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## TERMS OF REFERENCE FOR ENGAGEMENT OF VENDOR TO DELIVER GRAPHIC DESIGNS AND PRINTING OF VARIOUS PIND PUBLICATIONS/COMMUNICATIONS COLLATERAL

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The Foundation for Partnerships Initiatives in the Niger Delta (PIND Foundation) is a non-profit organization that promotes peace and equitable economic growth in Nigeria's Niger Delta region through multi-stakeholder partnerships. This work is funded with the support of the Chevron Corporation and other esteemed partners and collaborators. PIND works closely with numerous partners to implement collaborative market-based, community-owned programs to mitigate conflicts and boost economic opportunities for local businesses, ensuring that economic progress occurs in a systemic, inclusive, and sustainable manner. With an overarching goal of reducing conflict and poverty in the region, the Foundation has two main programs supported by four key enablers. They are:

- An **economic development program** focused on generating opportunities for pro-poor market development and employment generation.
- A **peacebuilding program** that strengthens conflict resolution mechanisms for enabling integrated peace and economic growth
- The **enablers**: PIND's program delivery is enabled by an integrated approach encompassing capacity building, advocacy, communications, gender, and social inclusion.

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### PROJECT BACKGROUND

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PIND's third strategic phase plan (2020-2024) has positioned Communications as a strategic enabler to the organization's two core program areas of economic development and peacebuilding. Findings from a Participatory Strategic Review (PSR) of PIND's partners and stakeholders, which took place in 2019, noted that PIND has low publicity and visibility of its programs and accomplishments. Stakeholders strongly believed that strategic communications and visibility are essential and recommended that the communication of achievements and program results be upscaled to raise visibility and enhance the reputation of the Foundation. Raising visibility means getting people to know about PIND, talk about PIND, and engage with PIND so its reputation can become stronger to attract target stakeholders to support PIND's cause, partner with PIND, fund PIND's programs and replicate PIND's proven models.

In response to this, PIND's strategic communication objective in the new phase is to increase the level of awareness of PIND and its programs to enhance its reputation and credibility as a thought leader, go-to organization, catalyst, and convener among traditional donors, federal and state governments, private sector investors, the media and PIND internal stakeholders. This positioning is expected to, in turn, help PIND to influence spending on new projects that reduce conflict and poverty in the Niger Delta, as well as raise funds for its programs and organizational sustainability.

One essential approach to achieving this objective is to ensure the production of knowledge products and brand collaterals and materials; hence PIND requires the services of a designer (firm or individuals) to support its goal attainment.

**PURPOSE OF ASSIGNMENT**

On an annual basis, PIND hosts events and activities and participates in other external ones that provide opportunities to showcase and promote its brand. In most cases, this is done through the use of publications and other communication collaterals. Furthermore, as a thought leader, the Foundation also produces knowledge products such as case studies, practice papers, annual reports, research/studies, impacts assessment learning stories, etc., for dissemination to target stakeholders and use at knowledge-sharing forums.

Previously, these items were procured on a need basis, leading to several procurement processes annually, which has proven to be an inefficient use of time and has contributed to delays in meeting communication needs. To improve the timeliness and efficiency of procuring the promotional communication collaterals and knowledge products, it has become imperative to engage an excellent master designer who would be responsible for designing assigned products as and when needed. Doing so would also enable the successful master vendor to plan in advance and be ready to deliver these designs cost-effectively, on time, and to excellent quality.

PIND requires all graphic designs to showcase key elements of PIND branding at all times. Creative designs should also be clear, professional, and aesthetically appealing. The organization does not compromise on quality, and its high standards should be visible on all its design products.

**SPECIFIC OBJECTIVES**

The objective of this assignment is to engage a competent Master Designer who would be assigned to design and print (on need basis) a wide range of publications and other communication collaterals for PIND's use. Designer(s) would be selected based on demonstrated expertise and experience.

