

Request for Proposal (RFP)
Design of the Ethiopian Forest Coffee Atlas

Date: August 5, 2019

Subject: Request for Proposal

TechnoServe Inc. (TNS) – Arlington VA, invites your firm to participate in this competitive solicitation for pricing, delivery and terms of potential sale on the following service for the TNS headquarters in the United States.

INTRODUCTION

TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. A nonprofit organization operating in 29 countries, we work with enterprising men and women in the developing world to build competitive farms, businesses and industries. By linking people to information, capital and markets, we have helped millions to create lasting prosperity for their families and communities

BACKGROUND

Through a grant from Partnerships for Forests, which is funded by the UK Department of International Development, TechnoServe is working to create a more profitable market for Ethiopia's forest-grown coffee, improving farmer livelihoods and ensuring better conservation of Ethiopia's coffee forests.

The Ethiopian Forest Coffee Atlas seeks to:

- Introduce coffee roasters and retailers to Ethiopian forest coffee and the communities where it is grown
- Generate interest in purchasing and marketing Ethiopian forest coffee to consumers
- Provide practical information about cooperatives and washing stations that produce forest coffee
- Explain the positive social and environmental impact of marketing forest coffee

The atlas will feature the following items, all provided by TechnoServe:

- Stories and profiles from each forest coffee region
 - Short descriptions of cooperatives and washing stations producing forest coffee
 - Maps showing the forest coffee regions and locations of cooperatives
 - Contact information for major actors in the supply chain
- Photography, icons and graphics aligned with the brands of TechnoServe and/or its partners

GENERAL REQUIREMENTS & SCOPE OF WORK

The selected firm will work with TechnoServe’s Program Manager and communications team to design and develop the print final atlas, including:

- Design and layout of a print document of no more than 40 pages in length
- Development of icons, infographics and/or editing of maps (Adobe Illustrator design files will be provided)

Desired skills and experience include:

- Fluency in Adobe Suite, including Illustrator, Photoshop, InDesign, Acrobat DC
- Previous work with international/small/non-profit organizations
- Understanding of brand identity
- Superior customer-service skills
- Ability to accept constructive criticism and integrate client’s feedback
- Ability to create initial concepts with minimal information provided
- Experience in creative concept development
- Understanding the importance of color and fonts to communications messaging
- Experience with publications and desktop publishing
- Creation of graphs and infographics
- Capacity to work under tight deadlines
- Availability to make changes, pivot quickly

PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this solicitation is anticipated to be: September 3 through October 11, 2019. The majority of content will be ready at the start of engagement.

BUDGET

TechnoServe has earmarked a maximum budget of \$10,000 for design and development of the *Ethiopia Forest Coffee Atlas*. It is seeking the highest value for money, and the cost proposal is one of the selection criteria.

CRITERIA FOR SELECTION

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation and any addenda thereto. At the sole discretion of TNS, the top proposals may be selected for follow-up questions or to provide an oral presentation.

The following weighting and points will be assigned to the proposal for evaluation purposes:

Management approach – 20%		
Work plan and schedule	10 points (maximum)	20 total
Project management approach	10 points (maximum)	points
Technical experience and portfolio – 60%		60 total
Relevant experience and references	30 points (maximum)	points

Quality of portfolio and fit with assignment	30 points (maximum)
Cost Proposal – 20%	20 total points
TOTAL	100 POINTS

TechnoServe reserves the right to award the contract to the organization whose proposal is deemed to be in the best interest of and most advantageous to TNS and the Donor.

TechnoServe will not award a contract to any bidder where there is indication of a lack of business integrity.

The Organization with the winning proposal will be notified in writing. Those who were not selected may or may not be notified, at the sole discretion of TNS.

TERMS AND CONDITIONS

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated below. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding.
6. TNS reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TNS reserves the right to accept all or part of the proposal when award is provided.
8. All information provided by TNS in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TNS is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TNS reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TNS, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.

FORM/CONTENT OF RESPONSE

All proposals shall:

1. Be in the English language.
2. Contain detailed cost in US Dollar, with applicable Tax/Charges clearly identified.
3. Provide requested payment terms and conditions.
4. Describe the qualifications, experience and capabilities of the firm in providing the type of services being request by this RFP. Resumes or CVs of “key personnel” shall be submitted as an attachment.
5. Provide examples of relevant design experience
6. Include a sample work plan with project milestones leading to target delivery dates
7. Include a contact name, email address, and telephone number to facilitate communication between TNS and the submitting organization.
8. A brief outline of the organization and services offered, including:
 - Full legal name, jurisdiction of incorporation and address of the company
 - Full legal name and country of citizenry of company’s President and / or Chief Executive Officer, and all other officers and senior managers of the company
 - Year business was established

SCHEDULE OF EVENTS

- Questions regarding this request may be addressed to Allie Stauss, astauss@tns.org, and Emily Hagen, ehagen@tns.org, and must be received no later than **August 12, 2019**.
- Responses to questions will be distributed to all interested parties no later than **August 19, 2019**.
- Responses to the RFQ should be addressed to the attention of Allie Stauss at astauss@tns.org no later than **August 23, 2019**.
- The firm with the winning proposal will be notified in writing on **August 28, 2019**.

End of RFP