



REQUEST FOR PROPOSAL

FOR

CONSULTANCY SERVICES FOR GRAPHIC DESIGN SERVICES FOR THE ENVIRONMENTAL INVESTMENT FUND OF NAMIBIA (EIF)

Procurement No: SC/RP/ EIF-04/2021

Closing date & Time: Friday, 25 February 2022 at 11H00 am

Bidder Name : -----

Postal Address: -----

Telephone No: -----

Cell No.: -----

Contact Person: -----

E-Mail Address: -----

**Environmental Investment Fund of Namibia (EIF),
P O Box 28157,
Auas Valley,
Windhoek,
Tel: +264 61 431 7700,**

**Physical Address: 8933 Heinizburg Heights,
c/o Heinitzburg & Dr. Theo Ben-Gurirab Streets,
Klein Windhoek,**

Date of Issue: XXXX

Administrative Enquiries: Mr. Joseph Elagon
Tel: +264 61 431 7700
Windhoek
Namibia

**REQUEST FOR PROPOSAL
LETTER OF INVITATION**

Date: XXX

Windhoek
Dear Sir/Madam,

Subject: CONSULTANCY SERVICES FOR GRAPHIC DESIGN SERVICES FOR THE ENVIRONMENTAL INVESTMENT FUND OF NAMIBIA (EIF)

1. You are hereby invited to submit legal and financial proposals for consultancy services required to the Environmental Investment Fund of Namibia which could form the basis for future negotiations and ultimately, a contract between you and the Environmental Investment Fund of Namibia.
2. The purpose of this assignment is to: See attached Terms of Reference
3. The following documents are enclosed to enable you to submit your proposal:
 - (a) the Terms of Reference (TOR) [Annexure 1];
 - (b) supplementary information for consultants, including a suggested format of curriculum vitae [Annexure 2]; and
4. Any request for clarification should be forwarded in writing to the Environmental Investment Fund of Namibia, 8933, Heinitzburg and Dr. Theo-Ben Gurirab ASt. Klein Windhoek. Mr. Joseph Elagon JElagon@EIF.ORG.NA, +264 61 431 7700 for administrative enquiries and clarifications. Request for clarifications should be received 01 day prior to the deadline set for submission of proposals.
5. The Government of the Republic of Namibia requires that bidders/suppliers/contractors participating in the procurement in Namibia observe the highest standard of ethics during the procurement process and execution of contracts.

Consultants are advised to consult the website of the Procurement Policy Office: www.mof.gov.na/procurement-policy-unit to acquaint themselves with the legislations related to public procurement in the Republic of Namibia.

6. Eligibility

- a. A consultant that is under a declaration of ineligibility by the Government of Namibia in accordance with applicable laws at the date of the deadline for bid submission and thereafter shall be disqualified.
- b. Proposals from consultants appearing on the ineligibility lists of African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, Inter-American Development Bank Group and World Bank Group shall be rejected.
- c. Consultants should submit a statement on past and present declaration of ineligibility, if any, by any local/international agency or any termination of contract for unsuccessful completion of assignment, giving adequate details to enable a fair assessment.

7. Evaluation Criteria

ADMINISTRATIVE COMPLIANCE

#	DESCRIPTION	Bidder	
		Yes	No
1.	Valid certified copy Company Registration Certificate		
2.	A valid original of a Good Standing Tax Certificate from the Receiver of Revenue;		
3.	A valid original of a Good Standing Certificate from Social Security Commission;		
4.	A valid certified copy by the Namibian Police of an Affirmative Action Compliance Certificate or in its absence, proof from the Employment Equity Commissioner that the Bidder is not a relevant employer, or exemption issued in terms of Section 42 of the Affirmative Action Act, 1998;		
5.	Bidder has submitted the duly filled in, signed, and dated Bid Submission Sheet Form; (Form F-1)		
	OVERALL ADMINISTRATIVE COMPLIANCE		

