

## TERMS OF REFERENCE

### CONTENT CREATION - GRAPHIC DESIGN

#### 1. Introduction

FSD Africa wishes to contract a consultant (the “Consultant”) on a retainer basis from 01 April 2024 up to 31 March 2025 to support the FSD Africa Strategic Communications & Engagement Pillar in the delivery of a variety of graphic design products for digital campaigns and internal communications (the “Services”).

In order to influence key market players, it is vital for FSD Africa to be able to produce across-the-board high quality, inspiring content that highlights the impact of our interventions and our ground-breaking innovative programmes, ensuring FSD Africa is seen as a thought leader in the space. As well as to deliver key values of our organisation, FSD Africa is committed to empowering their staff on being change agents who are committed to a sustainable future.

Quality content is key to deliver FSD Africa’s advocacy goals, and create systemic, sustainable change in Africa’s financial markets. FSD Africa reserves the right to make multiple awards based on the results of this bid.

#### 2. About FSD Africa

FSD Africa is a specialist development agency making finance work for Africa’s future. Based in Nairobi, FSD Africa’s team of financial sector experts work alongside governments, business leaders, regulators and policy makers to design and build ambitious programmes that make financial markets work better for everyone. Established in 2012, FSD Africa is incorporated as a non-profit company limited by guarantee in Kenya. It is funded by UK aid from the UK government.

We believe that investing in building a financial system that is transparent, stable and accessible creates the conditions for a fair and sustainable future, where inequality is reduced, corruption is tackled, and where individuals, businesses and governments alike are able to prepare for future challenges, from climate change to political instability. From our headquarters in Nairobi, our team of financial sector experts work alongside governments, business leaders, regulators and policy makers to design and build ambitious programmes that make financial markets work better for everyone. We have a specific mandate to invest in breakthrough, innovative ideas that we believe can have a transformative impact.

Please find more details about FSD Africa on our website at [www.fsdafrica.org](http://www.fsdafrica.org)

#### 3. Scope of work

As part of the assignment for FSD Africa, the Consultant will undertake a variety of graphic design assignments – reports, & publications, brochures, social media/digital assets, infographics and short animations, consistent with the existing FSD Africa brand guidelines – with the scope for each piece of work being agreed in due course with the Manager, Content and Communications.

#### 4. Invitation to bid

Your proposal should contain:

- CVs (maximum 3 sides of A4 paper each) of key individuals, tailored to the assignment
- Outline of team structure (if applicable), including roles and responsibilities of team members

- A summary of your relevant experience for the assignment including a minimum of four (4) client reference statements as a testament to the relevant work experience
- A short description of your understanding of the role of the Consultant and the approach to be used as outlined in these Terms of Reference
- A description of how you intend to fulfil the services and confirmation of your ability to meet the timelines

Your proposal, which should not exceed 13 pages (excluding annexures) should be sent by email to [bids@fsdafrica.org](mailto:bids@fsdafrica.org) by **09 May 2024 at 1200hrs (EAT)**.

## 5. Basis of award

FSD Africa will award a contract to the consultant based on the following criteria, using the most economically advantageous tender approach:

Mandatory requirements
High-quality production and innovative graphic design (verified through sample work/diverse portfolio)
Ability to deliver against required timelines/deadlines
Pricing (daily or hourly rate) based on average market prices
Experience in development communications work across Africa

Assessment criteria	Weighting (%)
Experience in design publication work for similar organisations (including samples of previous work)	40%
Customer responsiveness	30%
Fee basis and total costs $FS = 30\% \times LB/BP$ where: FS = is the financial score LB = is the lowest bid quoted BP = is the bid of the proposal under consideration The lowest bid quoted will be allocated the maximum score of 30% <b>Fee quoted must be inclusive of taxes and expenses where applicable</b>	30%
<b>Total</b>	<b>100%</b>

## 6. Project deliverables and timings

The Consultant will be expected to submit a written quotation for each assignment on request, and FSD Africa will commit in writing for the work. This commitment will specify fees to be paid for each assignment, timelines, any other costs and any special conditions for the job.

## 7. Fees and Expenses

The Consultant will be responsible for providing a detailed invoice that includes a breakdown of days worked, tasks completed and any other agreed-upon costs. Payments will be made within 30 days of invoice receipt at the end of each month, contingent upon the satisfactory completion of the agreed-upon deliverables for that period.

The Consultant will be expected to outline any potential additional expenses that may arise outside the scope of the standard daily rate, such as costs for special software or images that may be required for specific projects. These expenses must be pre-approved by FSD Africa before being incurred.

## 8. Contact

Questions and reporting in respect of these terms of reference should be directed to [bids@fsdafrica.org](mailto:bids@fsdafrica.org) on or before **12:00pm, 02 May 2024 (EAT)**. Responses will be forwarded by **5:00pm, 3<sup>rd</sup> May 2024 (EAT)**.

## 9. Applicable Taxes

As per Kenya's tax law, FSD Africa will pay the Consultant after withholding the appropriate taxes at the applicable rate between Kenya and the Consultant's country of tax residence, considering any tax treaties in force. It is the responsibility of the Consultant to keep themselves apprised of these applicable taxes. The below table however provides guidance on the applicable rates as per tax regimes

Country	WHT Rate
Kenya	5%
United Kingdom	12.5%
Canada	15%
Germany	15%
India	10%
Non-resident rate for citizens of EAC member countries	15%
All other countries	20%

**.Annex 1: Proposed Fee Schedule**

Costs should be shown separately in the format set out below. Fees proposed by tenderers should be inclusive of all taxes

<b>Consultancy fees*</b>	<b>Days</b>	<b>Fee USD/GBP</b>	<b>Total USD/GBP</b>
xx			
xx			
<b>Total remuneration</b>			<b>0.00</b>
<b>Reimbursement costs**</b>	<b>Unit</b>	<b>Cost USD/GBP</b>	<b>Total USD/GBP</b>
xx			
xx			
<b>Total reimbursement cost</b>			<b>0.00</b>
<b>Total proposed costs</b>			<b>0.00</b>
<i>*Fees incl of all taxes</i>			
<i>**Expenses to be reimbursed on actual costs as per FSD Africa's travel policy</i>			