for delivering one of each of the outputs highlighted in (a) to (d)
- c) CV(s) of the professional(s) who will work on the assignment, including examples of published design outputs

6. Additional considerations

We encourage aspiring designers to apply for this contract.

3. Submission of tender

The complete tender document should be sent by email in one pdf file to the email addresses listed on page 1 at the latest by the deadline stipulated on page 1.

4. Evaluation

Criteria

Evaluation Criteria	Weight
Price	40%
Layout Experience	40%
Design Experience	20%
Total	100%