TECHNICAL ASSESSMENT

#		DESCRIPTION	Proportional value in %	Bidder
1	T _T	<p>Overall Technical features:</p> <ul style="list-style-type: none"> ▪ Proposed methodology and on how the consultant will approach and complete the assignment responding to the Terms of Reference (10) ▪ Company profile providing a detailed portfolio to showcase a wide range of prior relevant graphic design work completed including your most recent work and the company's existing customer base (20) 	30	
2	T _d	<p>Delivery –</p> <ul style="list-style-type: none"> ▪ Work plan indicating description and timeframes (10) 	10	
3	T _o	<p>Overall ability and capability to perform the work</p> <ul style="list-style-type: none"> • A minimum of 2 years' experience of previous relevant graphic design work completed as per FORM-3 (25) • Reference letters whom the company has dealt with for the past 2 years in graphic design (15)(5 points for each) • Comprehensive CV(s) based on Qualifications, Training, Education in Graphic design (20) 	60	
4	T _s	OVERALL TECHNICAL SCORE	100	
		Overall Ranking		

Bidders obtaining more than 70% of the Technical Score shall qualify for the financial evaluation.

FINANCIAL EVALUATION

Financial Score

The Financial Score will be calculated for each bidder in accordance with the following formula:

The formula for determining the financial scores is the following:

$$F_s = 100 \times F_m / F,$$

in which F_s is the financial score,

F_m = is the lowest price proposal and

F = the price of each proposal.

$$\frac{\text{the lowest price proposal} \times 100}{\text{the price of each proposal}}$$

Bidder	Bid Price (from lowest to highest)	Financial Score

TOTAL SCORE AND FINAL RANKING BIDS:

Calculation of Bid Total Score

The Total Bid Score, B_s , will be calculated using weighting factors applied to the Financial score and the Technical score. The formula for B_s is:

$$B_s = 0.7 \times T_s + 0.3 \times F_s, \text{ where}$$

B_s = the Bid Total Score

T_s = the Technical Score

F_s = the Financial Score

Bidder	Technical (Score \times 0.7)	Financial (score \times 0.3)	Total Bid Score	Rank

8. Submission of Proposals

The proposals from the shortlisted consultants shall be submitted in two separate envelopes, namely Technical and Financial proposal, and should follow the form given in annexure 2 - "Supplementary Information for Consultants". **The proposals must be Hand Delivered by depositing in the bid box, EIF office, 1st floor, Reception on or before: 25 February 2022 at 11:00 AM.**

Late submissions will be rejected.

Proposals should not be forwarded by electronic mail.

9. Deciding Award of Contract

Qualification and experience of the consultants shall be considered as the paramount requirement. The proposals will be evaluated on the basis of a maximum of 70 marks for Technical Proposals and 30 marks for Financial proposals. Proposals from consultants should score at least 70 marks for the Technical Proposals to be retained for financial evaluation.

Only those consultants scoring a technical total of 70 marks on the overall assessment shall be considered for financial evaluation. Negotiations will start with the Consultant scoring the highest total score marks and if negotiation is not successful, negotiation will start with the next best ranked Consultant and so on until an agreement is reached. Should you be contacted for negotiations, you must be prepared to furnish the detailed cost break-down and other clarifications to the proposals submitted by you, as may be required to adjudge the reasonableness of your price proposals.

10. Rights a Public Entity

- a. Please note that the Environmental Investment Fund of Namibia is not bound to select any of the consultants submitting proposals.
- b. Please note that the cost of preparing a proposal and of negotiating a contract including visits to Namibia, if any, is not reimbursable as a direct cost of the assignment.

11. Duration of Assignment

It is estimated that the minimum duration of the assignment shall be for a period of twenty-four (24) months. but the actual work will be limited to 30 days' worth of effort.

You should base your financial proposal on these figures, giving an indication of man-months considered necessary by you to undertake the assignment. The extent to be spent in Namibia and that in office outside Namibia should be clearly indicated. The rate proposed in your submission will be applied in case the duration of the assignment is to be extended.

12. Validity of Proposal

You are requested to hold your proposal valid for ninety (90) days from the deadline for submission of proposals during which period you will maintain without change, your proposed price. The Environmental Investment Fund of Namibia will make its best efforts to finalize the agreement within this period.

13. Commencement date of Assignment

Assuming that the contract can be satisfactorily concluded in 5 days, you will be expected to take up/commence with the assignment in two (2) days' time.

