

## Request for Quote/Proposal (RFQ/RFP)

Commodity/Service Required:	Graphics Design Consultant
Type of Procurement:	Consultancy
Type of Contract:	Contract Agreement
Term of Contract:	Dec 1, 2021 to May 31 <sup>st</sup> , 2022
Contract Funding:	USAID
This Procurement supports:	Uganda B4R Activity
Submit Proposal to:	<a href="mailto:Procurement@ugandabiodiversity.rti.org">Procurement@ugandabiodiversity.rti.org</a>
Date of Issue of RFP:	November 9, 2021
Date Questions from Supplier Due:	November 15, 2021
Date Proposal Due:	November 21, 2021
Approximate Date Purchase Order Issued to Successful Bidder(s):	<b>TBD</b>

<b>Method of Submittal:</b>	
Send by email to: <a href="mailto:Procurement@ugandabiodiversity.rti.org">Procurement@ugandabiodiversity.rti.org</a>	
Respond via e-mail with attached document in MS Word / pdf format. The Bidder/Seller agrees to hold the prices in its offer firm for <b>90 days</b> from the date specified for the receipt of offers, unless another time is specified in the addendum of the RFP/RFQ.	
Solicitation Number:	UB4R/02/11/2021
<b>All bids must be submitted as follows.</b> 1) A signed copy of this <b>RFP (see page no. 10 of this RFP)</b> 2) A duly completed and signed proposal corresponding to the attached scope of work provided in this RFP. 3) Financial proposal ( <b>Refer to the price schedule format provided in this RFP</b> ). 4) Updated CV	

### Attachments to RFP:

1. Attachment "A" – Commodity Specifications
2. Attachment "B" – Instructions to Bidders/Sellers
3. All PO Terms and Conditions are listed on our website at:  
<https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf>

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Telephone 919.541.6000 ■ Fax 919.541.5985 ■ [www.rti.org](http://www.rti.org)

[http://www.rti.org/files/PO FAR Clauses.pdf](http://www.rti.org/files/PO_FAR_Clauses.pdf) or for commercial items:

[http://www.rti.org/files/PO FAR Clauses Commercial Items.pdf](http://www.rti.org/files/PO_FAR_Clauses_Commercial_Items.pdf) (hereinafter the “Terms”).

Supplier’s delivery of products, performance of services, or issuance of invoices in connection with this purchase order establishes Supplier’s agreement to the Terms. The Terms may only be modified in writing signed by both parties.

All bidders/sellers are responsible to carefully review each attachment and follow any instructions that may be relevant to this procurement.

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# Attachment A

## Commodity Specifications or Statement of Work

### Statement of Work

Indicate a description of the activity/service that is expected from the supplier. Provide product specifications or service expectations (both if applicable). Include deliverables, timelines, and any special terms and conditions.

#### Description of Activity/Service:

Work with the B4R Communications and Knowledge management team and technical teams to design dynamic and engaging visuals/artwork for social media platforms, publications, events materials and signage, infographics, data visualizations, icons, newsletters, brochures, flyers, report covers and layout, one-pagers, factsheets and other branded materials as needed.

#### Product or Service Expectations (both if applicable):

USAID/Uganda Biodiversity for Resilience Activity (B4R) is seeking the services of a Graphics Design Consultant to support its Communications and Knowledge Management team. The consultant will conceptualize and design artwork for a wide range of offline and online materials such as reports, social media posters, infographics, case studies, thematic one pagers, Landscape spotlights, Knowledge summaries and case by case communications materials. This work demands a creative flair, attention to detail and a professional approach to timelines.

This is a remote position, with occasional in-person meetings at the B4R Office in Kampala.

The Graphics Design consultant will work closely with the team to develop conceptual designs, supporting the overall B4R messaging strategy. Specific activities will include but are not limited to;

- Designing, editing, and refining a full range of print and digital collateral, including infographics and data visualization, one-pagers, reports, and marketing materials, case studies, landscape spotlights, one pagers and case by case branded materials.
- Selecting color schemes, styles, themes, and layouts to bring the approved design to life.
- Assisting in publishing visual designs and formatting of online and offline documents including e-newsletters and websites.
- Providing the equivalent of one day per month to offer hands on support and mentorship of Activity staff in Graphics Design.
- Ensure final graphics artwork and layout are clean, trendy, brand-compliant and visually appealing.
- Assist with identification of appropriate printing material types and sizes.

