

CALL FOR PROPOSALS

REN21 is looking for a graphic designer/agency to design and layout the 2025 Annual Report

Timeline: April to June 2025

About REN21

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

General Scope of the Assignment

Following the existing branding and design, the consultant will fully design REN21's 2025 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 is expected to be;

- 3,000 to 4,000 words long.
- Include an introduction from the Executive Director and President.
- Include a list and graphics of all Members.
- Include 2024 accounts.
- Include 2024 funding sources.

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

It should be suitable as a tool to feed back to REN21's members and funders, and to be used as a future reference for prospective funders and partners.

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 the REN21 visual guidelines and other 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 the 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 2025 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 web and 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 in editable versions. Ideally, in Canva files – but Adobe files will also be necessary for database.
- 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
10 May 2026	<ul style="list-style-type: none"> - Provide 2-3 design pathways that are consistent with REN21’s Visual Guideline 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
21 May 2026	<ul style="list-style-type: none"> - Delivery of final report, for print and digital
30 May 2026	<ul style="list-style-type: none"> - Delivery of digital version of annual report visuals for social media, individual graphics, tables, figures, illustrations and photos.

Key Selection Criteria

The selection of the contractor will depend on:

- Price – 30% (estimated target budget is between 3 to 6K euros)
- Quality – 60% to be evaluated based on:
 - Portfolio
 - Relevant experience
 - 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 communication@ren21net. Please mention "Submission of Proposal: 2025 Annual Report" in the subject line. The deadline for receipt of proposals is 11:59pm (23:59) **30 March 2026**. 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.