14. Tax Liability

Please note that the remuneration which you receive from this contract will be subject to normal tax liability in Namibia; but the Environmental Investment Fund of Namibia shall pay directly or reimburse the taxes, duties, fees, levies, and their impositions in Namibia related to:

- (a) payments to the Consultant in connection with carrying out this assignment;
- (b) equipment, materials, and supplies brought into Namibia for the purpose of carrying out the assignment, provided they are subsequently withdrawn; (This clause shall apply only to foreign Consultants). and
- (c) property brought in for your personal use provided the property is subsequently withdrawn. (This clause shall apply only to foreign Consultants).

15. Insurance

The Consultant shall meet the cost of any insurance and/or medical examination or treatment required by him/her in the course of performing the services.

16. CONFIRMATION OF INVITATION TO SUBMIT PROPOSAL

WE SHOULD APPRECIATE IF YOU WOULD INFORM US BY EMAIL:

- (a) YOUR ACKNOWLEDGMENT OF THE RECEIPT OF THIS LETTER OF INVITATION WITHIN TWO DAYS AND
- (b) FURTHER INDICATE WHETHER OR NOT YOU WILL BE SUBMITTING THE PROPOSAL.

16. The Environmental Investment Fund of Namibia would like to thank you for considering this invitation for submission of proposals.

Yours faithfully,

Joseph Elagon
Procurement Management Unit

Annexure 1: Terms of Reference.

Annexure 2: Supplementary Information to Consultant.

TERMS OF REFERENCE**Fixed Term Consultancy Services for Graphic Design Services for the EIF****1. Introduction**

The Environmental Investment Fund (EIF) is an investment fund, set up under the laws of Namibia, with the express purpose of raising financial resources for direct investment in environmental protection and natural resource management activities and projects, which support the sustainable economic development of Namibia. The EIF is not just a fund for financing "conservation activities". It pursues a broader investment portfolio by providing economic opportunities and a stake in the use of natural resources to the poorest sectors of society. The ultimate goal is to improve the quality of life and the economic wellbeing of this sector, thereby reducing the possibilities of them pursuing activities that degrade Namibia's fragile environment and waste its natural resources.

2. Background

The Environmental Investment Fund (EIF), in its endeavour to deliver excellent fund and sustainable branding seeks the services of a reputable and capable graphic design company or individual to serve as a consultant to render services to the Fund, GCF Funded projects and all projects management at the Environmental Investment Fund of Namibia.

The service provider will render service to the EIF and all its projects. The service provider will be reporting under the guidance of the Manager for Corporate Communications under the Communication and Corporate Services sub-unit within the Office of the Chief Executive Officer.

EIF's Communication and Corporate Services continues to grow with additional responsibilities and with the arrival of new programmes and projects, thus this requires the fund to better position and improve its image and this can be attained through consistent branding, consistent message, and consistent graphics to improve brand awareness and brand visibility for the Fund. The quality of services has generally been satisfactory, and the sub-unit capacity has generally been up to standard and been able to address the issues raised. EIF Communication and Corporate Services is gradually growing into an engine room for delivering the EIF's services to the Namibian public as prescribed by the EIF Act. The EIF Communication and Corporate Services unit is focused in helping in the implementation of streamlining operations and in through this process, this unit is transforming itself into the face of the EIF by being

the first point of call for those seeking to access EIF's services and engage stakeholders through various platforms accessible to it and hence dedicated people who know that they will be with the Fund in terms of long-term thinking. As the Fund grows and its need for marketing and branding itself expand, it requires qualitative branding and design materials in line with its corporate branding manual and hence requires a professional designer and well experienced individual or company that can deliver quality designing services to assist in making EIF one of the most recognised brands in the country and beyond.

The service provider is expected to evaluate the value chain of the graphic design services function by identifying areas of weaknesses and challenges and adjusts current systems and processes to ensure and improve the management and running of the consistency when it comes to the EIF and project's brands.

The service provider will ensure that we establish and maintain a strong and consistent EIF brand so as to maintain confidence in the market and ensure a positive market presence. The appointment of a graphic designer will improve the Fund's brand visibility as that will be displayed in the Funds output and elements such as adverts, presentations, reports, newsletter, and annual report as this will be consistent and be guided by the branding manual in place.

