# Terms of Reference

## Call for illustrators

### 1. Introduction

IDH is a global organization committed to transforming markets. IDH puts people, planet, and progress at the heart of trade by leveraging the power of markets to create better jobs, better income, a better environment, and gender equality for all. To create the greatest impact in the shortest amount of time, IDH focuses on empowering people within corporations, the global financial sector and governments that have the most influence over global value chains by bringing them together to co-create and co-invest.

Headquartered in the Netherlands, IDH has around 380 employees globally, operating in 20 commodities and sourcing regions with over 1000 public and private partners. In 13 years of operation, IDH has stimulated over 390M in private sector investment and support for new business models that lead to market system change. IDH’s work is made possible because of the funding and trust of public and private donors, among which the Governments of the Netherlands and Switzerland.

On basis of these Terms of Reference (''**ToR**''), IDH aims to select multiple service providers to provide illustration consultancy services, when called for across IDH’s global offices.

### 2. Background

The services will consist of the creation of illustrated visuals and designs specifically tailored to a growing number of (digital) channels and messages used by IDH to communicate to its increasingly diverse target audiences. Therefore, service providers may receive assignments from the global IDH organization, including different IDH country offices. For a detailed description of the assignments, please refer to section 3 below.

### 3. Assignments

### *Objective*

The overall objective of this tender procedure is to build a pool of illustrators. These professionals provide support to the communications team at IDH. The assignments we ask of these professionals are the development and creation of illustrated visuals and designs to demonstrate IDH’s work. For this work we expect high quality based on a thorough understanding of IDH’s mission, branding guidelines and visual identity.

The specific assignments below describe the scope of work that service providers may perform. Actual assignments will be requested with detailed briefs once the candidates are selected to be part of the pool at IDH.

Interested parties should submit an indication of interest to join to work with IDH on the creation of below example deliverables. See further information below on submission requirements.

### *Assignments and deliverables*

The assignments and deliverables relevant for the service providers could include, but are not limited to, the following (the list below describes the overall scope of work that is inclusive of possible future assignments):

|  |  |
| --- | --- |
| **Assignments** | **Deliverables** |
| Creation and production of illustrated visuals in line with IDH’s mission, branding guidelines and visual identity | Illustrations provided in format(s) appropriate for dissemination on various communication channels. i.e., social media, presentations, physical wall spaces, etc.  |
| Production of an animated film based on a brief, text and visual identity provided by IDH | Animated illustrations |

### 4. Service provider profile

The service provider(s) need(s) to have the following experience / knowledge:

1. Demonstrated experience supported by a portfolio developing deliverables described in section 3.
2. Demonstrated experience in producing public-facing illustrations for a professional client.
3. Understanding of IDH's mission and international context.
4. Understanding of creating illustrated designs to appeal to both commercial audiences and government and civil society audiences.
5. Demonstrable understanding of the visual language of sustainability, especially regarding agricultural value chains, smallholder farming systems and private sector engagement: understanding of communication norms in the sustainability and international business sectors.

The service provider(s) need(s) to have the following skills:

1. Strong creative and digital drawing skills.
2. Experience with producing high quality, high-impact and appealing illustrations for different platforms (digital, print).
3. Experience with creating designs and visualization that find visual metaphors to distill complex ideas.
4. Good interpersonal and communication skills.
5. Solid technical skills in the production of the assigned communication output.
6. Advanced skills in creating original illustrations while adhering to the brand of IDH.

The service provider(s) need(s) to have the following characteristics:

1. Ability to promptly respond to calls for proposals (within 5 business days).
2. Ability to accommodate on short turnaround time (varies depends on the nature of the assignment, typically no more than 3 weeks).
3. Ability to understand and follow briefings in English and revise products according to feedback.
4. Ability to adhere to the IDH brand and visual identity.
5. Ability to provide IDH with the completed deliverable and editable project, for example by organizing collection and delivery of a hard disk or other materials.
6. Experience with and access to the software and equipment needed to carry out assignments.
7. Ability to adapt to changing needs as the assignment(s) evolve(s).
8. Knowledgeable about current trends in styles and genres directly related to illustration products.
9. Ability to guide the creative process to ensure an optimal standard while remaining open to feedback.

