



Terms of Reference (ToR)

Digital Communications Products for the EcoLogistics Handbook

Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability

Contact

Requested By: ICLEI – Local Governments for Sustainability e.V.

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Location: Bonn, Germany

ICLEI BACKGROUND

ICLEI – Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient, and circular development.

ABOUT THE ECOLOGISTICS HANDBOOK

The ICLEI [EcoLogistics: Low carbon freight for sustainable cities](#) project focuses on capacitating governmental and non-governmental actors to build strategies and policies to promote low-carbon and more sustainable urban freight through local action and national support in Argentina, Colombia and India.

As part of the project, an **EcoLogistics Handbook** will be developed, which will capture the process undergone in project cities and serve as a guideline for local governments to plan, develop and implement urban freight action plans. This Handbook, available in **English and Spanish**, will be disseminated globally to other local governments through the existing ICLEI network and networks of ICLEI EcoMobility partners.

The project requires the Handbook to be delivered as a PDF (print version). The PDF version is estimated to be **35-40 pages of content (6500 words) (A-4), 6 Chapters, 12 Subchapters, 5 tables, and 9 figures plus 6 infographics**. The contents are required to be transformed into comprehensive infographics. Allowing the development of an **interactive product**¹.

OBJECTIVE

ICLEI is seeking an agency/studio/individual (hereafter referred to as 'firm') that can provide a graphic designer to support the design, technical development, and delivery of:

- 1) **PDF-based Handbook** (including infographics)
- 2) **Interactive Product**¹ is available to embed in the [Sustainable Mobility website](#) as a source from the designed PDF with 6 interactive infographics.

The primary target audience is city leaders, transport professionals, and practitioners looking for transportation posts, resources, methodologies, and tools recommendations.

¹ **Interactive product** can be a:

- Interactive publication embedded in the [Sustainable Mobility website](#) (WordPress based).
- Interactive mini-website embedded in [Sustainable Mobility website](#)
- Interactive pdf available to embed in [Sustainable Mobility website](#)



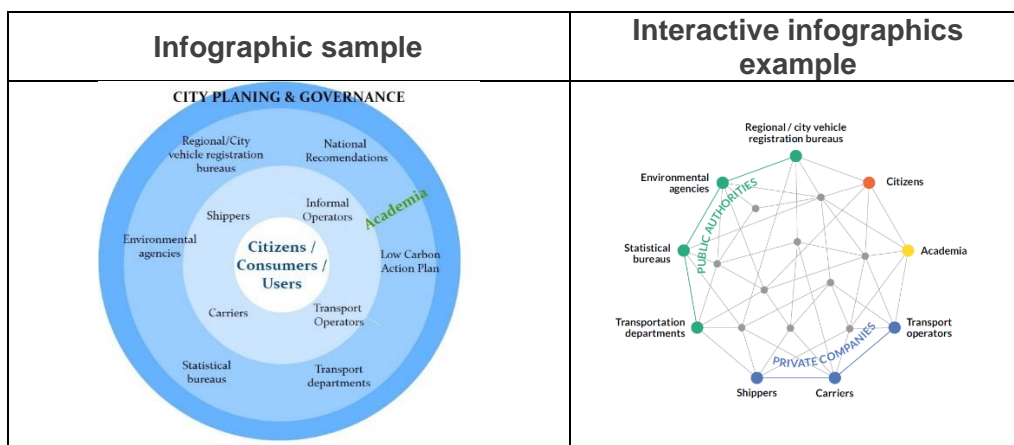


SCOPE OF THE SERVICE

The firm is expected to produce the products outlined below:

1. ACTIVITY 1 - PDF-based EcoLogistics handbook

- Including infographics and visuals in vector format.
- The Handbook will consist of different processes that project cities underwent as part of the EcoLogistics project.
- We expect to have up to 40-A4 pages of content
- 6500 words (Including short text, titles, bubbles, and forewords)
- 9 unique infographics
- 6 interactive infographics



2. ACTIVITY 2 - Interactive Product¹. ICLEI will provide the URL and host the Handbook on www.sustainablemobility.iclei.org. The interactive Handbook will consist of different processes that project cities underwent as part of the EcoLogistics project. And it is based on the PDF delivered for **ACTIVITY 1**. The aim is to create engagement and a more accessible and interactive report.

○ Website details

sustainablemobility.iclei.org uses		
Category	Software	Version
Blog, CMS	WordPress	5.9.3
Landing Page Builder, CMS	wpBakery	
Programming Language	PHP	
Database	MySQL	
CDN	Cloudflare	

3. Provide easy linkage between mini-website and interactive digital publications, including videos and visualizations hosted on the website.
4. Additional communication products that can be used on social media platforms from the pdf report (e.g., layouts, icons, wallpapers and all graphic content) can be agreed upon.

