

CALL FOR PROPOSALS

Design and Layout for

the Renewables 2022 Global Futures Report

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 is to enable decision-makers to make the shift to renewable energy happen – now. For more information, visit www.ren21.net.

Background of the Assignment

The Renewables Global Futures Report (GFR) series asks **forward-looking** questions. The reports do not propose a solution; rather each one presents the collective thinking of many experts on a particular topic. [Previous editions](#) of this report were published in 2013 and 2017.

The next edition will ask the question: “**What is the role of renewables in decarbonising the transport sector?**” The question will be applied globally and regionally (Asia) to both energy and transport experts from the public, private and non-profit sectors, looking at existing scenarios and including interviews with companies and country/regional experts.

This edition of the GFR will fall under REN21’s activities as the renewable energy voice of the [NDC Transport Initiative for Asia](#) consortium. The initiative is a joint programme of seven organisations and is funded by the International Climate Initiative (IKI) of the German Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

The 2022 edition of the **Renewables Global Futures Report** may have a similar chapter structure as its predecessors. The report will have an executive summary and supplementary sidebars/boxes, tables and notes.

In addition, there may be a separate document that contains a summary for policy makers based on highlights of the report (to be called “GFR Highlights” or similar).

Graphics and figures developed for the report will be used by the broader energy community, and be instrumental to the report’s visibility.

General Scope of the Assignment

REN21 is looking for a graphic designer for the GFR2022 product portfolio.

In addition to the main chapters, the report will have an executive summary, supplementary sidebars/textboxes, reference tables, figures, and notes (footnotes and endnotes).

Based on the full report, a summary document for policymakers —the **GFR Highlights** – may be produced with the overall objective to present key messages from the GFR in a more accessible and attractive way.

The above elements are accompanied by a set of graphics for **digital communications** about the report.

The **GFR product portfolio** comprises the products listed in the table below:

GFR products
GFR Full report - print (excl. Endnotes) - PDF (incl. Endnotes)
GFR Highlights documents
Graphics

The graphic designer will work in close consultation with the GFR authors, Research Direction Team, Comms Team, and other team members from the REN21 Secretariat.

Description of Required Tasks

The graphic designer will need to fulfil following tasks:

1. Renewables Global Futures Report – Layout

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

- reflect the spirit and approach of the report (see before)
- remain cutting edge
- illustrate a certain degree of continuity with design of other REN21 products

The layout and design are intended to serve as a "blueprint" for additional means of communication linked to the GFR (social media, etc.), and lay the foundation for the future evolution of the GFR design.

The colours of the REN21 logo shall provide guidance for the colours used for the GFR layout.

It is important that the GFR 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 forward-looking vision of decarbonising the transport globally and regionally. The cover page shall contain:

- Title and year of the report
- Integration of REN21's colours
- REN21 Logo

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

ii. Figures and tables design:

This task includes the design of approximately

- **20** figures (graphs, charts, etc.)
- **15** tables and boxes.

All figures and tables should be in colour and have the same layout. However, figures should remain readable in case of black/white copy. Figures should be accessible to the colourblind.

Complete sets of all the figures will need to be provided as separate ZIP files (one set of high-resolution figures; one set of web-ready small-file-size figures; and one set of the fully editable files). These figures 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 Futures Report – Design & Production

The graphic designer will be responsible for the design of GFR. The draft text/contents of the GFR will be provided to the designer by the REN21 Secretariat. The designed draft will be subject to multiple reviews by REN21 Secretariat.

