



## REQUEST FOR PROPOSAL- INSTITUTIONS THAT OFFER GRAPICS AND DESIGN SERVICES

**RFP number ; 9174162**

UNICEF Would like to hire an institution to provide Graphics and design services

Institutional Consultancy for Graphic Design Services

Location: Kigali, Rwanda

Duration: April – October 2022

### **Background:**

UNICEF Rwanda is Co-chair of the National Risk Communication and Community Engagement Technical Working Group and a Member of the National Health Promotion, Social Determinants of Health and Environmental Health Technical Working Group. In these capacities, UNICEF provides technical and financial support to the Rwanda Health Communication Centre (RHCC) – Chair of these groups – in facilitating access of public to information around strategic interventions in the health sector, specifically in the context of COVID-19 response and COVID-19 vaccine demand generation.

### **Purpose:**

The purpose of contracting the graphic design services is to facilitate development of high quality products and materials as listed below, based on the requested by Rwanda Health Communication Centre and funds mobilized by UNICEF to support these interventions.

Responsibilities:

Provide graphic design services with high visual impact in accordance with UNICEF and RHCC guidance on content and branding.

The selected institution will provide ready-to-print/publish materials and assets as per the specifications outline below. Printing should not be included in the cost of the service.

**Minimum technical score: 40 points**

**FINANCIAL EVALUATION: 60 points**

Background and Experience:

Locally registered

At least 5 years of experience in design and layout of effective and visually appealing documents and other communication materials -10 points

Previous experience with the Ministry of Health/RHCC, especially in the context of COVID-19 response and vaccine rollout is an asset -10 points

Quality of the finishing (printed copy)-20 points

Expected deliverables:

#	Items	Specifications	Quantity
1	A series of infographics on COVID-19 vaccination program in Rwanda	Poster A4, Colors: 4+0 (will be adapted for publishing on social media and dissemination through messengers)	45
2	Design of materials for the World TB Day, Immunization Week, Malaria and Rabies Days	Poster A4, Colors: 4+0 Banner A0, Colors: 4+0 Pull Ups /2m x 85 cm, Colors: 4+4 (will be adapted for publishing on social media and dissemination through messengers)	4 4 4
3	Booklet for community health workers on COVID-19 Home Based Care Management	A4, 70 pages, Colors: 4+4	1
4	COVID-19 Transfer Guidance Summary	A4, 15 pages, Colors: 4+4	1
5	COVID-19 Passenger info note in English and French (to be updated as per emerging situation)	Flyer A4, 5 pages, Colors: 4+4	18
6	RHCC social media announcements	Flyer A4, 5 pages, Colors: 4+4	12
7	Poster for CHOGAM: the African Union and East Africa Initiatives	Poster A4, Colors: 4+0 (will be adapted for publishing on social media and dissemination through messengers)	12
8	Booklet on "Insecticide Resistance Monitoring and Management Plan for Malaria Vectors 2020 - 2024"	Booklet A4, 50 pages, Colors: 4+4	1
9	Booklet on "National Strategic Plan for Integrated Vector Management 2020 – 2024"	Booklet A4, 50 pages, Colors: 4+4	1
10	Booklet on "Malaria and Neglected Tropical Diseases Guidelines"	Booklet A4, 50 pages, Colors: 4+4	1
11	RBC reports and program briefs	Booklet A4, 30 pages, Colors: 4+4	12

**FINANCIAL EVALUATION (60 points)**

Only those financial proposals for bidders which have been technically accepted according to the above criteria will be opened. The Financial proposal will be weighted based on the clarity and appropriateness.

The price should be broken down for each component of the proposed work. The total amount of points allocated for the price component is **60**. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

**Max. Score for price proposal \* Price of lowest priced proposal**

**Score for price proposal X = -----**

**Price of proposal X**

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

Note:

All materials will be designed in Kinyarwanda language, unless specified otherwise under each item.

The payments will be processed against the invoices submitted by the selected institution, upon endorsement of each item by UNICEF and RHCC.

The selected agency will be briefed in detail by UNICEF and RHCC before the work on each of the items commences.

**11.How to apply**


Complete proposals, including technical and financial proposals should be sent to [rwasupply@unicef.org](mailto:rwasupply@unicef.org) by 22nd April 2022

Any request for clarification related to this proposal shall be addressed to [rmadhok@unicef.org](mailto:rmadhok@unicef.org) and/or [mfazlitdinov@unicef.org](mailto:mfazlitdinov@unicef.org) copying [dmupenzi@unicef.org](mailto:dmupenzi@unicef.org) by 19th April 2022

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