



**Terms of Reference for Visual Communications Support Service Suppliers
(Graphic Design, Videography and Photography,
Infographics and Digital Animation Specialists)
Framework Agreement**

Purpose:

To contribute to capacity development of Supreme Audit Institutions (SAIs) in developing countries, through provision of visual communications support services for eLearning, digital information, video and photographic media and other electronic solutions to the [INTOSAI Development Initiative \(IDI\)](#).

Contracting Vehicle:

A framework agreement between IDI and several individuals and companies supplying services in graphic design, videography and photography, infographics and digital animation, creating a preferred supplier pool which can be utilized by IDI for these services, at shorter notice and at an agreed fee rate, through a call down contract. A place on a framework agreement does not commit the IDI to enter into any contractual obligations.

Background:

The International Organization of Supreme Audit Institutions (INTOSAI) was established in 1953 to foster collaboration between external government audit bodies, known collectively as Supreme Audit Institutions (SAIs).

INTOSAI is an autonomous, independent, and non-political organization of SAIs from 192 countries that operates as a global umbrella organization for the external governmental audit community. IDI was established at the 1986 INTOSAI Congress with the mission to support SAIs in their efforts to provide high quality audits, promote good governance and fulfill their roles and mandates. IDI's global communication and advocacy strategy seeks to strengthen support to SAIs in developing countries by communicating IDI's value, raising awareness on the role, benefits and challenges of SAIs, and advocating for better SAI environment and support.

Over recent years, IDI has adopted eLearning and other electronic solutions to augment its capacity development efforts which requires significant visual impact, as well as myriad communication methods to connect with and inform SAIs, donors, parliaments, citizens and other stakeholders including media outlets. There is now a drive to consolidate the visual supply services so that IDI can quickly access a range of creative solutions for their communications and messaging while maintaining consistent standards and embracing gender balance and inclusiveness.

Services required:

Graphic Design

- Infographics and visual interpretation of statistical information
- Logos and iconography for web sites, publications and eLearning content materials
- Website, social media and branding images
- Cover pages and separators for reports and eLearning modules
- Articles and cover-to-cover publications for print and digital use
- Graphics elements like photographic images and maps
- Prepare templates (MS Powerpoint and Word)
- Reports, information material, web pages and other materials
- Other graphic design services as required by the IDI

Videography, photography and audio

- PR photography at and for IDI, partnership, donor and citizen events
- Support and guidelines for IDI staff taking photos and videos
- Production of high-quality videos from photograph, including subtitles, voice-over and audio backgrounds, and other augmentation as requested
- Filming, editing and production of video footage from live and online events, eLearning courses and meetings
- Editing, production and hosting support for audio files from recordings, broadcast and videos
- Support and guidelines for hosting photographic and especially video content to provide safe and seamless integration with other IDI materials
- Support and guidelines in inserting and maintaining videos and photographs into graphic design layouts, documents and any and all other online digital material and multi-media packages

Infographics and digital animation specialists

- Creative application of infographics and visual cues for complex statistics, audit reports and other source information as requested by IDI
- Recommendation of best practice digital implementation of infographics to be visually pleasing and to maximize impact
- Animation of infographics and other images to create videos, gifs and social media posts for maximum visual impact and sharing/virality potential
- Support in inserting and maintaining such videos and animations into graphic design layouts, documents and any other online digital material and multi-media packages, as requested by IDI

Language requirements

Please note that IDI works in English, Arabic, Spanish and French, so we will be seeking suppliers of the above services in any or all of those four languages, as well as some Norwegian.

Duration and Volume:

The framework agreement shall run for four years from the date of commencement. The total value of call-down contracts for each framework holder shall not exceed the EU procurement threshold for service contracts (currently 214 000 Euros, excluding VAT).

Eligibility:

Open to visual communications support service suppliers operating as individuals or as a company.

Costs:

The fee rates shall be paid at the rate agreed in the framework agreement, up to the amount agreed in the call down contract.

Submission of Proposals:

Interested individuals and firms should submit a short proposal to [IDI's Communications Manager](#) comprising of:

- Covering letter, highlighting the supplier's experience of:
 - Relevant communications support services, highlighting any relating to Public Financial Management and Supreme Audit Institutions
 - web-based, online and eLearning courses, digital and print media and translating complex information into visual formats
 - successful campaigns creating significant and trackable impact across multi-media platforms
- CV, including any formal qualifications and indication of your language preferences and competence in undertaking assignments in English, French, Arabic, Spanish and Norwegian
- Portfolio with samples in chosen visual communications support service.
- Proposed fee rates (per hour), in Norwegian Kroner or other specified currency. Estimated cost per product inclusive of three proposals. Please indicate the number of rounds of changes included in the price per hour, and the price for extra round of changes. The supplier may also state if they have different rates for the different services indicated above. (Upon being approached with specific assignments, the suppliers may submit supplementary proposals with the expected number of hours required by them for the assignment.)
- Three testimonials: please provide client contact information and duration/nature of service provided.

Format:

Samples and applications may be submitted in JPG, JPEG, PNG, PDF, MP3, MP4 and other appropriate media that does not require the purchase of bespoke software, and must be in the final source format.

Deadline:

The proposal must be submitted by 15 March 2021.

Selection of Visual Communications Support Service Suppliers for the Framework Agreement:

Selection will be made based on cumulative analysis including creativity of previous campaigns, strength of portfolio, technical qualifications, relevant PFM and SAI experience, best price proposal and so on. IDI reserves the right to decide how many visual communications support services to select for the framework agreement based on the proposals received.

In carrying out the present selection, IDI will process personal data under applicable data protection law ((EU) 2016/679 (General Data Protection Regulation).

An example for selection of graphic designers is detailed below.

Criteria	Maximum Score
Technical #	
Experience in Graphic Design for web pages, portals and eLearning content	30
Formal graphic design qualifications	20
Perceived quality of portfolio with Graphic Design experience	20
Financial	
Fee Rate per hour (based on Norwegian Kroner equivalent at time of evaluation)	30*
TOTAL	100

Proposals must score at least 60% on the technical evaluation to be considered eligible

* The lowest priced fee rate of CVs considered eligible will be scored at 30, others will be scored according to the following formula: score = (lowest fee rate / quoted fee rate) * 30

Illustrative examples:

Please see below for examples of the kind of material and services we are looking for. The list is not exhaustive and we encourage applicants to be creative in their samples and portfolios.

- Website graphic elements
- Social media post
- Logo and related family of logos/icons
- Infographics
- Animated video
- Photographic video
- Live/direct-to-camera video
- Editable templates (MS)
- EDM template
- Brand coordination through complex

Contact details:

Please send your proposal in the first instance to Ms. Jill Marshall, Communications Manager, email jill.marshall@idi.no, mobile +64 28 408 6329

Please Cc/copy in Ms. Caterina Raschetti, Communications Coordinator, email caterina.raschetti@idi.no