

CALL FOR PROPOSALS

Design & Layout of the Renewables 2019 Global Status Report and Renewables 2020 Global Status Report

Background

REN21 is the global renewable energy policy multi-stakeholder network that connects a wide range of key actors. REN21's goal is to facilitate knowledge exchange, policy development and joint action towards a rapid global transition to renewable energy. REN21 brings together governments, nongovernmental organisations, research and academic institutions, international organisations and industry to learn from one another and build on successes that advance renewable energy. To assist policy decision making, REN21 provides high quality information, catalyses discussion and debate and supports the development of thematic networks.

First released in 2005, **REN21's Renewables Global Status Report (GSR)** provides a comprehensive and timely overview of renewable energy market, industry, investment and policy developments worldwide. It covers all sectors (power, heating & cooling, transport, energy access) and all renewable energy technologies. It enables policymakers, industry, investors and civil society to make informed decisions. The Renewables Global Status Report relies on up-to-date renewable energy data, provided by an international network of more than 800 contributors, researchers, and authors. It has become the most-referenced document on renewables worldwide. (For the latest edition of the GSR, see www.ren21.net/gsr.) The GSR does not provide projections, analysis or recommendations, but serves as objective reference report.

In 2011, the **design** of the report has been overhauled completely and has continuously improved since then. Next to content and methodology (collaborative, transparent, thorough), the design of the report has significantly contributed to the report's identity and recognition. Also, the infographics, that are publically available, are being used by the broader energy community, contributing to the report's visibility. Over the years, the GSR product portfolio has been enlarged, e.g. by publishing the report content on a microsite and by developing a complementary summary report that tells the renewable energy story beyond the 'hard facts'.

The production process of the GSR, i.e. research, authoring, peer reviewing, editing, design, outreach and communication, has been optimised in order to allow for:

- real collaborative effort (15 authors, 450 contributors and reviewers)
- the use of most recently available data (partly only available mid/end of April)
- an early launch end of May/beginning of June
- the launch of the full product portfolio, and
- maximum outreach.

This approach has an impact on the design process that is partly ‘interlaced’ (parallel work strings) and optimised to allow for a parallel production of the different GSR products. Also, the overall coherence of the design and figures used in the different GSR products needs specific attention.

Objective

REN21 is looking for a graphic designer for GSR2019 and 2020 product portfolio.¹

The **Renewables Global Status Report** is conceived as a summary report with a similar chapter structure as its predecessors, and content is comparable to the previous year’s report. The content will be based primarily on data from the previous year (or, if unavailable, the newest accessible data). In addition to the main chapter, the report will have an executive summary, supplementary sidebars/textboxes, reference tables, figures, and notes (footnotes and endnotes).

Information is provided by the contributors and reviewers, which is gathered in a comprehensive data collection process and on additional ‘desk’ research by authors.

Based on the full report, a summary document—the **GSR Highlights Document** – is being produced with the overall objective to tell the global renewable energy story and present key findings of the GSR in a more accessible and attractive way.

GSR content is being presented on a dedicated website - **GSR microsite** - with the objective to allow users, in particular in countries with low connectivity, to search and access all relevant information without downloading a large pdf. In addition, GSR microsite analytics also allow for a better understanding of the use of the GSR, which give orientation for future developments.

The above elements are accompanied by a **set of infographics** as well as a **master layout of GSR PowerPoint slides**.

The **GSR product portfolio** comprises the products listed in the table below, all available from www.ren21.net/gsr:

GSR products
GSR Full report - print (excl. Endnotes) - pdf (incl. Endnotes)
GSR Microsite (incl. Endnotes)
GSR Highlights documents
GSR Infographics
GSR PowerPoint Design master slide deck

The graphic designer will work in close consultation with the project management team at REN21 Secretariat. For content-related aspects, like the design of infographics, the graphic designer will also directly consult with the Research Direction Team of the GSR.

¹ Contract may be renewed for the second year dependent upon performance review following the first year.

Description of Required Tasks

The graphic designer will need to fulfill following tasks:

1. Renewables Global Status Report – Layout

The graphic designer will be responsible for defining the master layout for GSR according to criteria mentioned before. The designer of the GSR should:

- reflect the spirit and approach of the report (see before)
- remain cutting edge,
- illustrate a continuity of the previous development of the design.

The layout is intended to serve as a "blueprint" for additional means of communication linked to the GSR, and lays the foundation for the future evolution of the GSR design.

The colors of the REN21 logo shall provide guidance for the colors used for the GSR layout.