**** We highly recommend delivering all products in Adobe software.**



The firm will be responsible for delivering the **ACTIVITY 1 - PDF-based EcoLogistics handbook** and **ACTIVITY 2 - Interactive Product**. ICLEI will provide the Handbooks structure, content, and mock-up of different graphic elements (including pictures). The firm will co-develop storyboards for the EcoLogistics Handbook and execute their production. The designer will collaborate closely with the ICLEI Sustainable Mobility team and the communications team to finalize a concept strategy (design elements, design guidelines, logos, color scheme, communication strategy, etc.) based on the provided content. In line with the concept strategy, the firm will be responsible for the following:

ACTIVITY	DESCRIPTION
1 - PDF-based EcoLogistics handbook	<ul style="list-style-type: none"> Development of layout, concept, graphics, and visualization align with content. Discussion and revision of developed graphics, visualization, storyboard Development of comprehensive infographics. Final layouting in English & Spanish*
2 - Interactive Handbook	<ul style="list-style-type: none"> Design and development of an interactive handbook. Deployment and integration into the Sustainable Mobility Website. English* Post-deployment support for any bug fixes for up to 3 months (post-integration) Ensure the performance of the website is ensured at all connection speeds. Create animations for illustrative purposes and interactive visuals or videos.

* ICLEI will provide language support for content in Spanish.

TIMELINE

The contract will run from **September to November 2022, starting after evaluating** proposals. The firm will be responsible for providing the designer and web programmer with computers, internet access, printers, software, and other materials required to execute the deliverables and outputs stated.

No.	Deliverables	Duration (approx.)
1	Development and delivery of storyboards and sketches for a pdf version of the EcoLogistics handbook. ACTIVITY 1	25 working days
2	Delivery of other communications and digital products.	10 working days
3	Development of Interactive product for EcoLogistics handbook. ACTIVITY 2	45 working days

INSTITUTIONAL ARRANGEMENT

The firm will report directly to the Sustainable Mobility Office at ICLEI World Secretariat.

- The firm or the team assigned to execute this contract will update the ICLEI Office weekly and will be required to report expected outputs within a mutually agreed timeline.
- The need for more frequent or less frequent meetings will be assessed as the project evolves. A kick-off meeting will be held as an initial step in coordination.



- Project management and communications will be handled primarily through a project management platform **Asana**.
- All the graphics, visuals, animations, and videos produced by the firm should be handed over via cloud platform in raw form (**InDesign or Illustrator file, vector format**). It will be the sole property of ICLEI. Due credit will be provided to designers on the publication and website. The firm may link the final output for its portfolio. The content should not be reused for any other purposes by the firm.

FIRM EXPERTISE & EXPERIENCE

The firm should be a studio or an agency that provides graphic design solutions capable of delivering web design solutions with a particular focus on branding. The prospective service provider may apply for graphic designer(s) services.

GRAPHIC DESIGNER REQUIREMENTS

- **Experience:** Professional experience in graphic design for website development for a wide range of clients proved through a portfolio. The designer must be a specialist in branding and building visual concepts and storytelling.
- **Competencies:** proven advanced skills in current graphic design practices and web production software, including Adobe CSS (Photoshop, Illustrator, InDesign, Dreamweaver, After Effects); experience making creative sketches and illustrations for digital platforms; proven expertise in mobility-related work is desired.

WEB DEVELOPER - WEB DESIGNER REQUIREMENTS

- **Experience:** Professional experience in web-based systems and implementation, including experience in developing interactive visualizations and visual storytelling. As the web programmer will be working closely with the designer, they should have experience and/or background in design.
- **Competencies:** experience with CMS – open-source, proprietary and custom solutions; knowledge and experience in website design and usability; experience working with designers and executing design concepts into web versions; excellent debugging and optimization skills; **proven experience in mobility-related work is desired.**

KEY SELECTION CRITERIA

The selection of the contractor will depend on:

Criteria	Specific Criteria	Value coefficient
Price	(Minor price)	30%
Relevant experience	Execution of Handbooks and graphic material Execution of Interactive Material Execution with interactive webs Storytelling products Visual concepts	30%
Quality	Develop products related to transport and mobility Develop products related to logistics and freight transport	30%
Flexibility and timeline	If Activity 1 is guaranteed to be delivered before 40 labor days of the contract, it will qualify for 5% extra points. If Activity 2 includes a Spanish version of the website, it will qualify for 5% extra points.	10%



PROPOSAL REQUIREMENTS

The submission can be made in any format and should include:

- The firm's specific interest in the project and availability
- Profile and prior experiences
- Portfolio of at least 3 examples illustrating capacities and style
- The proposed rate (in Euros) for carrying out the work, **ACTIVITY 1 - PDF-based EcoLogistics handbook, and ACTIVITY 2 - Interactive Product (English)**, including VAT and any other taxes (if applicable).

PAYMENT

The payment is in EUR, including VAT and taxes or transfer rates.

- 30% After Kick-off
- 40% After delivery of Activity 1
- 30% After Delivery of Activity 2

Proposals should be emailed to ecologistics@iclei.org. Please mention "Submission of Proposal: EcoLogistics Handbook" in the subject line. The deadline for receipt of proposals is **11:59 pm CET (23:59) on the 21st of September 2022**. All received submissions will be acknowledged but only short-listed candidates will be contacted.