3. Objectives of this Consultancy and Scope of Work

The Graphic Designer will be responsible for providing technical and administrative support to the Communications unit to support the planning and implementation of communications strategy. This includes working with the team to deliver strong, dynamic, and cutting-edge communication about the EIF's work.

He/she will work under the supervision of the Manger: Corporate Communications, and in close collaboration with the Office of the CEO and with the rest of the Communications and Corporate Service's team.

They will be responsible for amongst others:

- Produce a range of graphic and website materials and develop media pitches to generate positive branding through artwork;
- Assisting with creative concept and collaterals for the EIF activities, posters, banners, social media, invitations, newsletter, presentations, reports, papers, speeches, EIF newsletter, Annual reports;
- Design and Layout of presentations for the Fund and its projects;

- Maintaining and enhancing EIF's images for website by adding and improving its design and interactive features;
- Maintaining EIF's branding so it remains consistent and is used properly by external parties or remote groups, working closely with the Communications and Corporate Services;
- Plan and implement with the Communications and Corporate Services proper branding and visibility materials for the EIF Website and webpages;
- Audit artwork and layouts produced by other business units for brand compliance and quality control;
- Design and layout of electronic and print materials for all programs and events (flyers, posters, banners, collaterals, logos, invitations, newsletters, newspapers adverts, project fact sheets, project profile, institutional promotional material designs, email signatures, etc.).
- Carrying design and web projects from concept to completion while adhering to the brand standards of the EIF;
- Ensuring that all designs are in compliance with the branding manual and its standards are met;
- Developing branding materials for marketing strategy in articulating the organization's product and service offerings, key benefits and messages;
- Development of promotional marketing materials and visual merchandising;
- Manage creative production of online and offline marketing assets, graphic design, video production and web development, from the initial concept to finished product and execution;
- And any other assigned designed related requests.

4. Support by the Fund towards the Graphic Designer Consultant

EIF will provide the designer/publisher with photographs and other possible artwork including the cover page.

There will be extensive collaboration between the consultant/designated designer and the Fund with regard to developing the conceptual graphics to accompany the texts for graphic materials to be design.

The designer/publisher is expected to assist the team with ideas for conceptual graphics based on content and guidance from the Fund.

The Consultant or individual must be a designated graphic designer or have a designated graphic designer and professional editor who the Fund should from time to time have direct access to and be prepared to redo/typeset content using appropriate software/format for editing purposes before published into PDF format and to create an electronic/soft copy for distribution.

5. Key Deliverables

The consultant will report to the Manager: Corporate Communication and is required to deliver the following:

- Project Inception Report, which shall consist of the detailed Work Plan to carry out graphic design services at the EIF;
- Comparative Report (Gap Analysis), analysing the current branding performance and make recommendations for improved processes
- Branding and Design Strengthening Recommendations Report, including all areas outlined in the scope of work and modified as per discussions;
- Detailed Action and Implementation Plan
- Design and layout of electronic and print materials for all programs and events (flyers, posters, banners, collaterals, logos, invitations, newsletters, newspapers adverts, project fact sheets, project profile, institutional promotional material designs, email signatures, etc.).
- Carrying design and web projects from concept to completion while adhering to the brand standards of the EIF;
- Ensuring that all designs are in compliance with the branding manual and its standards are met;
- Developing branding materials for marketing strategy in articulating the organization's product and service offerings, key benefits and messages;

6. Required Skills and Experience

The Fund requires the suitable consultant to:

- Be a Namibian citizen;
- Possess experience and expertise in the compiling, layout, design, printing, proof reading and editing of annual reports.
- Provide a portfolio of evidence with at least three contactable references where the consultant undertook similar work in the past
- Formal graphic design training
- A minimum of 2 years design experience
- Excellent knowledge of common industry applications (i.e., Adobe CS4 suite (PC), especially Photoshop, InDesign, and Illustrator)
- Knowledge of HTML/CSS/PHP/JavaScript/MySQL
- Experience working with WordPress
- Comfortable working on bilingual design projects
- Responsible for managing print orders and dealing with external suppliers
- Ability to meet tight deadlines
- Understanding of production, pre-press, print and web-based technologies
- Excellent organizational and planning skills

As part of the evaluation process, interested consultants may be called upon to make presentations to the Fund.

