CALL FOR PROPOSALS

Design the Renewables 2025 Global Status Collection and Layout of the Global Overview

About REN21

REN21 is the only global community of renewable energy actors from science, governments, NGOs andindustry. We provide up-to-date and peer-reviewed facts, figures and analysis of global developments in technology, policies and markets to decision makers. Our goal: encourage and enable them to shiftto renewable energy – now. For more information, visit www.ren21.net.

Objective

REN21 is looking for a designer for the GSR 2025, who will work in close consultation with the REN21 Knowledge and Data Team (KDT).

Scope and Background of the Assignment

First released in 2005, REN21's *Renewables Global Status Report* (GSR) provides a comprehensive andtimely overview of renewable energy market, industry, investment and policy developments worldwide. 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 hundreds of contributors, researchers, and authors. It is the most-referenceddocument on renewables worldwide. (For the latest edition of the GSR, see www.ren21.net/gsr.)

The **Renewables 2025 Global Status Collection** will draw primarily on data from 2024, or the most recent available data. It will consist of the following products:

- The *Global Overview* will present a comprehensive vision of the current global status and trends in renewable energy deployment.
- The *Renewables Market Trends* section will explore key industry trends and developments across all renewable energy technologies.
- The *Renewables for Systemic Energy Transition* will monitor the progress of factors enabling the shift to a 100% renewable energy system.

- The *Renewables for Development* will showcase the economic and societal benefits of adopting renewable energy.
- Additionally, the *REN21 Policy Database* will be launched as an interactive, publicly accessible online resource.

Each product will cover targets and policies, finance and investment as well as market developments and trends focused on each sector. The content of the GSR 2025 will be based primarily on data from 2024 (or, if unavailable, the newest accessible data).

For the latest edition of the GSR, see https://www.ren21.net/reports/global-status-report/.

GSR Collection Tentative Timeline

The *Renewables Global Status Collection* will be divided into a sequence of products published throughout the year including:

GSR 2025 Tentative Timeline	By When (tentative)
#1: Global Overview	June 2025
#2: Renewables Market Trends (supply & demand) - Briefs	July 2025
#3: Renewables for Development	October 2025
#4: Renewables for Systemic Energy Transitions	November/ December 2025
#5: REN21 Policy Database	January 2026

Description of Required Deliverables

Designer Responsibilities for the Renewables Global Status Collection:

I. GSR 2025 Visual Identity

The graphic designer will be responsible for creating the master layout for the **Global Status Collection**, which will serve as a blueprint for all communication materials associated with the report. This layout will set the foundation for the future evolution of the GSR design. Key responsibilities include:

a. **Design Approach**: Reflect the spirit and approach of the products while maintaining a cutting-edge look.

b. **Design Continuity**: Ensure continuity with previous GSR designs while introducing fresh elements.

c. **Colour Scheme**: Use the REN21 logo colours as guidance for the overall GSR colour palette.

d. **Typography**: Select font styles that ensure readability and accessibility while reinforcing the GSR brand.

e. **Data Visualization**: Incorporate engaging infographics, charts, and tables to effectively communicate key findings and data.

f. **Deliverable Format**: A brand and design guidelines to ensure consistency across all materials.

II. **Template for Briefs and Reports:** The Global Status Collection will include additional briefs and reports that require a consistent yet flexible design approach. Responsibilities include:

a. **Template Development**: Create adaptable templates for different types of publications, including briefs and reports:

i. Global Overview - Report

ii. Renewables Market Trends (supply & demand) – Briefs

iii. Renewables for Development - Report

iv. Renewables for Systemic Energy Transitions - Brief

b. **Modular Design**: Ensure that elements can be reused and modified for different reports while maintaining a cohesive identity.

c. **Scalability**: Develop templates that allow for easy expansion and adaptation for future.

d. **Covers and Page Layouts**: Design visually appealing covers for each publication and develop consistent page layouts that enhance readability and engagement.

e. **Deliverable Format:** All templates are in InDesign or an equivalent format.

III. **Social Media Design Layouts:**

a. **Platform-Specific Adaptations**: Create templates for different social media channels (LinkedIn, Instagram, and Facebook) while maintaining a cohesive look and feel.

b. **Post Formats**: Design layouts for various post types, including infographics, key statistics, quote cards, and teaser posts for the report.

c. **Engagement-Focused Design**: Ensure that visual elements are optimized to encourage engagement, including the strategic use of colors, imagery, and typography.

d. **Consistent Branding**: Align with REN21's brand guidelines to ensure brand consistency across all social media platforms.

e. **Flexibility**: Create templates that can be easily adapted by the communications team for various announcements and updates

f. **Deliverable Format:** Social media templates for various platforms in editable formats (e.g., Canva, Photoshop, Illustrator).

IV. **Global Overview Print Version**

Building upon the master layout, the graphic designer will be responsible for designing the entire report.

a. **Front Covers:** The front cover illustrations should reflect the global status and development of renewable energy and the specificity of each product. It must include:
    i. The title and year of the product
    ii. Integration of REN21's corporate design colours
    iii. The REN21 logo

a. **Back Cover**: The back cover should feature the REN21 logo and relevant contact information.

b. **Content Design:**

    The report will include:

    iv. The report is expected to be 50 pages long, with an additional 10 pages of endnotes and 10 pages of front matter.
    v. 30 figures (graphs, charts, maps, etc.)

    All graphics and tables should:

    i. Use consistent colour schemes and layouts
    ii. Be readable in both colour and black-and-white formats

c. **Inside Page Layout:** The internal layout should include text, headers, footers, tables, text boxes, figures, sources, and page numbering. The layout should contribute to the clear structure and flow of the report.

d. **Deliverable Formats:** The designer is expected to provide:
    i. A high-resolution PDF for printing
    ii. All figures featured in the report in png:
        (1) Without logos
        (2) With logos for PowerPoint presentations and an infographics pack
    iii. All figures and graphical elements used in raw file formats (AI, PSD, INDD or other), including covers, logos, icons, figures, tables and infographics.

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.

Proposal Requirements

The submission should include:

- The contractor's specific interest in the project
- A detailed résumé of prospective designer(s), highlighting related work experience
- Brief presentation of ideas in portfolio indicating design direction
- Proposed budget split by tasks (and including VAT if applicable)
- Profile and track record of the design agency including documentation of related projects relevant to this assignment

Selection Criteria

- Cost of the offer (30% weight)
- Quality of the offer (70%)
    - Relevant experience and references (45%)
    - Profile and track record of related projects and brief presentation of ideas in portfolio indicating design direction (45%)
    - Ability for contractor to meet short timeline (10%)

Proposals should be addressed to secretariat@ren21.net.

The **deadline date** for receipt of proposals is **extended to 28 February 2025, 23:00 (CEST). Please mention "CFP – Design GSR 2025 & Global Overview – contractors name" in the subject line.**