



Request for Proposal 2022-08 – Printing and Design Services

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About GCERF

GCERF is the global fund for preventing violent extremism. It supports local, community-level initiatives aimed at strengthening resilience against violent extremist agendas. As a public-private partnership operating at the nexus of security and development, GCERF works in partnership and consultation with governments, civil society, and the private sector in beneficiary countries to support national strategies to address the local drivers of violent extremism.

GCERF provides support to community-level initiatives that: seek to address locally specific drivers of radicalisation; provide tangible, positive alternatives to what violent extremist groups may offer; counter violent extremist narratives and messaging; and build capacity of governments and civil society to counter violent extremism.

Description of Services

Background

As GCERF expands its operations and continues growing, it needs a more comprehensive printing and design services. Currently they are responding to immediate needs of the organisation such as printing of business cards, few publications (Annual Report, the Strategy), and design of some promotional materials. It is envisioned that GCERF will increase its demand for printing and graphic design services expanding number and type of materials in both English and French, and possibly in other languages. To this end, GCERF is currently seeking to establish an agreement with a printing company to carry out all paper prints and selected publications in electronic format, and provide design services as requested. Most of requests will be related to printing. Graphic Design Services should be available if requested.

Objective

The purpose of this Request for Proposal (RFP) is to select a suitable contractor(s) and establish an agreement(s) with successful bidder(s) for the provision of Printing and Graphic Design Services initially through the end of 2025. GCERF reserves the right to propose an extension to any agreement arising from this present bid.

Work to be performed and deliverables

This tender covers services to be performed from the time this tender is concluded until 31 December 2025.

The Service Provider is expected to provide two types of deliverables:

1. Quality and timely printing services including:
 - The Service Provider will provide the final layout of publications for both online (when needed) and print, cover pages with titles, illustrations and inside pages including text, photos, tables, illustrations, statistics, maps and others.
 - This may involve the production of several language versions of the same document and design. Translations are not required as part of services here.
 - Proof control in the form of PDF or hard-copy print, when necessary (e.g. Annual Report, organisational brochure, etc.).
 - The Service Provider will ensure proper formatting, setting, binding, finishing, packing, and timely delivery.
 - Availability to provide rapid (no more than 72 hours) turnaround of limited print runs of information products upon requests.

2. Quality and timely graphic design services (upon request) including:
 - The Service Provider will provide professional recommendation and consultation on design, in relation to printing. It will ensure that logos and corporate visual identities are maintained throughout.
 - When requested, the Service Provider will be able to provide the imagery for the design (e.g. from image stocks, image collections, etc.). GCERF will provide organisation-specific images as needed.
 - The Service Provider will work closely with GCERF Communications team during the implementation of the project (includes testing when required – e.g. online design), following instructions and comply with established deadlines.
 - The Service Provider will need to deliver final files as specified for each assignment (e.g. print-ready pdfs).

An indicative list of documents to be printed and possible design services is provided in Appendix 1. The overall volume of printing work until the end of 31 December 2025 is estimated at approximately 20,100 copies.

Documents for printing could be provided in a Word, PDF and e-Pub formats. GCERF will supply a "Style Guide" and "Logo Document" so specific colours and fonts have to be matched in all printed documents.

While GCERF will strive to schedule printing and graphic design services at the earliest possible date to allow for a reasonable time frame, some of the requests might be at a short notice. GCERF maintains all copyrights for any documents printed or designed on its behalf. All original source files must be given to GCERF.

Work to be performed

GCERF will sign an agreement (s) with the successful bidder(s). It also intends to send a specific request every time printing/design services are needed. The Service Provider will take the following steps each time a request is made (the list is not exhaustive):

1. Whenever possible, GCERF would alert the Contact Person of any upcoming request, especially in graphic design cases.
2. GCERF will email the document for printing/graphic design to the Contact Person with an indicative framework.
3. The Contact Person will organise the response to the request and coordinate with GCERF. Once agreement has been reached, the Contact Person and GCERF will document the particulars of each request on a brief request form.
4. The Service Provider's focal point should review the document/request and immediately seek any required clarifications (technical content, style, presentation of document....) from the GCERF focal point (External Affairs Department).
5. Once the layout for printing / initial graphic design has been done, reviewed and proof-read, a first version would be sent to the GCERF focal point. The Service Provider must make sure that GCERF has received the final product in electronic form
6. Once the GCERF focal point has provided feedback, a final version should be prepared, reviewed and proof-read and sent to GCERF. When the document contains many pages (e.g. Annual Report), another round of feedback and review may be necessary.

Requirements & Characteristics of the provider

The provider should be a reputable printing and graphic design firm with an established clientele that preferably includes public or non-profit sector clients in the field of International Development. Graphic Design Services should be available if requested.

The provider must comply with all applicable laws and regulations. It should adhere to a strict confidentiality policy in relation to client information. GCERF requires its printed materials to be of the highest quality, retaining a consistent corporate image and identity throughout.

The provider is expected to provide customer-oriented services and to maintain a positive and professional relationship with GCERF at all times. Its staffing levels, qualifications and expertise should be appropriate to be able to provide timely and high quality services to GCERF.