**ACTIVITIES AND TIMELINES**

S/N	Description of activities	Deliverables	No of days	Associated Deliverables (Codes)	Delivery Date
<b>Design PIND's Peacebuilding and Conflict Mitigation Success Stories 5-Page Case Studies</b>					
T1	Develop 3 design options for the 2 draft case studies using PIND brand guidelines and share for copy-editing review	Selected design option for case study design shared for review and approval	5	D2	May, 2022

T2	Incorporate all feedback provided from copy-edit review and finalize case study designs	Finalized case study approved	3	D2	May, 2022
<b>Design PIND Solutions Journalism Grant Case Report (25 pages)</b>					
T3	Develop 3 design options for the report using PIND brand guidelines and share for copy-editing review	Selected design option for case study/report design shared for review and approval	5	D3	May, 2022
T4	Incorporate all feedback provided from copy-edit review and finalize case study designs	Finalized case study approved	3	D4	May, 2022
<b>Design of 2021 PIND Annual Report (60 Pages) and Printing of 150 copies of the report</b>					
T5	Develop 3 design options for the report using PIND brand guidelines and share for copy-editing review	Selected design option for case study/report design shared for review and approval	5	D5	May, 2022
T6	Incorporate all feedback provided from copy-edit review and finalize annual report designs	Finalized annual report approved	3	D6	May, 2022
T7	Print 150 copies of the finalized and approved 2021 annual report	150 copies of approved design of the PIND 2021 annual report printed according to provided specification	3	D7	May, 2022

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**Design of Delta State Agricultural Policy Report (86 pages) and Printing of 150 Copies of the Report**

T8	Develop 3 design options for the report using PIND brand guidelines and share for copy-editing review	Selected design option for case study/report design shared for review and approval	5	D8	May, 2022
T9	Incorporate all feedback provided from copy-edit review and finalize case study designs	Finalized case study approved	3	D9	May, 2022
T10	Print 150 copies of the finalized and approved policy report	150 copies of approved design of the policy report printed according to provided specification	3	D10	May, 2022

**Branding Support to the Oil Palm Access to Quality Seedling Workshops in Delta, Rivers, and Ondo States and Design Post-Workshop Reports (35 pages each)**

T11	Design of branded backdrop banners (10ft x 6ft – subject to change) for each state workshop	Branded backdrop banners designed according to approved	2	D11	TBD
T12	Design of workshop program, tags, and relevant souvenirs/branded items	Workshop Program designed, tags and other relevant souvenirs/branded items produced according to instructed quantity (this can be benchmarked at 150 for the sake of reference in the quotation)	2	D12	TBD

T13	Design and produce 3 events branded roll-up banners (3ft x 7ft dimensions – width by height) for each state workshop	3 events branded roll-up banners (3ft x 7ft dimensions – width by height) for each state workshop produced	3	D13	TBD
T14	Design 3 post-workshop reports for each state workshop event	3 post-workshop reports for each state designed and approved	3	D14	TBD
T15	Print approved designed 150 copies of each state post-workshop reports for event	150 copies of 3 workshop reports printed	2	D15	TBD
<b>Design and Print 150 Copies of PIND’s 70-page Report on Multiple Taxation</b>					
T16	Develop 3 design options for the case report using PIND brand guidelines and share for copy-editing review	Selected design option for case study/report design shared for review and approval	5	D16	May, 2022
T17	Incorporate all feedback provided from copy-edit review and finalize case study designs	Finalized case study approved	3	D17	May, 2022
T18	Print approved designed 150 copies of the report	150 copies of the approved design printed	3	D18	May, 2022
<b>Design and Print 150 copies of PIND’s 1-pager Marketing brief</b>					
T19	Design 3 options of 1-pager PIND Marketing Briefs about PIND	Selected designed 1-pager PIND Marketing Brief approved	5	T19	June, 2022

