Request for Quotation Notice

Mercy Corps is a non-religious, non-profit and non-governmental international humanitarian organization. Mercy Corps is powered by the belief that a better world is possible. Across the more than 40 countries in which we operate, we are working to address root causes of poverty head on and helping those caught in crisis not only meet their immediate needs but build a brighter future.

Mercy Corps Monitoring, Evaluation and Learning Team is seeking a supplier. Would like to invite interested parties to submit quotes based on the scope of work below.

No	Procurement Number	Category	Deadline of Submission
1.	**HQ523**	Graphic Design- Reduced Access Analysis and Monitoring Toolkit	20 February 2024, 1700Hrs Pacific Time PST

If you are interested in submitting a quote, to Mercy Corps Global Procurement team by **20 February 2024** by 1700hrs according to the guidelines below**.**

- Email quote to gptenders@mercycorps.org with the Procurement number HQ523 in the email subject line.
- Ensure that the following information is present in the quote:
    - **Supplier name**
    - **Supplier address and contact information.**
    - **Registration or Tax Identification number**
    - **Information about the service quoted**
    - **A quoted price**
    - **The date of the quotation**
    - **The validity period of the quotation**
    - **Completion time**
    - **Payment terms**

You are welcome to use your own quote form template or use ours that is found on the web post.

Graphic Design Scope of Work
Reduced Access Analysis Monitoring (RAAM) Toolkit

1. Project Details

Project Title:	**Graphic Design Firm – Reduced Access Analysis and Monitoring Toolkit**
Project Location:	Remote from anywhere
Team:	Mercy Corps Monitoring, Evaluation and Learning Team

2. Timeline

Estimated start date: March 1, 2024

Estimated completion date: May 15th, 2024.

Key review dates and check-ins will be decided upon between the contractor and project manager.

3. Purpose and Objectives Description

The purpose of this project is to create the graphics, visual style, and layout for the RAAM (Reduced Access Analytics Methods) Toolkit. The toolkit is an open-source resource for the humanitarian sector, supporting programs operating in conditions of limited or no physical access to their target areas. The toolkit content is already developed and currently being finalized and packaged for design.

The main objectives of the project are:

1. To establish visual themes, iconography, and typography that will give the toolkit a consistent and professional appearance.
2. To design a user-friendly layout for the toolkit with clear flow between different sections and tools, allowing users to easily navigate and access the toolkit's features, tools, and resources.
3. To create graphics that summarize/illustrate key concepts of the toolkit.

The final toolkit must be easy to navigate, visually appealing, and accessible for users with disabilities.

4.   RAAM Background

Humanitarian practitioners increasingly operate in reduced access contexts where programs cannot conduct normal direct monitoring and oversight. As humanitarian practitioners are forced to monitor activities from afar, they often rely on simple yet time-intensive validation processes, with increased reliance on data provided by local sub-grantees/sub-contractors, local contacts, third party monitors, or remote surveys. In reduced access contexts, where direct monitoring and oversight are limited, humanitarian practitioners face the challenge of monitoring programs from a distance and making informed decisions based on various validating sources and data gathered through systematic qualitative and quantitative methods.

The Reduced Access Analytical Methods (RAAM) project is a USAID BHA-funded project intended to create, pilot, and publish a toolkit that supports program Monitoring, Evaluation, & Learning (MEL) teams operating in reduced access and remote contexts. The purpose of this toolkit is to enable program teams to employ systematic quantitative and qualitative approaches, generating supplementary monitoring data and analytics during project implementation.

5.   RAAM Toolkit Description

The RAAM Toolkit provides teams with resources which are diverse in terms of the data needed and analysis methods employed. Each method includes a set of guidance materials, including a step-by-step matrix template, explanatory notes accompanying each step of the process, exercises, and lists of supplementary resources. Additionally, there are several guidance documents and tipsheets focused on supporting users to set up and manage cross-functional teams that can deliver RAAM.

The toolkit content currently comprises of both managerial and technical tools. Guidance documents accompany matrices where the users can fill out information as they proceed through the tools. Only specific documents require heavy graphic design, whereas many require organized and consistent formatting. The documents are as follows:

1. Text documents, e.g. guidance, tipsheets, explanatory notes (248 pages)

6.   Audience

The target users of the toolkit are the MEL staff of international and national non-governmental organizations (INGOs & NGOs) who operate programs in reduced access settings. These users will have different personal backgrounds, technical experience, and levels of responsibility. Not all tools in the RAAM toolkit are intended to be used by all users. As a result, it is crucial to ensure that the design of the toolkit is user-friendly and makes it easy to find the information that is relevant to them.

The RAAM toolkit is scheduled to become a published open-source resource in May 2024.

7.   Important information

1. The toolkit will be hosted on the Mercy Corps website. Mercy Corps website managers will handle all webpage setup for the toolkit, but the graphic designer will advise on use of appropriate visuals, iconography, etc. in the webpage to align with the toolkit's visual theme.
2. The toolkit will be translated to French, Spanish, and Arabic, and the graphic design created for the toolkit must be able to accommodate these languages.
3. The toolkit must adhere to 508 USAID-BHA compliance standards.

8.   Deliverables

The Consultant/Contractor will:

- Create layout and supporting graphic elements for user optimization of the toolkit and website interfaces for the toolkit
- Layout content according to the designated sections, ensuring integration in the toolkit creates an overall flow.
- Provide 1-2 rounds of edits
- Provide final products delivered digitally including design files to be archived with MC Communications.

9.   Timeline:

Timeline	Task	Task Owner
Week 1	Conduct induction meeting + share the toolkit content	Mercy Corps
Week 1-3	Share the first draft of the toolkit graphic design, using sample documents from the toolkit to illustrate	Service provider
Week 3	Conduct Round 1 review and share feedback	Mercy Corps
Week 4	Develop key graphics and illustrations based on the feedback	
Week 4-5	Share the updated graphic design with incorporated feedback	Service Provider
Week 5	Handover the final documents	Mercy Corps
Week 6	Share completed designed toolkit	Service Provider
Week 6-7	Conduct Round 2 review and share feedback	Mercy Corps
Week 8	Share the finalized toolkit with incorporated feedback	Service Provide

It is expected that Mercy Corps and the graphic design firm will informally converse or even meet outside of these outlined tasks to discuss ideas, clarify feedback, and get other input as needed. provides final content for concept development and production (draft content is acceptable). The graphic designer will build out concepts of different sections of the toolkit (cover and various sections) and provide design samples for feedback.

10.   Communication

The Contractor/Consultant will report to: Rasha Jaradat, Senior Remote MEL Advisor

11. Selection Criteria

Criteria	Description	Weight
Portfolio Quality	Portfolio shows high-quality previous work, especially in Humanitarian sector	40%
Creativity and Innovation	Previous work demonstrates interesting ideas for graphic design and methods of communicating information	20%
Timeliness and Reliability	The submitted work plan is aligned with proposed timeline	20%
Cost Effectiveness	Reasonable and competitive pricing	20%