

TMG Research gGmbH  
EUREF-Campus 6-9  
10829 Berlin

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info@tmg-thinktank.com

Berlin, **13.02.2025**

**INVITATION TO PARTICIPATE IN:**

**CALL FOR TENDERS FOR THE PROVISION OF CANVA DESIGNER SERVICE FOR 7030 BMZ GSW**

**TENDER NO.: T.7030.25.001**

Dear Sir/Madam,

TMG Research invites qualified individuals and/or organisations to submit tenders to provide services outlined below.

Please direct any questions regarding the Call for Tenders to the *Point of contact for Questions* listed below. All questions should be submitted in writing by email to the address stated in this Call.

TMG Research reserves the right to disqualify and reject proposals from suppliers who do not comply with the guidelines laid out in this letter and below. 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](mailto:info@tmg-thinktank.com)

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**TENDER NO.: T.7030.25.001**

**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:**

Tender No. (To be quoted on all communication)	T.7030.25.001
Issuing office and address	TMG Research gGmbH EUREF Campus 6-9 10829 Berlin Germany
Point of contact for questions	Joanna.trimble@tmg-thinktank.com; axelina.gunnarsson@tmg-thinktank.com
Email address for submission	Joanna.trimble@tmg-thinktank.com; axelina.gunnarsson@tmg-thinktank.com
Date of call for tender	13 Feb. 25
Deadline for submission of bids	24 Feb. 25
Validity of Tender	Tenders will be deemed binding for 4 calendar weeks from the date of the deadline for submission of bids.
Award type	Consultant Contract (Freelance)
Duration of assignment including reporting	01 Mar. 25 – 31 Mar. 25
Available resources	Max available EUR Net:2500

## Terms of Reference

### 1. Background

TMG Research is dedicated to driving just and sustainable transitions through action research and policy dialogue. Committed to a rights-based approach, our programmes focus on responsible land governance, food systems transformation in rural and urban settings, and adaptation to climate change.

We explore how local innovations and global policies intersect to drive systemic change, ensuring that international frameworks are both inspired by and responsive to community-led transformations. And we co-develop our research projects and advocacy with civil society, policymakers, scientists and the private sector to ensure international sustainability efforts are informed by emergent innovations and forge real-world solutions.

### 2. Objectives

The main objective of this call is to identify an individual or organisation that can design modifiable Canva templates for TMG's Land Governance Team.

These templates should be used for future campaigns that will focus on TMG's research and tools addressing land tenure and climate action, as well as land rights and the Rio Conventions. A simple, elegant, and modifiable set of Canva templates that reflect our team's core outreach priorities are desired.

### 3. Tasks

- a) Read four key publications provided by TMG to gauge most important messages and review land governance team's campaign objectives.
- b) Based on this, create modifiable Canva assets in TMG's brand identity colors, expanding our range of design techniques, adding animation where suitable, and adding creativity and innovation to all products.
- c) The material will be reviewed in steps: products overview (x1); needs audit (x1); review created assets + modify after feedback + review finals (x3); handover.

An approximate timeline is as follows:

- W1 March: Briefing session with TMG's Communications team.
- W1 March: Overview of prior assets and suggested asset direction by designer **by 10 March**.
- W2 March: The first round of assets should be finalized **by 17 March**.
- W3 March: Feedback and review of assets **by 24 March**.
- W4 March: Final review session for any additional feedback. All deliverables should be finalized **by 31 March**.

### 4. Deliverables

The deliverables include:

- A proposal on direction of Canva asset development, based on review of prior assets created and reports.
- Up to 20 modifiable Canva assets, including carousels, quote cards, infographic cards, event invites, 2 presentations and other products for LinkedIn and BlueSky to be decided in alignment with TMG's Communications Lead.
- Up to 20 modifiable Canva assets, including carousels, quote cards, infographic cards, event invites, 2 presentations and other products for staff, LinkedIn and BlueSky to be decided in alignment with TMG's Communications Lead.
- Steps/meetings: products overview (x1); needs audit (x1); review created assets + modify after feedback + review finals (x3); handover.

## 5. Supplier Requirements

- Experience designing Canva products for social media and campaigns, demonstrated through provider's portfolio.
- Excellent English language skills for digesting Land Governance team's work.
- Prior work with think tanks, NGOs, or other social impact organizations is an advantage.
- Knowledge of NGO fundraising and outreach objectives related to sustainable development and sustainable use of natural resources is an advantage.

## 6. Tender requirements

The tender requirements include:

- a) .CV(s) of the professional(s) who will work on the assignment and max 2-page outline of timeline to complete the work, including ways of working with feedback rounds.
- b) A portfolio (webpage, link, or PDF) showcasing at least eight previous Canva-designed works for social media, presentations, web, etc. that demonstrate creativity, design expertise, message clarity, professional aesthetics, and balanced color composition.
- c) With relevant design expertise, prior experience working for UN agencies, NGOs or social impact organizations is an advantage.
- d) A detailed financial offer
- e) At least 2-3 professional references from previous clients and full contact details of the referees.

## 7. Submission of tender

The complete tender document should be sent by email in one pdf file to the email address(es) listed in the synopsis at the latest by the deadline stipulated in the synopsis and referencing the Tender Number.

## 8. Evaluation Criteria

<b>Evaluation Criteria</b>	<b>Weight</b>
Price	30%
Portfolio	40%
Previous Experience	30%
<b>Total</b>	<b>100%</b>