



Request for Proposals (RfP)

Visual identity, website front-end design, strategic marketing advice: IUCN World Conservation Congress 2020

IUCN Global Communications Unit

Issue Date: 18 June, 2018

Closing Date and Time: 6 July, 2018, 23:59 CET

IUCN Contact:

Mark Gnadt

Communications Manager, IUCN Global Communications Unit

Tel: +41 22 999 0389

mark.gnadt@iucn.org

PART 1 – INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS

1.1. About IUCN and the World Conservation Congress

IUCN is a membership Union composed of both government and civil society organisations. It harnesses the experience, resources and reach of its more than 1,300 Member organisations and the input of more than 10,000 experts. IUCN is the global authority on the status of the natural world and the measures needed to safeguard it.

As IUCN's highest profile event, the IUCN World Conservation Congress attracts thousands of participants from across the world. The event has two components – the Forum and the Members' Assembly. The Forum is the largest knowledge marketplace for conservation and sustainable development science, practice and innovation. Over 1000 sessions address the economic, social, scientific and technical aspects of issues ranging from wildlife to oceans, protected areas to sustainable business, and climate change to human rights.

During the Members' Assembly, IUCN's Member organisations democratically decide on actions to address the most pressing and often controversial conservation and sustainable development challenges. IUCN's membership includes some of the most influential government and civil society organisations from more than 160 countries, giving the decisions taken at the IUCN Congress a powerful mandate.

France will host the next Congress in the city of Marseille from 11 to 19 June 2020.

1.2. Summary of the Requirement

IUCN invites you to submit a Proposal to provide a visual identity, branded templates for a variety of communications products, website front-end design and strategic marketing advice for the IUCN Congress. The detailed description of the Requirement can be found in Part 2 of this RfP.

This RfP coincides with the RfP for the Congress website, which will be posted in mid-July. Proposers may bid on one, or both, proposals. Proposers should submit complete, independent proposals for each RfP individually. Proposers submitting proposals for both RfPs may include additional information about how the two projects will work together if the Proposer is selected for both projects, but IUCN will evaluate each proposal individually and on its own merits.

1.3. The procurement process

The following key dates apply to this RfP:

RfP Issue Date	18 June 2018
-----------------------	--------------

RfP Closing Date and Time	6 July 2018, 23:59 CET
Estimated Contract Award Date	16 July 2018

1.4. Conditions

IUCN is not bound in any way to enter into any contractual or other arrangement with any Proposer as a result of issuing this RfP. IUCN is under no obligation to accept the lowest priced Proposal or any Proposal. IUCN reserves the right to terminate the procurement process at any time prior to contract award. By participating in this RfP, Proposers accept the conditions set out in this RfP.

By participating in this RfP, Proposers accept the conditions set out in this RfP. Proposers must sign the "Proposer's Declaration" and include it in their Proposal.

1.5. Queries and questions during the RfP period

Proposers are to direct any queries and questions regarding the RfP to the above IUCN Contact. No other IUCN personnel are to be contacted in relation to this RfP.

Proposers may submit their queries no later than 6 July 2018, 23:59 CET.

As far as possible, IUCN will issue the responses to any questions, suitably anonymised, to all Proposers. If you consider the content of your question confidential, you must state this at the time the question is posed.

1.6. Amendments to RfP documents

IUCN may amend the RfP documents by issuing notices to that effect to all Proposers and may extend the RfP closing date and time if deemed appropriate.

1.7. Proposal lodgement methods and requirements

Proposers must submit their Proposal to IUCN no later than 6 July 2018, 23:59 CET by email to: mark.gnadt@iucn.org. The subject heading of the email shall be "RfP – Visual Identity IUCN Congress - [Proposer Name]". Electronic copies are to be submitted in PDF format. Proposers may submit multiple emails (suitably annotated – e.g. Email 1 of 3) if attached files are deemed too large to suit a single email transmission. A Proposer may also submit the proposal by link to a web-based file storage system. The Proposer must send the link via email following the above format before the closing date of the RfP.

