



Terms of Reference (ToR)

Framework Contract for Graphic Design Services

Selection Documentation for Goods, Works & Services

For ICLEI – Local Governments for Sustainability

1. Details

Requested by: Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat

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Date posted: 3 June 2025

Deadline for submission: 17 June 2025

Location: Bonn, Germany

2. ICLEI background

ICLEI – Local Governments for Sustainability is a global network working with more than 2,500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for zero emission, nature-based, equitable, resilient and circular development.

3. Scope of Services

This Terms of Reference for a Framework Contract supports **graphic design services** to the ICLEI World Secretariat, located in Bonn, Germany.

The selected provider(s) will work closely with ICLEI's Global Communications Team to produce high-quality visual content, including promotional materials, social media graphics, infographics, reports, event branding, and design for online and print publications.

The service provider(s) will ideally achieve impactful and engaging designs that resonate with a global audience and support ICLEI's mission. They will provide key visual content in consultation with ICLEI staff, create and develop design concepts, incorporate feedback, and finalize projects within agreed timelines.

The service provider will deliver assets that align with and capture the look and feel of ICLEI branding or project or initiative branding, or other branding guidelines that are provided by ICLEI. The assets should look aligned with ICLEI's current offerings and not be perceived as being produced outside of ICLEI's own staff.

In the case of a service provider being selected for a Framework Contract and invited to submit a bid on a work order, the work order may contain the following deliverables:





- Design of promotional and communication materials (e.g., brochures, banners, posters)
- Creation of infographics or visual data representations
- Branding and visual identity for events or campaigns
- Design for social media posts and templates
- Layout and design for reports and publications

These deliverables should result in successful campaigns with high engagement and visibility prior to targeted events, project milestones, or launches.

4. Participation in a Framework Contract with ICLEI

ICLEI is looking to build a pool of experts in graphic design that it can easily mobilize without going through a full tender process. To do so, ICLEI will recruit up to four (4) service providers, which will be linked to ICLEI through a Framework Contract for a duration of four (4) years.

During the duration of this framework contract, ICLEI will issue work orders to one or more experts with specific tasks, work plans, deadlines, and a budget estimate for the tasks to be delivered. Once the relevant expert has agreed to the work order, the work can start and will be remunerated at the daily rate agreed upon in the financial proposal submitted during the procurement process of the framework contract.

It should be noted that being selected to be part of the pool of experts does not automatically mean that you will receive a work order, and ICLEI reserves the right not to issue any work order.

After the duration of the Framework Contract, the selected service providers may be invited to participate in another Framework Contract.

5. Duration of the Framework Contract

The Framework Contract will have a duration of **four (4) years**. The Framework contract might be terminated before its end by both parties without prior notice, except if the selected service provider is engaged in the delivery of a work order, in which case it must first finalize it before terminating the Framework Contract.

6. Target Audiences

ICLEI works with many audiences around the globe. Our target audiences include:

- Political leadership and administrative staff of local governments, including cities, towns and regions
- Partners, including other global and regional city networks, international policy organizations, global and regional environmental organizations, researchers and civil society organizations
- Funders, including local government organizations, national governments, private foundations and sustainability-oriented corporations



- Representatives from other levels of government, such as national and subnational governments.
- Journalists, researchers and urban development professionals, who are interested in proven approaches to sustainability in cities, towns and regions.
- 600+ ICLEI staff in 27 global offices

7. Costs to be included in the proposal

In order to evaluate service providers for a Framework Contract, please include your hourly rate clearly in your proposal.

8. Portfolio Reference

To evaluate your suitability for this Framework Contract, please include your portfolio of past work. The portfolio should showcase relevant graphic design projects that highlight your experience in visual communication, branding, and design for both digital and print formats.

9. Practical exercise to be included in the proposal

Please provide a mock offer for the following example of a Work Order. You should write a very brief offer of how you would approach the sample project as well as a timeline and financial estimation for it, so that we can compare the estimated time to complete a project. Note, you **do not** need to create a report for this exercise - we simply need a mock offer to be able to evaluate the services offered.

Proposals that do not contain this practical exercise will not be considered.

Sample Project for Framework Contract: Handbook for Cities

Design **The Handbook for Sustainable and Resilient Cities**, for ICLEI - Local Governments for Sustainability.

What is provided:

- 50-page text document of the Handbook
- 25 potential Photos to be used
- Wireframe of one full-page infographic (to be designed)
- Logos
- ICLEI Visual Brand Identity
- FontAwesome free icons

What should be provided by the service provider:

- Adobe InDesign package for digital use
 - With embedded hyperlinks in the text



10. Terms and conditions

All content, documents, reports, and other materials prepared as part of this assignment shall be the property of ICLEI and shall be handed over upon completion of the assignment. The provider shall not pass on to any third party any data, document, clips, or other materials prepared or obtained during the assignment and 4 years thereafter.

11. Terms of payment

The payment terms are to be discussed and finalized with the selected service providers, including changes to rates based on inflation and other considerations.

Payments will be made in Euros.

12. Evaluation of proposals

Proposals will be evaluated on the following criteria:

- Cost of proposed services (40%)
- Demonstrated past experience and portfolio of similar projects (30%)
- Practical Exercise (30%)

13. Proposal submissions

Interested parties are requested to submit a proposal, including costs in Section 7 and an estimate for the Sample Framework Contract Work Order in Section 9, by 17 June 2025 at 18:00 o'clock Central European Time, to Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat, ariel.dekovic@iclei.org

Queries can also be directed to Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat, ariel.dekovic@iclei.org during this time.