Service providers that worked with IDH before are open to apply to this tender.

**5. Selection procedure**

The procedure will be as follows:

1. Open call for proposals publicized on IDH website and via IDH communication channels.
2. For questions during the application, candidates can contact Gillian Evans, Global Brand Manager at IDH, contact details listed below. Questions will be answered via an information notice that will be shared with all service providers that indicated their interest in the assignment or submitted questions.
3. Evaluation of the proposals and portfolios, based on the criteria described in these ToR, by an evaluation committee consisting of communication staff at IDH.
4. Selection of a maximum of 10 service providers to be included in the pool of service providers.
5. Inception meeting with each selected service provider for the intended signing of a framework agreement and onboarding with brand guidelines.

|  |  |
| --- | --- |
| **Tender process** | **Timeline** |
| Terms of Reference published | 30/06/2023  |
| Closing date questions\* | 06/07/2023 17:00 CET |
| IDH posts response to questions | 11/07/2023 |
| Deadline for submission of proposals\*\* | 14/07/2023 17:00 CET |
| Selection of service providers | 18/07/2023 |
| Awarding of framework agreement to selected service providers | To be agreed following selection of service providers |

\* Questions received by IDH after this date will not be answered.

\*\*Proposals received after the deadline will be returned and will not be considered in the tender procedure.

After the deadline to submit a proposal has passed, the evaluation committee will evaluate the proposals.

The proposals will first be tested for completeness:

* The absence of the documents referred to in section 7 of this ToR can lead to exclusion from further participation in the tender procedure. This is also the case when minimum requirements listed in this ToR are not met.
* If the proposal is complete, the selection committee will evaluate the proposal based on the criteria as mentioned in section 7.

IDH will reject the proposal if any illegal or corrupt practices have taken place in connection with the award or the tender procedure.

**6. Proposal requirements**

IDH is requesting the service providers to hand in an indication of interest in the form of a proposal of maximum 2 pages (excluding CVs, sample work and references). The proposal must be handed in PDF-format to Gillian Evans at evans@idhtrade.org before 14/07/2023 at 17:00 CET with the subject line “Proposal for Illustrators”.

In the proposal, please provide the following:

* A succinct, well-documented approach detailing your way of working in relation to how you would approach an illustration assignment;
* A rate in Euros (ex VAT) with a break-down of days/rate (per team member);
* Clear description of potential project teams (if applicable), relevant experience of team member(s) and CV of the team member(s);
* 3 examples from prior work for assessment of capability, based on the profile in section 4;
* Signed statement of acceptance IDH General Terms & Conditions for Services (Annex 2); and
* Statement on Grounds for exclusion (see section 7 below).

**7. Testing and weighing**

Service providers with the most economically advantageous tenders will be selected for the pool of service providers. The most economically advantageous tenders are determined based on the evaluation criteria of price and quality.

*Grounds for exclusion*

Service providers shall be excluded from participation in a procurement procedure if:

1. they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
2. they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
3. they have been guilty of grave professional misconduct proven by any means which the IDH can justify;
4. they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the Netherlands or those of the country where the contract is to be performed; and
5. they or persons having powers of representation, decision making of control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity.

**Service providers must confirm in writing that they are not in one of the situations as listed above.**

Service providers shall not make use of child labor or forced labor and/or practice discrimination and they shall respect the right to freedom of association and the right to organize and engage in collective bargaining, in accordance with the core conventions of the International Labor Organization (ILO).

*Scoring and weighing*

The evaluation criteria are compared and weighed according to the procedure below. This concerns a general outline of the scoring methodology and an explanation how the service provider can demonstrate compliance with the requirements.

*Step 1 - Criterion Quality*

Evaluation scores will be awarded for each of the components.

IDH values quality highly, therefore a minimum grade of 3 must be scored by the service provider on each component. Service providers scoring a grade of 3 or less on one of the components will be excluded from the tender procedure.