Proposals must be prepared in English and in the format stated in Part 3 of this RfP.

1.8. Late and Incomplete Proposals

Any Proposal received by IUCN later than the stipulated RfP closing date and time, and any Proposal that is incomplete, will not be considered. There will be no allowance made by IUCN for any delays in transmission of the Proposal from Proposer to IUCN.

1.9. Withdrawals and Changes to the Proposal

Proposals may be withdrawn or changed at any time prior to the RfP closing date and time by written notice to the IUCN contact. No changes or withdrawals will be accepted after the RfP closing date and time.

1.10. Validity of Proposals

Proposals submitted in response to this RfP are to remain valid for a period of 90 calendar days from the RfP closing date.

1.11. Evaluation of Proposals

The evaluation of proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in part 3 of this RfP.

PART 2 – THE REQUIREMENT

IUCN seeks a contractor to develop a strong visual identity, create a visually-appealing and user-friendly front-end website design based on the visual identity, and provide strategic marketing advice to help IUCN and its partners reach and motivate target audiences worldwide.

The Contractor will be required to work according to the detailed Terms of Reference contained in the following sections.

2.1 Background

The IUCN World Conservation Congress 2020 will bring top leaders and experts together to make decisions and recommendations on how to better care for the natural systems that sustain us and how to put nature to work in helping meet global objectives such as the Sustainable Development Goals and Paris Climate Agreement.

Too often, people equate nature conservation with protecting charismatic species, and while this is important work, this is merely a small fraction of conservation. Conservation is an essential element of addressing many of humanity's most urgent challenges, from economic disparity, migration and conflict to food and water security, climate change and human rights. Many of these challenges lead to the degradation or depletion of nature, but nature can also be a powerful ally in addressing them. We must do better at protecting nature not only for nature's sake, but for our own.

Similarly, IUCN is often associated primarily with conservation of species. This is exacerbated by the fact that IUCN's best-known product, the IUCN Red List of Threatened Species™, is an assessment of threats to animals, plants and fungi. But IUCN is perhaps best described as an organisation working for sustainable development, nature-based solutions, and governance and rights. By extension, the World Conservation Congress must be perceived as such.

To learn more about the last Congress, visit www.iucnworldconservationcongress.org.

2.2 Scope of work

IUCN works closely with the Congress Host Country on multiple aspects of the Congress, and communications and marketing is no exception. The Host Country has provided a preliminary logo design which, with minor revisions, will be the basis for the visual identity and website front-end design.

A revised logo and a complete visual identity including guidelines and templates for its application are essential deliverables for this contract. IUCN has specific needs for templates based on standard or known communications tactics it is likely to use to communicate about the Congress, and those are listed in the Expected Deliverables section below. IUCN recognizes, however, that this list does not reflect all of the potentially relevant or useful templates it could employ in promoting the Congress and welcomes additional ideas from Proposers. If any additional template proposals would add to the cost of the proposal, the Proposer should account for these optional expenses as separate and severable lines in the proposed budget. Proposers should show a daily or hourly rate for strategic advice as part of the proposal.

A complete website front-end design based on the wireframes provided by IUCN is another essential deliverable for this contract. The website design should incorporate the revised logo and visual identity, be user-friendly and adaptable to be able to accommodate necessary changes between now and the follow up to the event. The website front-end design will be applied to the already-developed website architecture and to the website back end and features being developed through a separate contract and potentially by a different contractor (see 1.2 above).

2.3 Specific tasks

The contractor will be required to conduct the following specific tasks:

- Revise the preliminary logo and develop **other visual identity elements** for the Congress in the three IUCN official languages – English, French and Spanish. Elements should be adaptable for digital, print, display, video and other applications and come with clear guidelines for use and application of each element. The logo should incorporate the concept and additional requirements from the preliminary logo and brief provided below under Expected Deliverables – Visual identity.