It is important that the GSR design is developed in a way to differentiate the report from other publications in the energy area, such as reports from the International Renewable Energy Agency IRENA or the International Energy Agency IEA.

i. Cover and back cover layout:

The front cover illustration shall reflect the report's topic of the status and development of renewable energies worldwide. The cover page shall contain:

- Title and year of the report
- Integration of the corporate REN21 design color
- REN21 Logo

The back page should include the REN21 Logo and contact information.

ii. Graphics and tables design:

This task includes the design of approximately

- 60 figures (graphs, charts, etc.)
- 30 reference tables.

All figures and tables should be in color and have the same layout. However, figures should remain readable in case of black/white copy.

In the microsite, infographics and PowerPoint, the graphics should comprise the REN21 logo.

iii. Inside page layout:

The Report's inside page layout shall include text, headers, footers, tables, text boxes and figures as well as sources and numbering. The layout should contribute strongly to provide a clear structure of the report.

2. Renewables Global Status Report – Design & Production

Building on the design master, the graphic designer will be responsible for the design of GSR.

The draft text/contents of GSR will be provided to the designer by the REN21 Secretariat. The designed draft will be subject to review(s) by the GSR Research Direction Team, REN21 Secretariat, the report editor and the REN21 Steering Committee.

The anticipated length of the report is of **300 pages**, of which 80 pages of endnotes that are only made available in the electronic versions of the report.

The graphic designer will provide the following:

- high resolution pdf for printing
- low resolution pdf (to enable download of the pdf in countries/regions with lower bandwidth)
- infographics
 - o without logo
 - o with logo incorporated for power point presentations and infographics pack
- all graphical elements used in the GSR
- Master layout for GSR PowerPoint presentation

3. Renewables Global Status Report Highlights Document – Design & Production

The graphic designer will be responsible for the design of the GSR highlights document in coherence with the design of GSR full report.

The draft text/contents of the GSR will be provided to the designer by REN21 Secretariat. The designed draft will be subject to review(s) by REN21 Secretariat, the report editor and the REN21 Steering Committee.

The anticipated length of the document is of 40 pages, including

- the global renewable energy story
- key figures and tables from the full report
- textboxes

The graphic designer will provide the following:

- high resolution pdf for printing
- low resolution pdf for electronic distribution

The designer will coordinate the design coherence between the GSR full report and the GSR Highlights document.

4. Microsite

The graphic designer will be responsible for the design and production of the GSR microsite which will present the information of the GSR full report and possibilities to access additional GSR products.

Users should be able to easily access and view each chapter, all infographics, tables, reference tables, and endnotes directly from the site. Also, website analytics need to allow for tracking the use of the overall report and individual elements, e.g. sections, figures, tables.

The structure of the microsite needs to allow for an easy update of the content in order to allow for the good integration of the print, pdf and electronic content.

Miscellaneous

The printing of the GSR is not part of the contract, but will be commissioned directly by REN21. The designer will, however, be required to support REN21 Secretariat in defining printing requirements to ensure a good quality of the hardcopies, like the quality of the paper, ink, binding. The designer will also coordinate with the printing company to ensure a high-quality printed version and validate the final proofs.

Timeline

The timeline will build on the GSR production timeline presented in the table. Design will mainly take place from beginning of February until the launch of the report.

October-November	Round 1 Data Collection
Early/mid-January	Round 1 Peer Review <ul style="list-style-type: none">- Policy Landscape- Distributed Renewables for energy access- Renewables Integration chapter- Energy Efficiency chapter- Feature- Sidebars
February	Round 2 Data Collection
End March - early April	Round 2 Peer Review <ul style="list-style-type: none">- Global Overview- Technology sections (Market & Industry)- Remaining sidebars
End May/Early June	Launch of Final Report

Call for expression of interest

Interested graphic design agencies are invited to submit an expression of interest covering the following points:

- Presentation of the approach to the GSR2019 and 2020 master layout and the production process incl. proposed cover, double internal page, and figure
- Proposed budget split by tasks
- Profile and track record of the graphic design agency incl. documentation of related projects relevant to this assignment

Submissions should be sent to secretariat@ren21.net.

Deadline for submission is **4 November, 23:00 Paris time**

Selection criteria

The assessment of the proposals will build on following criteria:

- Creative proposal
- Financial proposal
- Historic track record of the graphic designer:
 - o General experience
 - o Experience with science based publications
 - o Experience with digital portfolios
- Team

The production process makes it necessary that the graphic design team is located in a similar time zone (+/-2 hours) as the GSR project management team in REN21 Secretariat, which is located in Paris.