

## CALL FOR PROPOSALS

### Design & Layout of the Asia and the Pacific Renewable Energy Status Report

**REN21 is looking for a graphic designer to layout and design a report that provides data and information on renewables. The report contains text and tables, some of which should be converted into figures.**

**Timeline:** mid-July to mid-September 2019

#### Background

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**REN21** is the global renewable energy policy network that connects a wide range of key actors. REN21's goal is to facilitate knowledge exchange, policy development and joint action towards a rapid global transition to renewable energy. REN21 brings together governments, nongovernmental organisations, research and academic institutions, international organisations and industry to learn from one another and build on successes that advance renewable energy. To assist policy decision making, REN21 provides high quality information, catalyses discussion and debate and supports the development of thematic networks.

The *Asia and the Pacific Renewable Energy Status Report* is being developed by REN21 with the support of the [Asian Development Bank](#) and the [United Nations Economic and Social Commission for Asia and the Pacific](#). The report will address the status of renewable energy through the following preliminary sections:

- Regional Overview
- Renewable Energy Market and Industry Overview
- Distributed Renewable Energy for Energy Access
- Policy Landscape
- Investment Flows

In addition, the report will have 2-4 pages of executive summary, and - similar to other REN21 reports - supplementary sidebars, tables and notes.

The design of the *Asia and the Pacific Renewable Energy Status Report* should be clearly identifiable as a REN21 report. As with other REN21 reports, the publication as well as the figures, that are publicly available, are developed for the broader energy community and should contribute to the report's visibility.

#### Objective

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REN21 is looking for a designer for the *Asia and the Pacific Renewable Energy Status Report*, to work in close consultation with the project team at the REN21 Secretariat.

The report will follow a similar structure as other REN21 regional publications. The content will be based on the newest accessible data. In addition to the main chapter, the report will have an executive summary, supplementary sidebars/ textboxes, reference tables, figures and notes (footnotes and endnotes). The estimated length of the report (including front and back material) is 120 pages

## Description of Required Tasks

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The graphic designer will be responsible for the full report's design and layout, including defining the master layout for report and should:

- reflect the spirit and approach of the report (see before)
- remain cutting edge
- illustrate a continuity with other REN21 regional publications
- the colours of the REN21 logo shall provide guidance for the colours used for the layout

It is important that the design of the report differentiates it from other organisations' publications in the energy area, such as reports by 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 topic of the status and development of renewable energies worldwide. The cover page shall contain:

- Title and year of the report
- Integration of the corporate REN21 design colour
- REN21, ADB and UNESCAP Logos
- Some set design elements that are characteristic of REN21 regional reports

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

### ii. Graphics and tables design:

This task includes the design of approximately

- 25 figures (graphs, charts, etc.)
- 5 reference tables

All figures and tables should be in colour. However, figures should remain readable in case of black/white copy. The graphics 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.

The report will be provided in British English by the REN21 Secretariat for design, and will contain the following sections (page lengths are indicative)

- Acknowledgements (1 page)
- Regional Overview (15 pages)
- Renewable Energy Market and Industry Overview (20 pages)
- Distributed Renewable Energy for Energy Access (10 pages)
- Energy Efficiency (20 pages)
- Policy Landscape (15 pages)
- Investment Flows (10 pages)
- Endnotes – all hyperlinked (15 pages)

The draft text/contents of the report will be provided to the designer by the REN21 Secretariat. The designed draft will be subject to review(s) by the report team.

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 used in the Asia-Pacific report
- master layout for PowerPoint presentation
- visual content for social media (Instagram, LinkedIn, Facebook and Twitter)

**The anticipated timeline for the work is mid-July to mid-September 2019.**

## Miscellaneous

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The printing of the Asia-Pacific report is not part of the contract, but will be commissioned directly by REN21. The designer will, however, support REN21 Secretariat in defining printing requirements.

## Proposal Requirements

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**The submission should include:**

- The contractor's specific interest in the project
- A detailed résumé of prospective designer(s), highlighting related work experience
- Examples of designed reports covering similar scope and focus
- A sample that illustrates the contractor's experience
- The proposed rate for carrying out the work
- Rough sketch/mock-up of what is proposed

## Selection criteria

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The assessment of the proposals will build on following criteria:

- Creative proposal
- Financial proposal
- Historic track record of the graphic designer:
  - General experience
  - Experience with science-based/technical publications and digital portfolios
  - Capacity to prepare attractive graphics and tables
- Proficiency in English
- Profile of Graphic Designer/Team

The production process makes it necessary that the graphic design team is located in a similar time zone (+/-2 hours) as the project team in REN21 Secretariat, which is located in Paris.

**For submission by email, please email: [asiareport@ren21.net](mailto:asiareport@ren21.net). Please mention "Submission of proposal – Asia-Pacific Report - DESIGN" in the subject line.**

**The deadline date for receipt of proposals is: 6 July, 2019 midnight (CET).**