

Invitation to tender

For all static graphic design work



Photo Caption. © Plan International

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1. Background Information on Plan International

Plan International is an independent development and humanitarian organisation that defends girl's rights and gender equality.

We believe in the power and potential of every child, but this is often suppressed by poverty, violence, exclusion and discrimination, and its girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges that girls face.

We support children's rights from birth to adulthood, and we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 80 years and are now active in more than 80 countries.

Read more about Plan International's Global Strategy: **All Girls Standing Strong Creating Global Change** at <https://plan-international.org/strategy>

More information about Plan International Belgium can be found at planinternational.be

2. Summary of the Requirement

Scope: Plan International Belgium is looking for a designer who will create, develop and adapt all static visual assets destined to both our internal and external communication. The chosen design partner will work in collaboration with several team members to develop a multitude of visual assets.

The assets include, but are not limited to;

- Advertising material
- Visual assets for our owned platforms; website, social media, newsletters, brochures, signature emails, banners, etc.
- Design of printed material such as flyers and direct mails
- Layout of position papers, research, reports and resource documents

The chosen designer will ensure that all visual assets are coherent elements that make parts of one harmonized communication. He/She/They will also ensure that these assets meet our brand guidelines and requirements.

We are looking for a designer who can be part of our extended Marketing & Communication team. As such, he/she/they will participate in brainstorm sessions or creative moments organised by the team lead.

Budget: The annual budget foreseen for static visual design approximates to 63 200 EUROS, VAT excluded

Location: The job can be done remotely or partly in office. We will require the presence of the partner for specific moments such as team brainstorming sessions. Expense fees for travels will be clearly indicated in the invoice.

Languages: Some knowledge of French, Flemish and English are necessary understand the content that requires design and layout. The partner shall be fluent in one of these three languages to ensure smooth communication with our staff.

3. ITT Overview and Instructions

3.0 Overview

Plan International are inviting interested parties to submit a proposal as part of a competitive process for design services. Successful Bidder(s) will be expected to enter into a formal contract redacted by Plan International Belgium and reviewed by the partner on a non-exclusive basis with our organization. Plan International reserves the right not to award a contract as a result of this Invitation to Tender, or to award to multiple successful Bidders.

3.1 Instructions to Tenderers

These instructions are designed to ensure that all Bidders are given equal and fair consideration. It is the Bidders responsibility to ensure their offer is complete and that you provide all the necessary information asked for in the format specified, or risk your offer being rejected. Further details can be found in section 9.1 of this ITT document, **'Submission Checklist.'**

Women-owned businesses and companies actively engaged or advancing gender equality and women empowerment in the workplace are especially encouraged to apply.

Documents comprising this tender pack are as follows:

BNO FY25 002 For all static graphic design work Plan Tender Dossier

- ANNEX B - Pricing Schedule
- ANNEX C - Technical Questions
- ANNEX D - Supplier Questionnaire
- ANNEX E - Non-Staff Code of Conduct

Tenderers are required to submit their proposal, inclusive of all required annexes, via email to **Tender@planinternational.be**. Offers must be received by the deadline specified in the section **'3.2.1 Key Dates and Timelines.'**

The offer and all correspondence and documents related to the tender must be written in French, Dutch or English.

Each Tenderer or member of consortium or sub-contractor may submit only one offer.

Unless stated otherwise, all communications from Bidders in relation to this tender, including Clarification Questions, must be directed to **Tender@planinternational.be** and must include the ITT reference number: **BNO FY25 002 For all static graphic design work**

3.2 Key Dates and Timelines

The following table outlines the key dates and timelines associated with this tender process. Plan International reserves the right to change these at any time as the tender progresses. To maintain transparency, fairness, and adequate time to prepare your offers, Plan International will inform all interested Parties of any changes to these key dates and timelines simultaneously and in a timely fashion.

Activity	Deadline Date
Issue of Invitation to Tender	26/08/2024 by 5pm in Brussels
Deadline for supplier submission of clarifications questions	30/08/2024 by 5pm in Brussels
Deadline for Plan to respond to clarification questions	03/09/2024 by 5pm in Brussels
Deadline for submission of offers	06/09/2024 by 5pm in Brussels
Plan Review of Offers	By 11/09/2024 by 5pm in Brussels
Award of contract	By 13/09/2024 by 5pm in Brussels
Drafting & signing contract	By 27/09/2024 by 5pm in Brussels
Implementation Period	From 1/10/2024

3.4 Pricing

Bidders are required to complete the pricing schedule attached separately in ‘**Annex B – Pricing Schedule.**’ All prices must be quoted in euro and exclusive of Value Added Tax (VAT).

It is expected that prices will be fixed for the duration of the contract and quotes valid for a maximum period of 90 calendar days following the Closing Date of this tender. If for any reason you are unable to guarantee fixed pricing for the duration of the contract, any projected price increases should be clearly stated in your tender.

To ensure a fair and transparent process, Plan International will share with all the bidders relevant budget information relating to this tender or associated Projects. It is expected that Bidders submit their best possible financial offer at the point of submission.

The successful Bidder will be required to pay their staff who work on this contract **at least** the National Living Wage.

3.5 Confidentiality

The contents of this document are confidential and have been disclosed to you in strict confidence. Tenderers must not disclose the contents of this document to any third party except to those of your team (including staff members, consultants and advisers) who need to see the information on a need to know basis in order to assist you with your submission. Tenderers are responsible for any breaches of confidentiality by your team.