**Deliverables, Timelines, Special Terms and Conditions:**

Detailed deliverables and outputs will be developed during the assignment and will include the following:

This is an on-call consultant position. Deliverables will be based on the specific tasks assigned and payment will be deliverable based.

The level of effort will not exceed 6 days per month, exceptions can be made with prior written approval from B4R.

The estimated start date is December 1, 2021 and the end date is May 31, 2022.

This is a remote position. The Consultant will work closely with the B4R Communications and Knowledge Management Specialist and the Technical Team.

Interested individuals should submit their updated CV with at least three references, a cover letter and a portfolio/samples of their work to USAID/Uganda Biodiversity for Resilience Activity (B4R). Please include on the subject line "Graphic Design Consultant". Applications should be submitted to [procurement@ugandabiodiversity.rti.org](mailto:procurement@ugandabiodiversity.rti.org) no later than **Sunday, 21st November, 2021 at 5.00 pm Uganda (East African) Time.**

**Pricing**

Item #	Quantity to be Purchased	Description of Services Specifications	Unit of Measure	Unit Fixed Price (Each)	Total Fixed Price (Each)	Lead Time Availability (Number of Days)
1	36	Graphics Design Consultancy to support B4R Communications and Knowledge Management team.	Days			
2						
3						
<b>Total Value</b>						

By signing this attachment, the bidder confirms he has a complete understanding of the specifications and fully intends to deliver items that comply with the above listed specifications.

Signature:

Title:

Date:


## Attachment “B” Instructions to Bidders/Sellers

1. **Procurement Narrative Description:** The Buyer (RTI) intends to purchase services identified in Attachment A. The Buyer intends to purchase the services (based on deliverables identified in a Statement of Work). The term of the Ordering Agreement shall be from Award Date to the Delivery date of the Offeror unless extended by mutual agreement of the parties. The Buyer intends to award to a single “approved” supplier based on conformance to the listed specifications, the ability to service this contract, and selling price. We reserve the right to award to more than one bidder. If an Ordering Agreement is established as a result of this RFQ/RFP, supplier understands that quantities indicated in the specifications (Attachment A) are an estimate only and RTI does not guarantee the purchase quantity of any item listed.
2. **Procuring Activity:** This procurement will be made by **Research Triangle Institute (RTI International)**, located at

Plot 18B, Kawalya Kaggwa Close, Kololo Kampala

who has a purchase requirement in support of a project funded by

USAID/Uganda Biodiversity for Resilience (B4R) Activity

RTI shall award the initial services and any option quantities (if exercised by RTI) to Seller by a properly executed Purchase Order as set forth within the terms of this properly executed agreement.

3. **Proposal Requirements.** All Sellers will submit a quote/proposal which contains offers for all items and options included in this RFQ/RFP. All information presented in the Sellers quote/proposal will be considered during RTI’s evaluation. Failure to submit the information required in this RFQ/RFP may result in Seller’s offer being deemed non-responsive. Sellers are responsible for submitting offers, and any modifications, revisions, or withdrawals, so as to reach RTI’s office designated in the RFQ/RFP by the time and date specified in the RFQ/RFP. Any offer, modification, revision, or withdrawal of an offer received at the RTI office designated in the RFQ/RFP after the exact time specified for receipt of offers is “late” and may not be considered at the discretion of the RTI Procurement Officer. The Seller’s proposal shall include the following:
  - (a) The solicitation number:
  - (b) The date and time submitted:
  - (c) The name, address, and telephone number of the seller (bidder) and authorized signature of same:
  - (d) Validity period of Quote:
  - (e) A technical description of the items being offered in sufficient detail to evaluate compliance with the requirements in the solicitation. This may include product literature, or other documents, if necessary.

