

## **REQUEST FOR QUOTATION- CREATIVE DEVELOPMENT AND DESIGN, PRODUCTION OF COMMUNICATION MATERIAL**

### **1. ABOUT US**

Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organizations certified against international Fairtrade standards producing traditional export commodities such as flowers, coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea. Currently, the organization represents over 1 million smallholder farmers and workers across 33 countries in Africa.

#### **1.1 Our Vision**

A world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

#### **1.2 Our Mission**

- To support our members to strengthen their organizations in line with Fairtrade standards.
- To improve and increase our members' ability to access Fairtrade markets.
- To empower our members to advocate for their interests and take active ownership of the global Fairtrade system.

### **2. WHAT WE DO**

Our Strategic Plan 2016-2020 provides a comprehensive long-term outline towards achieving our commitment to smallholder farmers, workers and artisanal miners. By working within the Fairtrade system and with strategic partnerships through country and producer networks, we will deliver on the following:

- Deliver relevant valued services to Fairtrade smallholders and workers.
- Build, secure and sustain access to market for our members.
- Advocacy.
- Build a strong, settled producer network as part of a global system

### **3. WHERE WE OPERATE**

We operate four regional networks: Eastern and Central Africa Network (FTA-ECAN) based in Nairobi, Kenya; West Africa Network (FTA-WAN) based in Accra, Ghana and Southern Africa Network (FTA-SAN) based in Cape Town, South Africa. The North Africa & Middle East Network is through partnerships that are coordinated from the Secretariat in Nairobi.

#### 4. SCOPE OF WORK

**4.1 Purpose:** Africa Fairtrade Network Ltd – Eastern and Central Africa Network hereinafter referred to as FTA-ECAN requires the provision of creative development and design, production of communication material duration of 1 year. The successful Company(ies) shall supply all required materials in accordance with the design specifications and details provided.

**4.2 Statement of Work:** The successful bidder shall provide creative services and branding material as required.

**4.3 Intention:** FTA-ECAN intends to secure the services of a professional branding and visibility company (ies). FTA-ECAN intends to award a contract till 1 March 2020, with the option to extend at FTA-ECAN's discretion under the same terms and conditions for 1 (one) additional year period. This contract will be awarded to the proposer that meets all minimum requirements and clearly demonstrates a high degree of experience, ability and competency in creative development and production of high-quality branding and visibility material.

**4.4 Timing:** The effective date of this contract, is anticipated to commence on or about 01 April 2020.

#### 5. SERVICES

**5.1** The successful bidder shall be responsible for developing artworks as and when required by FTA. (Note: in some cases, FTA-ECAN will provide artworks ready for print)

**5.2** The successful bidder shall provide creative and production services as per the brief provided by Fairtrade Africa. All works will adhere to the institutional brand guidelines which will be made available to the successful bidder.

**5.3** Bidders shall demonstrate:

- a) capacity and experience in creative development of artworks
- b) capacity to produce small and large volumes of communication/ visibility material. NB: Quantities may vary based on need.

**5.4** The successful company (ies) shall have the capacity to work under tight schedules without compromising the quality of work

**5.5** Depending on the assignment at hand, the successful company (ies) shall be flexible to or terms of payment: (60/40 down payment) or lump sum payment.

**5.6** The successful company (ies) shall appoint specific point persons and communicate any changes

**5.7** The successful bidder is fully responsible for any Subcontractor he/she may employ. There is no contractual relationship between FTA-ECAN and any Subcontractor used by the successful bidder. The successful bidder shall be the sole responsible agent for any element of the Contract, regardless of any arrangements he/she may have with any Subcontractor.

## 6. DELIVERABLES

The Company(ies) is expected to deliver the below:

#	Item	Minimum Quantities (MQ) Note: Where applicable	Cost per Item (Kshs)	Artwork development of artworks (Kshs). Note: Where applicable	Installation/ development of artworks (Kshs). Note: Where applicable
1.	Roll up banner				
2.	Tear drop banners				
3.	Branded pens				
4.	Branded notebooks (with inserts)				
5.	Branded polo shirts (embroidery); cotton				
6.	Branded round-neck shirts (embroidery); cotton				
7.	Branded round-neck t-shirts (heat press); cotton				
8.	Branded V-neck t-shirts (embroidery); cotton				
9.	Branded V-neck t-shirts (heat press); cotton				
10.	Annual report/ booklets (saddle-stitched)				
11.	Annual report/ booklets (perfect binding); A4, B5, A5; normal paper				
12.	Annual report/ booklets (perfect binding); A4, B5, A5; recycled paper				
13.	Booklets (10-15 pgs.) A4, B5, A5				
14.	Brochures (tri-fold)				
15.	Leaflets				
16.	Posters (A3, A2)				
17.	Company profile				
18.	(Bumper) stickers				
19.	Caps (baseball)				
20.	Coasters				
21.	Business cards				
22.	Branded mugs				
23.	Nametags				
24.	Lanyards				
25.	Gift bags (woven)				
26.	Gift bags (non- woven)				
27.	Certificates				

**Note:** Quotation must indicate Minimum Quantities for each product, costs for artwork generation where applicable as well as delivery timeline.

## 7. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

7.1 Bidders will be evaluated against the following criteria:

- a) Proven experience (minimum of 5 years) in generation of creative concepts and production of visibility material.
- b) Adequate staff capacity with relevant experience and academic background.
- c) Quality of samples and proof of similar work done over the last 5 years.
- d) Detailed price breakdown of deliverables listed in section 6 of this document.

7.1 Bidders' proposals **MUST** meet the following requirements:

- a) Company profile
- b) A brief listing of at least five (5) similar projects/examples of relevant projects undertaken by the company; including five (5) references during the last 5 years;
- c) The firm must be a duly registered business entity and must provide all the statutory business documents including valid tax compliance and Certificate of Incorporation/Registration
- d) The firm must also provide valid and current Local Authority business permit
- e) Submission of the firm's ownership details either through a CR12

## 8. HOW TO APPLY

Interested Bidders are/is requested to submit their technical and financial proposals outlining relevant qualifications, experience, a breakdown on average cost and contact details of at least 5 professional referees to [j.muruku@fairtradeafrica.net](mailto:j.muruku@fairtradeafrica.net) by **21<sup>st</sup> March 2020 (12 noon)**. Late submissions shall not be considered. The email subject **MUST** read **PROVISION OF VISIBILITY MATERIAL**.