- Design, develop and provide **user-friendly, editable templates** in English, French and Spanish for frequently-used marketing and communications products as outlined below or suggested by the Provider.
- Develop a visually-appealing and user-friendly website design based on the wireframes provided and Congress visual identity and an associated style guide to inform web developers of how to apply the design.
- Provide **strategic advice** to IUCN for marketing the Congress to potential participants, sponsors, exhibitors and other target audiences.

2.4 **Expected deliverables**

The contractor will be required to deliver the following results and products in close coordination with the IUCN and Host Country teams:

2.4.1 **Visual identity**

The Congress needs a recognisable and meaningful brand identity which can convey to professional and high-level international audiences both the importance and substance of the Congress and the spirit of the Host Country and city. The visual identity includes revising the preliminary logo and developing complete brand guidelines.

Logo revision objectives

The contractor will make revisions to the preliminary logo to create an official Congress logo in each of IUCN's three official languages and one with all three languages in one design. Designers should consider the following objectives when revising the logo:

- **Conservation for humanity** – The common belief among many decision makers is that conservation is only about charismatic species, often at people's expense or overlooking other important elements of the work. This misconception is not only wrong but a major impediment to IUCN's work. The butterfly icon in the preliminary logo reinforces this misconception. The final design should convey a broader role of nature conservation or its contributions to humanity more directly.
- **Maintain IUCN prominence** –The preliminary logo emphasizes IUCN in the large text at the top. The final Congress logo design should make IUCN at least this prominent, if not more so.
- **Maintain Marseille flavour** – Marseille is famous for the sea, olives, the MuCEM museum (represented by the blue patterned curve in the preliminary logo), and its history (in particular its history as a place for cultures to come together). The final design should maintain some elements representative of Marseille.

Preliminary logo:



Specific deliverables for the visual identity

Logo variations for specific applications, each in relevant file format(s) according to the application.

Required variants include, but are not limited to:

- Colour: All-white, greyscale and monochrome in addition to full colour
- Orientation: Variations suitable for vertical and horizontal applications
- Niche applications: narrow banner style, ultra-light digital formats, icon/avatar
- Partner variations: Variations that include the words "Partner", "Sponsor", "Member" and guidance for how to incorporate text for other special relationships as needed.

- Slogan integration: Once the tagline is decided, we will need to incorporate it into the logo or the brand guidelines for how to use it with the logo.
- All logo and logo variation files in all three official IUCN languages – English, French and Spanish
- Individual design element files in vector format (.eps or .ai preferred) for application according to the brand guidelines
- All logo, logo variation and design element files in both high and low resolution JPEG format and also in vector format (.eps or .ai preferred)

Brand guidelines document

The complete brand guidelines document will outline the fonts and colour palette, how and how not to manipulate or use the logo, logo variations and other design elements, how to use the logo with other logos, and recommended applications for logo variations and design elements among other guidance to be developed in consultation with IUCN.

2.4.2 Marketing and communications templates

Develop templates incorporating the visual identity in English, French and Spanish for print and digital use, including:

- Marketing brochures and flyers
- PowerPoint presentations (multiple slide design variations to accommodate different needs)
- Social media micro-content
- Letterhead and official documentation (MS Word)
- Event invitations (in both .indd and editable .pdf formats)
- Email newsletters
- Reports and publications
- On-site banners and other signage (specifications tbd by venue)

2.4.3 Website design and style guide

Website design

Develop detailed front-end website design for all elements of the web pages in English.

Style requirements:

- Professional, clean, easy to use, modern, easy on the eyes, allow user to focus/find key content, clever use of spacing
- Convey the importance and substance of the Congress and the spirit of the Host Country and City, building on the visual elements of the logo and visual identity
- Use images wisely (strong, bold images, few but well-placed)

Technical requirements:

- Be based on the visual identity for the Congress including fonts, colours and logo elements
- Be flexible to accommodate variances in content (for example long titles or descriptions, longer titles and menu text for Spanish and French pages, etc.)
- Be realistic and easily translated into development code
- Be coordinated across all pages using consistent styles for colours, headings, fonts, links and buttons, menus, spacing etc.
- Include designs for all elements of the website, including interactive elements such as drop-down menus, hover-over effects etc. and also dynamic content such as active graphs for items such as voting results or levels of interest in a topic
- Include responsive designs for mobile and tablet layouts including specific instructions to help the developer prioritise elements when accommodating the transitional screen sizes