There is no preferred location for design part of the project as long as the Contact Person and the designated focal point are able to be accessed by the GCERF Secretariat during its regular office hours, Geneva-time. Preferred location for a service provider for printing is Switzerland. The fees charged should be reasonable, competitive and related to services rendered to the extent possible.

Submission of proposals

Proposals should follow the template provided below. Failure to follow the proposal structure or to comply with the instructions in this Request for Proposal will be at the bidder's risk and may affect the evaluation of the proposal.

Proposals may be sent by e-mail to bids@gcerf.org in the form of "pdf files" with the clearly marked subject "Bid reference: 2022-08".

Deadline for submission is 30 June 2022 at 1700 GMT.

Period of validity of the proposal

The proposal must be valid for a period of 120 days following submission.

Cost of preparation and submission of the proposal

The bidder shall bear all costs associated with the preparation and submission of the proposal, including but not limited to the possible cost of discussing the proposal with GCERF, making a presentation, negotiating a contract and any related travel. GCERF will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.

Selection of bidders

Bidders are requested to provide the most appropriate and most cost-effective solution to meet the requirements.

The selection will be made based on a number of criteria that will be applied systematically to all bids received:

- Responsiveness to request;
- Proposed approach and detailed methodology;
- Qualifications, experience and composition of the team;
- Credibility of the bidder organisation;
- Quality of the offer document; and
- Financial Offer.

Annex 1: Indicative annual list of documents to be printed and design services needed

PRINTING AND DESIGN

Document Title	Details	Approx. quantity per year	Type of Document	Deadline	Design needed
1. Business cards (English/French)	Double-sided ca. 220 g/m ² ca. 20 staff (200 cards per person + 400 for ED + ad hoc requests for NAs and Chair)	Approx 5,000	Stationery	Throughout a year, printing orders are grouped	
2. Institutional Brochure	20 pages, text and images provided	300	Print/web	September	yes
3. Annual Report	ca. 40 pages in both English and French, text and images provided	100	Print/web	July	yes
5. GCERF conference folders	A4	200	Stationery	Once per year	
6. Envelopes	C4, C5	500 (250 each)	Stationery	Estimated date of 15 May	
7. Complimentary cards	A6 (with header and footer, image)	300	Stationery	Estimated date of 15 May	
8. Notepads	A5 (with GCERF logo)	200		Once per year	
9. Roll-up	200cm x 80cm	1		Once only	
10. GCERF Strategy	14 pages	100	Print/web	Once only in 2025	yes
Estimated Number of Print Copies per year		Approx. 6700			

Proposal template

Bidders must submit their proposal following the template below :

The proposal is made up of four different sections

1. Disclosure form
2. Profile of the bidder
3. Technical proposal
4. Financial proposal

Please keep the overall proposal within 10 pages. You may annex additional information as needed.

1. Disclosure form

To be completed by a duly authorized representative of the Bidder: *On behalf of (name of public institution/private or public business entity/myself) (referred to in this document as "the Bidder"), I (name and title of the Bidder's representative) confirm that I am a duly authorized representative of the Bidder and hereby submit this proposal in response to GCERF's Request for Proposal 2022-08. I confirm that all statements and representations made in the proposal are true and correct.*

Date submitted:

Submitted by: (Name of Bidder)

Name and Title of Authorized Representative:

Date:

Signature

2. Profile of the Bidder

Please provide a brief background of the Bidder.

Please explain the legal status of the bidder; including its registration with the relevant competent authorities.

Please explain your organizational strengths and values and your customer service approach.

Please provide information on prior experience with similar requirements and references that GCERF may contact.

3. Technical Proposal

A. Business need: Please indicate your understanding of GCERF's business needs for which you are submitting this proposal.

B. Objectives and deliverables :

Please list the deliverables as specified in this Request for Proposal and indicate whether and how the Bidder commits to deliver these.

Optional: Present deliverables not listed in this Request for Proposal but which in your expert assessment, are necessary to achieve the objectives of this request.

C. Approach:

Please provide information on the following:

1. Methodology/approaches you would use to provide the various required services;
2. Workplan: key tasks/phases, deliverables, schedule of activities - may be presented using text and/or graphics;
3. Measures to ensure quality control over the delivery of services to GCERF; and

D. Service Management Plan:

Please provide details for how your firm would ensure that it provides satisfactory services to GCERF. Please explain how you would coordinate the service offering, including proposed meetings and any proposed mechanism for feedback to and/or coordination with GCERF.

E. Team Composition:

Please provide the following information on the proposed team that would work with GCERF:

- Team organization

- Individual team members; name, role in the team, area of expertise and relevant experience.

F. Risk Mitigation Plan:

Please list any identified risks which may affect the successful delivery of services and any proposed mitigating measures.

G. Assumptions (optional):

Please list the assumptions on which your proposed approach and successful completion of deliverables are based that you think would be important for GCERF to understand.

H. References:

Please briefly provide recent examples of similar projects has recently undertaken. Please indicate if the name of the client may be disclosed and if GCERF may contact the client for reference.

4. Financial Proposal

Please explain the basis of the proposed fees and any other charges to GCERF and their level. Please include all estimated fees (including e.g. delivery, rush fees, etc.).

Please note that GCERF is exempt from VAT. Please include basis for invoicing and terms and conditions for payment.

Date