7. Copyrights and Ownership

The consultant acknowledges that the printed corporate profile and related materials created during the production of the publication in reference remain the property of the Fund.

8. Duration

The period of consultancy services shall initially be 24 months days of work effort spread over a period of 2 years which may be extended or shortened based on review of the performance.

9. Submission of Proposals

The proposal from eligible Consultant(s) should include the following:

- a) Technical proposal
- b) Financial proposal (inclusive of all administration costs including overheads, printing, posting, copying, presentation etc.) (include value added tax (VAT))
- c) Statement of relevant experience i.e., similar assignments executed in/under execution in the last five years
- d) Measurable goals, objectives, and methodology
- e) Appendix: Documentation such as CVs
- f) Indication of availability to carry out the Consultancy during the implementation period
- g) Submit one (1) USB/flash drive/memory stick of the soft copy of the technical and financial proposal.

SUPPLEMENTARY INFORMATION FOR CONSULTANTS**Proposals**

1. Proposals should include the following information:
 - (a) Technical Proposals
 - (i) Curriculum Vitae of Consultant (Form F-2).
 - (ii) An outline of recent experience on assignments/ projects of similar nature executed during the last five years (Form F-3) and attached at least three (3) traceable references.
 - (iii) A description of the manner in which the Consultant would plan to execute the work.
 - (v) The Consultant's comments, if any, on the data, services and facilities to be provided by the Public body indicated in the Terms of Reference (TOR).
2. The financial proposals should be given in the form of summary of Contract estimate (Form F- 4)
3. **The proposals shall be submitted in ONE Original hard copy and TWO (2) hard Copies and one (1) USB/flash drive/memory stick of the soft copy of the technical proposal.**

1. Contract Negotiations

The aim of the negotiations is to reach an agreement on all points with the Consultant and initial a draft contract by the conclusion of negotiations. Negotiations commence with a discussion of Consultant's proposal, the proposed work plan, and any suggestions you may have made to improve the Terms of Reference. Agreement will then be reached on the final Terms of Reference and the bar chart, which will indicate periods in [weeks/months] and reporting schedule.

Once these matters have been agreed, financial negotiations will take place and will begin with a discussion of your proposed payment schedule as per the ToR.

2. Review of reports

A review committee of three members will review all reports and suggest any modifications/changes considered necessary within 15 days of receipt.

BID SUBMISSION FORM

From: _____

To: _____

**FIXED TERM CONSULTANCY SERVICES FOR GRAPHIC DESIGN SERVICES
FOR THE ENVIRONMENTAL INVESTMENT FUND OF NAMIBIA (EIF)**

I/We _____herewith enclose Technical and Financial Proposals for selection as Consultant for the Environmental Investment Fund of Namibia.

I/we undertake that, in competing for (and, if the award is made to me/us, in executing) the above contract, I/we will observe the highest level of ethical conduct.

Yours faithfully

Signature: _____

Full name: _____

Address: _____

FORM F-2

CURRICULUM VITAE (CV) FOR CONSULTANT

KINDLY ATTACH THE CVs OF CONSULTANT'S PROPOSED TEAM

**ASSIGNMENTS OF SIMILAR NATURE SUCCESSFULLY COMPLETED DURING
LAST 2 YEARS**

1. Outline of recent experience on assignments of similar nature:

Sl. No	Name of assignment	Name of Project	Owner or Sponsoring agency	Cost of Project	Date of Commencement	Date of Completion	Was assignment satisfactorily completed

Cost Estimate of Services

⋮

TOTAL COST SUMMARY

Item	Unit Price	Total Amount
Graphic Design Consultancy Services Remuneration		
	Sub total	
	15% vat	
TOTAL MONTHLY COST		N\$

TOTAL COST OF CONTRACT

Item	Monthly Price	Quantity (months)	Total Amount
TOTAL MONTHLY COST		24	
TOTAL BID PRICE			