

CALL FOR PROPOSALS

REN21 is looking for a graphic designer/agency to design and layout the 2022 Annual Report

Timeline: May to June 2023

About REN21

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

General Scope of the Assignment

Following the existing branding and design, the consultant will fully design 2022 Annual Report. The aim of the report is to give an overview and highlights of the secretariat's activities over the past year. The report will be

- 3000 to 4000 words long
- Include an introduction from the EXD
- Include a list of all Members
- Include 2022 accounts
- Include 2022 funding sources

The final designed report should not exceed 20 to 22 pages.

It should be suitable to be used as a tool to feedback to our members and funders, and to be used in future funding proposals.

Description of Required Tasks

1. REN21 Annual Report – Layout & Design

Define the design master for the Annual Report. The design should ensure visual continuity with other REN21 institutional products. The designer will be responsible for the reports' 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 a draft proposal which will be subject to review(s) by the REN21 Secretariat.

The anticipated length of the Annual Report is 10-20 pages including cover.

i. Cover and back page layout:

The front cover illustration shall reflect that this document summarises the work carried out over the 2022 work year. The cover page shall contain:

- Title and year of the report
- Thematically represent REN21's work design-wise
- REN21 Logo

ii. Graphics and tables design:

This task includes the design of figures (graphs, charts, etc.) and tables, which are included in the report's draft text version supplied by the REN21 Secretariat.

All figures and tables should be in colour and have a consistent layout. However, figures should remain readable in case of black/white copy.

iii. Inside page layout:

The inside page layout shall include text, headers, footers, tables, text boxes and figures.

2. Finalised Document Delivery Format

The designer will provide following formats of the Annual Report:

- high resolution PDF for printing
- low resolution PDF (around 5 MB)

3. Social Media Kit & Final Graphic Content to Deliver

Following the delivery of the annual report, the designer will create:

- 2 designs for social media posts announcing the report, each formatted in 3 sizes (Twitter, LinkedIn/Facebook, and Instagram)
- 1 horizontal banner for Mailchimp
- 1 Square announcement for Mailchimp

The designer will provide following documents:

- PNG and .ai versions of all individual graphical elements (illustrations, tables, etc.) used in the Annual Report
- Photo file and list of photos used in report with originating source, e.g Shutterstock, Unsplash etc and usability (free, pay, 1-time use only, etc.)

Timeline

Below is a provisional timeline:

By when	What
30 May 2023	<ul style="list-style-type: none"> - Provide 2-3 design ideas that are consistent with REN21's Corporate Design Guide and align with the mission and image of REN21 - REN21 Secretariat chooses a design and provides feedback - Layout text, design graphical elements - Submit document to REN21 Secretariat for feedback
15 June 2023	<ul style="list-style-type: none"> - Delivery of final report
20 June 2023	<ul style="list-style-type: none"> - Delivery of package of social media kit, individual graphics, tables, figures, illustrations and photos.

Key Selection Criteria

The selection of the contractor will depend on:

- Price – 30%
- Relevant experience – 30%
- Quality – 30% to be evaluated based on:
 - Portfolio
 - Expected outputs
- Flexibility and timeline – 10%

Proposal Requirements

The submission can be made in any format, and should include:

- The contractor's specific interest in the project and availability
- Profile and experience
- Examples of relevant previous graphic design experience/portfolio illustrating capacities and style
- The proposed rate for carrying out the work in the timeframe provided, including VAT (if applicable)

Proposals should be emailed to secretariat@ren21.net. Please mention "Submission of Proposal: 2022 Annual Report" in the subject line. The deadline for receipt of proposals is 11:59pm (23:59) **Friday 26 May 2023**. All received proposals will be acknowledged but only short-listed candidates will be contacted.

Transparency Clause

If the contractor is working on similar projects with a global focus that are related to renewable energy or other areas covered by REN21's work s/he shall inform REN21 about these activities prior signature of this contract. Additionally, if potential opportunities of that kind arise during the term of this contract, the contractor shall discuss them with REN21 in order to avoid duplication, reduce overlap and identify opportunities for bridging activities and further collaboration. Moreover, this clause shall protect the justified interests of REN21 and ensure that activities performed by the contractor under other agreements or contracts do not infringe upon the latter.