

Request for Proposal (RFP)
Digital and print design for TechnoServe's 2019 Annual Impact Report

Date: January 23, 2020

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 TechnoServe 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

The 2019 Annual Impact Report will serve as TechnoServe's core marketing product for the next year. In both the digital and print formats, it will highlight TechnoServe's impact; position TechnoServe as a leader in knowledge sharing, evaluation, and transparency; and introduce TechnoServe's approach to international development.

The information will be presented both in a print-style document, distributed as a hard copy and displayed on a responsive page on the TechnoServe website.

The digital version of the report will be a responsive page within TechnoServe's existing website that displays:

- An introductory letter from TechnoServe's leadership team
- A map showing TechnoServe's impact by region
- Graphics showing TechnoServe's impact by sector and over time
- Stories/profiles demonstrating TechnoServe's impact
- A timeline of key events during the year
- Lists of TechnoServe's partners and board of directors
- Financial information

The print-style report will convey the same version of the report in approximately 12 to 20 print pages.

GENERAL REQUIREMENTS & SCOPE OF WORK

This project includes two separate scopes of work, and firms are invited to submit proposals for one or both of the scopes of work.

Scope of work 1: Digital design of the Annual Impact Report

- Design and build a responsive page within TechnoServe’s existing (Wordpress-based) website that displays the Annual Impact Report content
- Develop maps, graphs, and infographics to display TechnoServe impact data
- Design and develop a page template that TechnoServe can use for future reports. The design should follow our existing brand style and guidelines.

Scope of work 2: Print design of the Annual Impact Report

- Design of a 12-20 pp. print report based on the digital design
- Layout of the English, French, and Spanish versions of the report
- Provide editable design files to TechnoServe

TechnoServe will provide all relevant written content, photos, data, and logo files. The firm that wins the contract(s) will work in consultation with TechnoServe’s communications and digital engagement teams to ensure that the digital and print reports fit with TechnoServe’s brand guidelines and overall communications strategy.

PERIOD OF PERFORMANCE

The period of performance of any contract resulting from scope of work 1 (design of the digital report) is anticipated to begin on or about February 10th and conclude on or about March 27th. The period of performance of any contract resulting from scope of work 2 (design of the print report) is anticipated to begin on or about March 9th and conclude on or about April 7th. Proposals shall detail the estimated length of time required to accomplish all requirements, with detail on individual activity implementation dates, as referenced in the Scope of Work.

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 for both scopes of work:

Management approach –25%		
Quality of Work Plan	10 points (maximum)	25 total points
Project Schedule	15 points (maximum)	
Technical proposal and portfolio – 50%		
Quality of Portfolio	30 points (maximum)	50 total points
Staff Qualifications/Experience	10 points (maximum)	
Experience of the Firm	10 points (maximum)	

Cost Proposal – 25%	25 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. Indicate whether the proposal is for scope of work 1, scope of work 2, or both.
5. Describe the qualifications, experience and capabilities of the firm in providing the type of services being requested by this RFP. Resumes or CVs of “key personnel” shall be submitted as an attachment.
6. Include a contact name, email address, and telephone number to facilitate communication between TNS and the submitting organization.
7. 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

1. Questions regarding this request may be addressed to Nick Rosen, nrosen@tns.org and Emily Hagen, ehagen@tns.org and must be received no later than January 28, 2020. Responses to questions will be distributed to all interested parties no later than January 30, 2020.
2. Responses to the RFP should be addressed to the attention of Nick Rosen, External Communications Manager, at nrosen@tns.org and Emily Hagen, Corporate Communications Brand Manager at ehagen@tns.org **no later than February 5th, 2020.**

End of RFP