- (f) If RTI informs Seller that the Commodity is intended for export and the Commodity is not classified for export under Export Classification Control Number (ECCN) “EAR99” of the U.S. Department of Commerce Export Administration Regulations (EAR), then Seller must provide RTI the correct ECCN and the name of Seller’s representative responsible for Trade Compliance who can confirm the export classification.
  - (g) Lead Time Availability of the Service.
  - (h) Terms of warranty describing what and how the warranties will be serviced.
  - (i) Special pricing instructions: Price and any discount terms or special requirements or terms (special note: pricing must include guaranteed firm fixed prices for items requested.)
  - (j) Payment address or instructions (if different from mailing address)
  - (k) Acknowledgment of solicitation amendments (if any)
  - (l) Past performance information, when included as an evaluation factor, to include recent and relevant contracts for the same or similar items and other references (including points of contact with telephone numbers, and other relevant information)
  - (m) **Special Note:** *The Seller, by his response to this RFQ/RFP and accompanying signatures, confirms that the terms and conditions associated with this RFQ/RFP document have been agreed to and all of its attachments have been carefully read and understood and all related questions answered.*
4. **Forms:** Sellers (potential bidders or suppliers) must record their pricing utilizing the format found on Attachment “A”. Sellers must sign the single hardcopy submitted and send to address listed on the cover page of this RFQ/RFP.
5. **Questions Concerning the Procurement.** All questions in regards to this RFQ/RFP to be directed to
- Barbara K. Agaba
- at this email address:
- [Procurement@ugandabiodiversity.rti.org](mailto:Procurement@ugandabiodiversity.rti.org)
- The cut-off date for questions is
- November 15, 2021
6. **Notifications and Deliveries:** Time is of the essence for this procurement. Seller shall deliver the services no later than the dates set forth in the contract that will be agreed by both parties as a result of this RFQ/RFP. The Seller shall immediately contact the Buyer’s Procurement Officer if the specifications, availability, or the delivery schedule(s) changes. Exceptional delays will result in financial penalties being imposed of Seller.

7. **Documentation:** The following documents will be required for payment for each item:
  - (a) A detailed invoice listing Purchase Order Number, Bank information with wiring instructions (when applicable)
  - (b) All relevant product/service documentation (manuals, warranty doc, certificate of analysis, etc.)
8. **Payment Terms:** Refer to RTI purchase order terms and conditions found in <https://www.rti.org/sites/default/files/rti-purchase-order-terms-and-conditions-v1.16.pdf>, <http://www.rti.org/files/PO FAR Clauses.pdf>, or <http://www.rti.org/files/PO FAR Clauses Commercial Items.pdf>. Payment can be made via wire transfer or other acceptable form. Sellers may propose alternative payment terms and they will be considered in the evaluation process.
9. **Alternative Proposals:** Sellers are permitted to offer “alternatives” should they not be able to meet the listed requirements. Any alternative proposals shall still satisfy the minimum requirements set forth in Attachment A Specifications.
10. **Inspection Process:** Each item shall be inspected prior to final acceptance of the item. All significant discrepancies, shortages, and/or faults must be satisfactorily corrected and satisfactorily documented prior to delivery and release of payment.
11. **Evaluation and Award Process:** The RTI Procurement Officer will award an agreement contract resulting from this solicitation to the responsible Seller (bidder) whose offer conforms to the RFQ/RFP will be most advantageous to RTI, price and other factors considered. The award will be made to the Seller representing the **best value** to the project and to RTI. For the purpose of this RFQ/RFP, price, delivery, technical and past performance are of equal importance for the purposes of evaluating, and selecting the “best value” awardee. RTI intends to evaluate offers and award an Agreement without discussions with Sellers. Therefore, the Seller’s initial offer should contain the Seller’s best terms from a price and technical standpoint. However, RTI reserves the right to conduct discussions if later determined by the RTI Procurement Officer to be necessary.