T20	Print 150 copies of marketing briefs according to industry-standard specification	150 copies of the designed PIND marketing briefs printed according to industry standard	3	T20	June, 2022
<b>Design and Print 15-pager PIND brochure</b>					
T21	Design 3 options of the 15-pager PIND brochure	Selected 25-page brochure option designed for printing	2	D21	June, 2022
T22	Print 150 copies of the 25-pager PIND brochure according to industry-standard and approved specifications	150 copies of the 25-pager PIND brochure printed	3	D22	June, 2022
<b>Production of roll-up banners for PIND and each of its programs/projects (3ft x 7ft dimensions – width by height)</b>					
T23	Design 3 options for roll-up banners and use selected design to produce 11 PIND and program/projects roll-up banners - 3ft x 7ft dimensions	designs of 11 roll-up banners for PIND and each of its programs/projects approved	5	D23	June, 2022
T24	Production of 11 roll-up banners for PIND and each of its programs/projects approved	11 roll-up banners for PIND and each of its programs/projects produced as approved	3	D24	June, 2022
<b>Branding Support to PIND's Business Service Providers (BSP) Stakeholder Linkages Forum Port Harcourt</b>					
T25	Design of branded backdrop banners (10ft x 6ft – subject to change) for each state workshop	Branded backdrop banners designed according to approved	2	D25	TBD

T26	Design and produce 3 events branded roll-up banners (3ft x 7ft dimensions – width by height) for each state workshop	3 events branded roll-up banners (3ft x 7ft dimensions – width by height) for each state workshop produced	3	D26	TBD
<b>Design Perception Study to Evidence Impact of the Peacebuilding Program in Niger Delta Report by PIND (50 pagers)</b>					
T27	Design 3 options of Perception Study Report	Selected options of designed Perception study report approved	5	D27	TBD
T28	Print 150 copies of marketing briefs according to industry-standard specification	150 copies of the designed PIND marketing briefs printed according to industry standard	3	D28	TBD
<b>Design at least five (5) key PIND communication collaterals (This would be on a request basis and will have its scope of work developed for each specific request for budgeting and approval)</b>					
T29	Design 3 options of PIND communication collaterals	Selected designed communication collaterals approved	5	D29	TBD
T30	Print 150 copies of PIND communication collaterals according to industry-standard specification	150 copies of PIND communication collaterals printed according to industry standard	5	D30	TBD

**DURATION**

This contract is expected to run until 31 December 2022. Additional scope of work would be added to the contract during the duration where the need arises under a work order with its agreed budget.

**COSTS**

The cost proposal for this assignment must be presented as professional fees, with the cost for reports or document designs charged per page.



Professional fees, which shall be subject to the appropriate withholding tax and will be paid on successful completion of each deliverable.

**Invoices submitted should be tax law compliant (tax invoice), meaning they should have the vendor/consultant's tax information - Tax ID (TIN) and relevant tax authority (the state where the TIN was generated).**

#### QUALIFICATIONS

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Interested vendors must have demonstrable expertise and experience in designing any of the items they desire to bid for. This means showing clear evidence of having designed the same item to high quality; Designers must also have evidence that samples being presented were actually designed by them - samples without such evidence will be discounted.

#### HOW TO APPLY

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A cost proposal and a 2-page proposal as separate document should be emailed to [procurement@pindfoundation.org](mailto:procurement@pindfoundation.org) alongside the following mandatory item/supporting documents listed below. The subject of the mail should be **“Graphic Design and Printing”** and the complete applications should be submitted **not later than 5PM Nigerian time on May 12, 2022**. The proposal should demonstrate proposed ideas/tactics of how to achieve the outputs to time and to quality (innovation and creativity), and 5 sample designs of previous jobs including at least three of the under listed:

- 1 Banner design
- 1 Creative publication design
- 1 Corporate Brochure design
- 1 Calendar design
- Other corporate design items (souvenirs, executive diaries, pens, note pads, etc.)

#### **Mandatory Required items from vendors/consultants who intends to bid any work or service in PIND**

1. Certificate of Business Registration/Mean of Personal Identification
2. Profile of organization or Resume in case of a consultant
3. Completed PIND biodata form in case of consultants
4. Most Recent Tax Clearance Certificate
5. Tax Identification Number
6. Full physical contact address
7. Bank Reference Letter
8. Bank details as follows:
  - I. Name of Account
  - II. Account Number
  - III. Name of Bank
  - IV. Address of Bank

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**Non-Discriminatory Clause:**

PIND Foundation provides equal opportunity in employment and engagement for all persons, vendors, and contractors and prohibits unlawful discrimination and harassment in all aspects of a contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion or any fact.

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