



U.S. Overseas
Cooperative
Development
Council



SOLICITATION TYPE: REQUEST FOR EXPRESSION OF INTEREST

SOLICITATION NO.: CRED_43

DATE OF ISSUANCE: August 8, 2022

CLOSING DATE: September 30, 2022

TITLE: Preferred Providers of Design Services

The U.S. Overseas Cooperative Development Council (OCDC) and its International Cooperative Research Group (ICRG) is requesting expressions of interest from individual consultants and firms (hereinafter “consultants”) to provide graphic, layout and related design services for the reports and documents produced by the ICRG. The selected vendors will be a preferred provider contracted for “on call” assignments for a year.

I. Background

The U.S. Overseas Development Council (OCDC) is a member association of cooperative development organizations (CDOs) working internationally, principally on the Cooperative Development Program (CDP) funded by the U.S. Agency for International Development (USAID). The International Cooperative Research Group (ICRG) is a division of OCDC and serves as a learning center for the CDOs and an innovative research institution. The ICRG performs research, education, and dissemination activities to strengthen its programming and international cooperative development globally.

The ICRG carries out original, solution-oriented research and supports the members of the OCDC through designing and executing cooperative development programming that strengthens governance, leadership, gender empowerment, youth engagement, financial management, market performance, and advocacy. We are seeking to engage with a designer to develop illustrations, data displays and other designs powered by information for making visually appealing reports and other products for digital and/or physical publication.

II. Request for Expression of Interest

This request is intended to:

- Obtain details concerning the interest and qualifications of consultants in the anticipated requirements described herein;
- Obtain information on the level of capacity of potential contractors relative to the tasks and objectives described herein;

ICRG and OCDC invite eligible consultants to indicate their interest in providing design services to support our various research products and reports.

This request is intended to identify, vet, and shortlist a pool of firms or individuals that can be contracted for individual design assignments in the coming year.

Applicants will be reviewed on a rolling basis through September 30, 2022.

III. Description of anticipated Tasks and Objectives – Technical Overview

Period of Performance and Indicative LOE: August 2022 to August 2023.

OCDC and the ICRG are seeking at least two preferred providers we can contract with to engage throughout the year as needed. There will be 5-10 engagements over the period.

The scope of work is the following:

- Meet with writing team to create design briefs and determine requirements for each product including capturing the messaging of the research or other product
- Provide creative input and concept for each product
- Schedule projects with clear timelines and define any potential budget constraints
- Conceptualize visuals based on requirements including intentional graphic placement with an eye toward emphasizing particular report segments
- Prepare rough drafts through the design process and present additional ideas during synthesis of design brief
- Develop illustrations, data displays and other designs powered by information provided by writing team
- Use the appropriate ICRG and OCDC colors and layouts for each graphic
- Work with writers and staff to produce final design
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand
- As-needed availability to respond to graphic design requests
- Recommend any other design elements to ensure a professional product.

IV. General Instructions:

All responses to this EOI must be submitted by the due date via email to submissions.researchgroup@ocdc.coop with the subject line: Designer EOI – NAME.

To be considered, interested individuals or organizations should submit their Expression of Interest and any relevant information relative to the illustrative tasks outlined above. Before appendices, expressions of interest should be no more than 2 pages in length. Responses must include:

1. Contact information (full name and address of the individual/organization, telephone numbers, e-mail addresses, contact person, and website, if any);
2. Legal Status (e.g. individual, organization);
3. Brief presentation of capacity including relevant experience and year(s) in business;
4. A brief narrative explaining what makes you/your organization qualified for this action;
5. Desired rates for compensation for work (fee rate per word); and
6. Examples of past work may be included in appendices.

A response to this Request for Expression of Interest does not automatically ensure that you or your organization will be selected to participate in future procurement actions.

V. Evaluation and Selection Process

This EOI is open to **firms or individuals registered in the U.S. or USAID-assisted**

countries with significant experience and the ability to provide design services.

Technical & Cost Evaluation

Criteria	Maximum Possible Points
A. Technical	
Past performance: Previous successful experience in similar activities.	50 (Maximum Possible Points)
B. Cost	
Reasonableness of proposed budget based on the scope of activities proposed.	25 (Maximum Possible Points)
C. Personnel & Management	
Key personnel has an appropriate level of qualification, experience, and availability to support report and other product design projects on an ad hoc basis.	25 (Maximum Possible Points)
Maximum Score:	100

VI. Disclaimer and Protection Clauses

- This EOI is not mandated to result in the direct issuance of a contract
- ICRG may cancel this request for expression of interest
- ICRG may reject any or all responses
- ICRG reserves the right to disqualify any offer based on the offeror’s failure to follow EOI instructions
- ICRG will not compensate offerors for response to this EOI
- ICRG may choose to award only part of the activities in the EOI or issue multiple awards based on these EOI activities
- ICRG may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed statement of work