Design file requirements:

- Organised with layers and elements grouped and labelled so that the developers can navigate and apply the design easily (ideally 1 layer by structural element: e.g. Top menu layer, Main menu layer, etc...)
- Be in original design file software format (preferably Adobe Creative Suite e.g. .psd, .ai ...) and portable light format (e.g. .png and .jpg). so they can be exported to any desired file type
- Include high resolution images and vector files of primary logos or individual design elements.

Style guide

Develop a style guide to describe the styles on the website and how they should be used.

Style guide requirements:

- Apply and adapt the overall visual identity guidelines to website-specific applications
- Include detailed descriptions for the use of headings, reusable components, special designs or elements as well as the standard colour palette, fonts etc.
- Include the font and colour information extracted directly from the design software for each page for developers to use as a reference

2.4.4 Strategic consulting

- Attend meetings to discuss strategy and marketing options and opportunities
- Assess current IUCN communications and marketing strategy for the Congress and offer advice for improvements or enhancements
- Provide written marketing strategy consultation document outlining options, rationale and expected costs and results of additional communications strategies to augment IUCN's current strategy
- Attend lessons learnt meetings post-Congress and provide written assessment of results of marketing strategy and implementation

Source materials for preparing bids

The preliminary logo design files and website wireframes are available upon request from interested bidders. Please send an email to mark.gnadt@iucn.org with the subject "Request files for RfP – Visual Identity IUCN Congress" before 29 June 2018 to request the files.

2.5 *Preferred competencies*

In addition to the above requirements, IUCN prefers candidates which:

- Are able to provide an integrated approach between strategic advice, graphic and website design and template creation;
- Understand the international development and political arena and have experience and proven success in international communications, event marketing, campaigns, advocacy or policy influence; and
- Are familiar with the host country, its culture and language.

2.6 *Duration of the assignment*

Time is of the essence for the initial logo designs. The duration of the contract will be through 31 July 2020, although the individual tasks and deliverables will have deadlines specific to each, as follows. Please note that these are absolute deadlines. Delivery in advance is welcome where possible.

- **31 July 2018** – Final English, French and Spanish versions of the official logo delivered with logo use guidelines
- **1 October 2018** – Complete visual identity package (brand book, fonts, all logo variations) and marketing strategy consultation document delivered; Complete website design and style guide delivered
- **31 January 2019** – Initial set of required templates delivered, excluding venue-specific signage
- **31 March 2020** – final templates delivered (on-site signage based on venue requirements)
- **31 July 2020** – all final strategic advice discussions, including lessons learnt analysis, complete

2.7 *Language*

All materials shall be produced in English, except as noted above where specific deliverables must also be in French and Spanish. English will be the working language during the consultation meetings.

2.8 *Additional services*

Additional, related services offered by the contractor that would enhance the overall effectiveness of Congress communications will be considered at IUCN's discretion upon receipt of Proposals.

PART 3 – THE EVALUATION MODEL

The evaluation of proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in the table below:

Evaluation criteria	Maximum attainable points
1. Quality of visual designs and marketing material template designs (past work and concepts from section 4.2 of this RfP).	20
2. Quality of website designs (past work) and technical capabilities to deliver quality end products	20
3. Demonstrable experience in marketing events or international campaigns	15
4. Demonstrable understanding of the international sustainable development and conservation arenas and strategies for communicating within this space	15
5. Price Score	30
Total Score	100

A Price Score (PS) is assigned to all Proposals applying the following formula:

$$PS = 30 \times LP/PP$$

where:

- PS is the Price Score of the offer under evaluation;
- 30 is the maximum score in points obtainable in the Price evaluation;
- LP is the value of the lowest Expert Input Cost offered by all Proposals in the Price evaluation;
- PP is the value of the Expert Input Cost offered through the Proposal under evaluation.