The proposal will be assessed based on the following selection criteria:

|  |  |  |
| --- | --- | --- |
| **Component** | **Criteria** | **Max. Grading** |
| 1 | **Proposal overall** | The extent to which the proposal meets the requirements set out in Section 3 above and throughout this document. Can the service provider deliver the required deliverables?  | **5** |
| 2 | **Design and Development process** | The extent to which the service provider demonstrates that a clear design and development process will be followed and IDH will be adequately consulted for input during the design and development.  | **5** |
| 3 | **Track record** | The extent to which the service provider presents the required level of expertise and knowledge to fulfil the requirements both at individual (team member) and company level (if applicable). The extent to which the service provider gives a clear description of experience of team members and time allocation per team member for possible projects. Relevant experience in non-profit sector is advantageous. | **5** |

The evaluation committee will unanimously score each component by assigning scores from 1 to the maximum grading, with the maximum grading representing optimal performance on the component and 1 representing extremely poor performance on the respective component.

*Step 2 - Criterion Price*

A combined price in Euros (including VAT and all applicable other taxes) is to be presented. This is to be broken down by team member rate and hours.

The criterion of assessment is “the best price for the proposed level of quality” with a maximum grading of 5.

*Step 3 - Weighting*

The final score will be weighted 70% on Criterion Quality (Step 1) and 30% on Price (Step 2).

The service providers that have received the highest scores for the Criterion Quality (Step 1) will be selected. After the Criterion Quality, the score for the component “Proposal overall” will be decisive. If a selection needs to be made between service providers with an equal scoring, priority will be based on the total scores that were given for the Criterion Quality.

Selection

Once IDH has completed the selection, a written notification thereof is sent to all service providers participating in the tender procedure.

Assignments

The service providers are contracted via a Framework Agreement, following IDH’s template.

After the service providers have been contracted, requests for communication support will be shared by IDH on an as-needed-basis. The timeline and requirements for each assignment will be detailed by email.

**8. Communication and confidentiality**

The service provider will ensure that all its contacts with IDH, with regards to the tender, during the tender procedure take place exclusively in writing by e-mail to Ms. Gillian Evans via the contact details shared below. The service provider is thus explicitly prohibited, to prevent discrimination of the other service providers and to ensure the diligence of the procedure, to have any contact whatsoever regarding the tender with any other persons of IDH than the person stated in the first sentence of this paragraph.

The documents provided by or on behalf of IDH will be handled with confidentiality. The service provider will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the service provider or its engaged third parties will give IDH grounds for exclusion of the service provider, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the service providers will be handled with due care and confidentiality by IDH. The provided information will after evaluation by IDH be filed as confidential. The provided information will not be returned to the service provider.

**9. Disclaimer**

IDH reserves the right to update, change, extend, postpone, withdraw, or suspend these ToR, this tender procedure, or any decision regarding the selection or contract award. IDH is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant.

Participants in the tender procedure cannot claim compensation from IDH, any affiliated persons or entities, in any way, including but not limited to any of the afore-mentioned situations occurring.

By handing in a proposal, participants accept the IDH General Terms & Conditions for Services (Annex 1) and all other terms and reservations made in these ToR, and subsequent information and documentation in this tender procedure.

**10. Contact information**

Name: Gillian Evans

Position: Global Brand Manager

Email: evans@idhtrade.org

Address: Arthur van Schendelstraat 500, 3511 MH Utrecht

Questions

Questions regarding the selection, assignments or the ToR can be submitted until 06/07/2023 17:00 CET, by e-mail to evans@idhtrade.org. With the express mention: “Questions tender Call for Illustrators”.

Questions must be submitted in the English language and using the Template Question Form, attached to these ToR as Annex 3.

The submitted questions will grouped, anonymized, and combined in an information notice. This notice will be sent to all service providers in a reply to the e-mail in which the questions where submitted.

The responsibility for the timely and accurate submission of the questions lies with the service provider.

**11. Annexes**

Annex 1: General Terms & Conditions for Services

Annex 2: Statement of acceptance

Annex 3: Template Question Form