The anticipated length of the report is of **100 pages**, of which 10 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)
- all graphical elements (cover page, figures, illustrations, etc.) used in the GFR in editable formats

3. Renewables Global Futures Report Highlights Document (TBC) – Design & Production

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

The draft text/contents of the GFR will be provided to the designer by REN21 Secretariat. The designed draft will be subject to multiple reviews by REN21. The anticipated length of the document is 10 pages, including the key elements in decarbonising transport and

- “great debates”
- key figures and tables from the full report
- text boxes

The graphic designer will provide the following:

- high resolution PDF for printing
- low resolution PDF for electronic distribution
- all graphical elements (cover page, figures, illustrations, etc.) in editable formats

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

4. Social Media and Marketing Graphic Design

Graphic design for online media

- 20 of the report’s figures, adapted to 16:9 and square formats, delivered in png and in editable formats.
- TBC: 10 new figures (not in the report), that support story telling about the key messages of the report, delivered in png and in editable formats.
- Pre-Launch Campaign
 - o Webpage banner: GFR Page
 - o Blog: banner + featured image
 - o Mailchimp banner
 - o 3 x Square, no text (*SM, Mailchimp, Report page)
 - o Square, with text (report name, “coming soon March 2022”, etc.)
 - o Square, with report name
 - o 2x 16:9 SM post, no text
 - o 16:9 SM post, with text (report name, “coming soon March 2022”, etc.)
 - o 16:9 SM post, with report name

- o 2 x Instagram story backgrounds
 - o Email signature
- Launch Event
 - o SM event pages: FB banner, LI banner, Square for LI event page
 - o Zoom registration page branding
 - o SoGo registration Banner
 - o Blog: banner + featured image
 - o Mailchimp banner
 - o Square, all event details
 - o Square, only title and date
 - o 16:9 SM post, with all event details
 - o 16:9 SM post, with title and event date
- Launch Campaign
 - o Webpage banner: GFR Page
 - o Blog: banner + featured image
 - o Mailchimp banner
 - o Square, with text (report name, “Available now”, etc.)
 - o Square, with report name
 - o 16:9 SM post, with text (report name, “Available now”, etc.)
 - o 16:9 SM post, with report name
 - o Email signature

Offline graphic design (TBC)

1. Design for 1 standing roll-up banner (85cm x200cm)

Miscellaneous

The printing of the GFR 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:

- A statement of interest in the project

- A summary of experience of each designer who will work on the project, highlighting related work experience
- Profile and prior experience of the graphic design agency, including documentation of related projects relevant to this assignment
- Availability, and ability to meet the indicated deadlines
- Proposed budget split by tasks, including VAT if applicable
- The location where the designers will be working from

Selection Criteria

The selection of the contractor will depend on:

- Price – 30%
- Relevant experience & quality – 45%
 - Expected outputs
 - Relevant experience and references
 - Brief presentation of ideas in portfolio indicating design direction
- Flexibility and ability to meet timeline – 15%
- Other – 10%
 - Energy source for the electricity used by the contractor
 - Location: Somewhere between GMT –8 and GMT +1

Proposals should be emailed to gfr@ren21.net. Please mention “Proposal for GFR 2022 Designer_[Company Name]” in the subject line.

The deadline for receipt of proposals is 23:59 CEST, 3 December 2021. All received proposals will be acknowledged, but only short-listed candidates will be contacted.

GFR Tentative Timeline

The assignment of the contractor will be spread out between January 2022 and April 2022.

The assignment of the contractor will be closely aligned with the agreed schedule for GFR 2022. To allow for publication of information in a timely fashion, the GFR production timeline is very tight. In order to reach the publication deadline, the contractor will be expected to respond within a reasonable amount of time when contacted by REN21.

	August	September	October	November	December	January	February	March	April
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Development of report outline, questionnaire, and database		■	■						
Support in getting contributors (for data collection, interviews, advisors) on board	■	■							
Conducting interviews			■	■	■				
Desk research; analysis of interview results; figure development	■	■	■	■	■				
Workshops				■					
Authoring			■	■	■	■			
Integrate comments from reviews (after workshops, peer review, review by special advisors)					■	■	■		
Finalisation and editing					■	■	■		
Design of final edited version of report pieces (review of designed text, figures, tables)						■	■	■	
Provide support on the front/back matter (acknowledgements, methodology note, executive summary, summary for policymakers, etc.)							■	■	
Report launch								■	■