The contract will be awarded to the Proposal which has obtained the highest total score.

PART 4 – INFORMATION TO BE PROVIDED BY PROPOSERS

By participating in this RfP, Proposers are indicating their acceptance to be bound by the conditions set out in this RfP.

This Part details all the information Proposers are required to provide to IUCN. Submitted information will be used in the evaluation of Proposals. Proposers are discouraged from sending additional information, such as sales brochures, that are not specifically requested.

Each of the following must be submitted as a separate document, and will be evaluated separately.

4.1. Declaration

Please read and sign the Declaration in **Annex 1** and include this in your proposal.

4.2. Technical information/Service Proposal

Proposers are required to submit the following details in their technical proposal:

- i. Website of the Proposer;
- ii. General approach to design, event marketing and communicating with international sustainable development or conservation audiences, including relevant examples of past experience, an assessment of anticipated challenges and potential solutions, and key strategic team to be assigned to the project;
- iii. An outline of the team the contractor will assign to the project for all three aspects – strategy, visual identity and templates;
- iv. Relevant examples of past work demonstrating the capacity of the Proposer to produce quality visual identity and related templates for digital and printed marketing materials that are comparable to what it would provide for this project. Please note any differences between the examples and what the Proposer would provide for IUCN;
- v. Three (3) logo concept designs based on the parameters in Part 2 of this RfP. Two of the three concept designs should be close renditions of the preliminary logo with only minor revisions to meet the objectives. The third concept design can be more of a departure from the preliminary logo but should still incorporate the elements of the preliminary design.
- vi. Relevant examples of past work demonstrating the capacity of the Proposer to produce quality website designs that are comparable to what it would provide for this project. Please note any differences between the examples and what the Proposer would provide for IUCN;
- vii. Confirmation that the contractor will have the personnel and other capacity to develop and deliver (in particular the Congress logo) by the schedule in Part 2 of this RfP.
- viii. References – contact details of 3 referees familiar with the Proposer's experience relevant to reporting on international sustainable development or conservation events; and.
- ix. Additional Services –details of additional, related services that the Proposer considers would enhance the overall effectiveness of communications in support of the project, including any additional templates as discussed in the Scope of Work section of this RfP. Please note that these will not form part of the evaluation of Proposals and will only be used in the final contract negotiations with the selected Proposer.
- x. Timeline for production and delivery including major deadlines for actions by or requirements of IUCN.

4.3. Pricing information

Prices include all costs

Submitted rates and prices are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk and other things necessary for the performance of the Requirement. Any charge not stated in the Proposal as being additional, will not be allowed as a charge against any transaction under any resultant Contract.

Applicable Goods and Services Taxes

Proposal rates and prices shall be exclusive of Value Added Tax.

Currency of proposed rates and prices

Unless otherwise indicated, all rates and prices submitted by Proposers shall be in Swiss Francs.

Rates and Prices

Proposers are required to submit a fixed and firm price for the total of the core services. Within this total, please also provide subtotals for each subset of deliverables: visual identity, marketing templates, website design and strategic advice. If the Proposer elects to include additional services relating to section 4.1.ix of this document, please provide separate fixed and firm prices for each additional service.

PART 5 – DEFINITIONS

For the purposes of this Request for Proposal (RfP) the following definitions apply:

Contract	Means any contract or other legal commitment that results from this Request for Proposals.
Contractor	Means the entity that forms a Contract with IUCN for provision of the Requirement.
Instructions	Means the instructions and conditions set out in Part 1 of this Request for Proposals.
IUCN	Means IUCN, International Union for Conservation of Nature and Natural Resources.
IUCN Contact	Means the person IUCN has nominated to be used exclusively for contact regarding this Request for Proposals and the Contract.
Proposal	Means a written offer submitted in response to this Request for Proposals.
Proposer	Means an entity that submits, or is invited to submit, a Proposal in response to this Request for Proposals.
Requirement	Means the supply to be made by the Contractor to IUCN in accordance with Part 2 of the RfP.
RfP	Request for Proposals