

# CALL FOR PROPOSALS

## REN21 is Looking for a Graphic Designer to Develop its Strategic Intelligence Brief

### About REN21

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REN21 is the global network of diverse stakeholders –governments, industry, NGOs, science and academia– that enables the necessary changes to build the renewables economy for prosperous lives and societies. Our vision is a world where renewable energy is the foundation for strong, equitable and resilient economies. Renewables are the undeniable choice for people, nature and prosperity.

REN21 creates an enabling environment to support renewables. It offers a platform for a variety of stakeholders to engage and collaborate. Armed with knowledge and tools, supported by a culture of dialogue and debate, and augmented by new ecosystems, this community of change strategically drives the deep transformations needed to make renewables the norm. [www.ren21.net](http://www.ren21.net)

### General Scope of the Assignment

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The service provider will create graphic elements for two REN21 briefs that are consistent with REN21's institutional branding, consistent with REN21's institutional branding, design and aligned with the briefs' subject matters.

The briefs should be suitable for sharing insights and knowledge with our community.

### Description of Required Deliverables

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#### 1. Briefs' Layout & Design

The layout design should ensure visual continuity with other REN21 institutional products, **following REN21's Guideline**. The designer will be responsible for the brief's design, composed of:

- The cover and back page layout
- Graphics, images and tables
- The inside page layout

The textual content will be provided by REN21 Secretariat. The designer shall submit draft proposals which will be subject to review(s) by the REN21 Secretariat. The anticipated length of the brief can vary between 10 to 20 pages or more including cover. In more detail, each page should contain no

more than 100-200 words maximum, alongside visuals (graphs, maps, charts, tables) with maximum of 4,000 words in total.

Over the course of the contract, the designer will:

- Create graphic elements, including illustrations, photos and images, maps, tables and graphs, for use in the REN21 brief. Examples of the use of the graphics:
  - Website visuals for the respective pages
  - REN21's social media platforms
- If needed, develop set or flexible templates for REN21 brief. Examples of templates needed:
  - Lengthy documents with a cover page and table of contents (section headers, sub sections, etc.), based on a 16:9 landscape format, and including clickable items and links across the document's sections
  - Short documents with multiple section headings (e.g. factsheet, 2-3 pager, etc.) that includes images (with rights to use them), graphs
- Include 5 rounds of comments/corrections per brief

## **2. Finalised Content and Document Delivery**

The designer will provide the following documents:

- PNG and .ai versions of all new individual graphical elements (illustrations, maps, tables, etc.) used in the brief
- Photo file and list of photos used in the brief with originating source, E.G.; Shutterstock, Unsplash etc. and usability (free, pay, 1-time use only, etc.)

The designer will provide the following formats of the brief:

- High resolution PDF for printing
- Low resolution PDF (around 5 MB), for online publication

## **Timeline**

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The time commitment for this work is as follows:

- 20 April 2026 to 8 May 2026

The contractor's work is solely dedicated and intended for May, with a tight deadline to produce results.

## Proposal Requirements

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The proposal can be made in any format and should include:

- A statement of interest in the project
- Brief overview of the company's background and related experience
- Proposed daily rate for carrying out the work
- VAT rate, or note that VAT is not applicable
- Availability, and ability to meet the indicated deadlines

## Key Selection Criteria

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The selection of the contractor will depend on:

- Price – 30%
- Quality – 60%
  - Portfolio
  - Relevant experiences and references
  - Expected outputs
- Flexibility and timeline – 10%

**Proposals should be emailed to [secretariat@ren21.net](mailto:secretariat@ren21.net). Please mention “Proposal – REN21 2026 Strategic Intelligence Briefs Design” in the subject line.**

**The deadline for receipt of proposals is [3 April 2026, 23h59 CEST].** All received proposals will be acknowledged but only short-listed candidates will be contacted.