4. Selection Criteria

Bids will be assessed against predetermined criteria which has been developed and agreed by the Tender Panel prior to launching this Tender process. The information gathered in ‘**Annex C -Technical Questions,**’ ‘**Annex B – Pricing Schedule**’ and any other requested documentation, will be used to evaluate and score each Bid against this set criteria. Please find further details in the below table:

	Criteria	Tenderers must demonstrate.....	Weight
Compliance	Tender Compliance and Completion	<ul style="list-style-type: none"> ▪ Satisfactory completion of all documentation requested with sufficient information, submitted no later than the Closing Date specified. ▪ Agreement to our mandatory policies as set out in ‘Annex E- Non Staff Code of Conduct.’ 	Pass/Fail. Bidders who do not meet these minimum requirements will not have their Bids further assessed.
Technical Proposal (65%)	<i>Proven experience & successful results</i>	<ul style="list-style-type: none"> • <i>Previous experience in similar Projects, visualised in portfolio and CV</i> 	25%
	<i>Flexibility – quick turn around, adapt to feedback, timeframes, points of contact</i>	<ul style="list-style-type: none"> • <i>Lead times offered meet requirements of Project implementation</i> • <i>Communication skills are strong</i> 	20%
	<i>Creativity while understanding of and following</i>	<ul style="list-style-type: none"> • <i>Two visuals created for the occasion for our brand</i> 	20%

	brand guidelines		
Gender Responsive (5%)	Gender Sensitive Practices and Policies	<p>As part of our ongoing Gender Responsive Procurement Initiatives, Bidders will be allocated 5% of the overall score if they meet one or more of the following:</p> <ul style="list-style-type: none"> ▪ If headed up by a woman ▪ If supplier is a women-owned business: A legal entity in any field that is more than 51% owned, managed, and controlled by one or more women. ▪ If the % of women in management positions is over 35% ▪ If % of women workers is 55% or above ▪ If robust gender equality initiatives are in place and active. E.g. WEPs signed, gender equality procurement policy, any additional gender-sensitive program implemented. 	5%
Financial Proposal (30%)	Pricing Schedule	<ul style="list-style-type: none"> • Completion of 'Annex B – Pricing Schedule' with all requested information • Fixed pricing • Economically advantageous for the organisation 	30%

5. Evaluation of offers

The Tender Panel will review all Bids to ensure they meet the minimum requirements listed under the 'Compliance' section in the above table. Following this, each Bid will be assigned a score on the basis of predetermined criteria and their associated weighted scorings.

The contract(s) will be awarded to the Bidder(s) who represent the best overall value for Plan International in terms of the evaluation criteria set out above. By participating in this tender, you acknowledge and understand that Plan reserves the right to:

- Decide not to award to any supplier

- Decide to award to one or more suppliers
- Decide to readvertise the opportunity
- Not necessarily accept the lowest cost offer

Notification of award of contract will be issued via e-mail.

6. Terms & Conditions

By submitting a Bid as part of this Tender process, you also acknowledge and understand that:

- Plan International will not be liable for any costs or expenses incurred in the preparation of your offer
- You or your company will undergo vetting checks against an Anti-Terrorism and Sanctions Database as part of due diligence protocols
- Plan International reserves the right to keep confidential the circumstances that have been considered for the selection of the offers
- Part of the evaluation process may include a presentation from the Bidder and a site visit by Plan International staff, where applicable and necessary
- Plan International reserves the right to alter the schedule of tender and contract awarding
- Plan International reserves the right to cancel this tender process at any time and not to award any contract
- Plan International reserves the right not to enter into or award a contract as a result of this invitation to tender
- Plan International does not bind itself to accept the lowest, or any offer
- Any attempt by the Bidder to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or Plan International during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its offers and may result in the termination of a current contract where applicable
- You accept in full and without restriction the conditions governing this tender as the sole basis of this competition, whatever its own conditions of sale may be, which you hereby waive
- You have examined carefully, understood and comply with all conditions, instructions, forms, provisions and specifications contained in this tender dossier. You are aware that failure to submit a tender containing all the information and documentation expressly required, within the deadline specified, may lead to the rejection of the tender at Plan International's discretion
- You are not aware of any corruption practice in relation to this competition. Should such a situation arise, we shall immediately inform Plan International in writing
- You declare that you are affected by no potential conflict of interest, and that you and our staff have no particular link with other Bidders or parties involved in this competition. Should such a situation arise during

performance of the contract, you shall immediately inform Plan International in writing

- You accept Plan International's standard terms of payment which are **30 days** after the end of the month of receipt by Plan of a proper invoice or, if later, after acceptance of the Goods or Services in question by Plan International Ltd

7. Plan International's Ethical & Environmental Statement

- The organisation should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation
- The organisation should seek to set reduction targets in areas where the organisation's activities lead to significant environmental impacts

8. Submission Checklist

Document	Form
Annex B - Pricing Schedule	Please complete with all requested information and return in PDF format.
Annex C - Technical Questions	Please complete with all requested information and return in PDF format.
Annex D - Supplier Questionnaire	Please complete with all requested information and return in PDF format.
Annex E - Non-Staff Code of Conduct	Please sign and date this document and return in PDF format.
CV, portfolio and all other supportive document	Please provide in any format