The evaluation factors will be comprised of the following criteria:

### Stage One

**MANDATORY REQUIREMENTS** - Submission of the following;

- Updated CV with at least three references
- Cover letter
- Portfolio/samples of work done

**Only those bidders who meet the Mandatory requirements will be evaluated further.**

### Stage Two

- I. **TECHNICAL EVALUATION** - Services shall satisfy or exceed the specifications described in RFQ/RFP Attachment A and as detailed in the SOW attached. Technical evaluations will be guided by the following minimal eligibility requirements:

- **Qualifications** - Bachelor's Degree or professional certification in Graphic Design, Media Arts, Web Design, Visual Arts or similar area of study **10 points**

The consultant is expected to have professional qualifications in the relevant field with demonstrable experience in Designing, editing, and refining a full range of print and digital collateral, including infographics and data visualization. Additionally, he/she should possess the following skills/experiences:

- Expertise in industry-standard graphic design and multimedia tools such as the Adobe Suite (Photoshop, Illustrator, and InDesign.) **10 points**
  - Demonstrated experience conceptualizing, creating and executing design solutions as well as maintaining visual appearance, usability and brand continuity **20 points (demonstrated by verifiable work samples)**
  - Experience developing graphics, illustrations, other creative materials for web and print **20 points (demonstrated by verifiable work samples)**
  - Experience creating materials for USAID-funded projects or RTI is an advantage. **5 points**
  - Experience working with web-based email marketing platforms such as Mailchimp or Constant Contact **5 points**
- II. **Past Performance** - Consultant can demonstrate his/her capability and resources to provide the items/services requested in this solicitation in a timely and responsive manner.
- In your CV, provide at least 3 professional contacts (firms/individuals) for whom similar work/services have been provided for our reference request checks.
- III. **Delivery** - Consultant provides the most advantageous delivery schedule.

### Stage Three

**FINANCIAL EVALUATION** – most advantageous value for money offer. **30 points**

The most responsive applicant with the highest combined scores (Technical and financial) will be considered for award of contract after successful undertaking of due diligence and negotiations by RTI International.

Weights of the Technical and Financial Evaluations:

Technical evaluation = 70%

Price bid = 30%

The consultant achieving the highest combined technical and financial score and whose references and due diligence satisfy RTI International will be invited for negotiations.

12. **Award Notice.** A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful supplier within the time acceptance specified in the offer, shall result in a binding contract without further action by either party.

13. **Validity of Offer.** This RFP in no way obligates RTI to make an award, nor does it commit RTI to pay any costs incurred by the Seller in the preparation and submission of a proposal or amendments to a proposal. Your proposal shall be considered valid for 90 days after submission.
14. **Representations and Certifications.** Winning suppliers under a US Federal Contract are required to complete and sign as part of your offer RTI Representations and Certifications for values over \$10,000.
15. **Anti- Kick Back Act of 1986.** Anti-Kickback Act of 1986 as referenced in FAR 52.203-7 is hereby incorporated into this Request for Proposal as a condition of acceptance. If you have reasonable grounds to believe that a violation, as described in Paragraph (b) of FAR 52.203-7 may have occurred, you should report this suspected violation to the RTI's Ethics Hotline at 1-877-212-7220 or by sending an e-mail to [ethics@rti.org](mailto:ethics@rti.org). You may report a suspected violation anonymously.
16. **The John S. McCain National Defense Authorization Act for fiscal year 2019 - section 889.** RTI cannot use any equipment or services from specific companies, or their subsidiaries and affiliates, including Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company ("Covered Technology"). In response to this request for proposal, please do not provide a quote which includes any Covered Technology. Any quote which includes Covered Technology will be deemed non-responsive. Additionally, if the United States Government is the source of funds for this RFP, the resulting Supplier shall not provide any equipment, system, or service that uses Covered Technology as a substantial or essential component

**Acceptance:**

Seller agrees, as evidenced by signature below, that the seller's completed and signed solicitation, seller's proposal including all required submissions and the negotiated terms contained herein, constitute the entire agreement for the services described herein.

By: *(Seller Company Name)*

Signature: \_\_\_\_\_

Title:

Date: