



TERMS OF REFERENCE

Recruitment of Graphic Design Individual Consultant for Smart Africa Secretariat

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RFP#:	042/S.A/RFP/04/2021
Release date:	23 rd April 2021
Closing date:	12 th May 2021 05:00 pm (Local time, Kigali)
Contact	For any questions or enquiries, please write to: procurement@smartafrica.org

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1. ORGANIZATIONAL BACKGROUND

SMART Africa is a bold and innovative commitment from African Heads of State and Government and a wide range of stakeholders including the private sector, international non-government organizations, and academia to accelerate sustainable socio-economic development on the continent, ushering Africa into a knowledge economy through affordable access to Broadband and usage of Information and Communications Technologies.

The Smart Africa agenda is led by visionary Heads of State who believe in ICT's power for the advancement and betterment of the African continent. This agenda will lead Africa to the 4th industrial revolution, using the transformative power of ICTs through successful implementation and deployment of major ICT infrastructure, applications, services, and creating locally relevant content for Africa while developing a vibrant ICT industry and creating jobs.

Smart Africa aims to put ICT at the Center of the National socioeconomic development agenda of member countries, improve access to ICT, especially Broadband, improve accountability, efficiency, and openness through ICT. It promotes the introduction of advanced technologies in telecommunication while putting the Private Sector first and leveraging ICT to promote sustainable development.

2. PROJECT BACKGROUND

Over the past decade, Africa has made great strides in enrolling children in school, with some countries providing free primary education for the first nine years. Despite this achievement, the average Human Capital Index (HCI) falls below the average, with one of the highest being 52 on a scale of 100, education being a major determinant factor.

With a population estimated to approximately 1.3bn people who are majorly youthful, ensuring quality jobs to leverage on the continent's demographic opportunity is set to be one of Africa's game-changer. An estimated 15 to 20 million increasingly well-educated young people will join the African workforce every year for the next three decades.

The Smart Africa Digital Academy (SADA) is the delivery vehicle of the Smart Africa capacity building and skills development activities across the various digital skills spectrum. It is a pan-African dynamic learning ecosystem in which African citizens of all ages and social classes can gain or improve their digital skills, gain qualifications, meet the emerging talent needs of employers, industry or be self-reliant.

The birth of SADA was driven by the need to meet a genuine need for sustainable jobs driven by the fact that 15% of the world's working-age population are expected to be from Africa by 2030. The governments of the Smart Africa Member States recognize the urgency to drive inclusion and economic growth through the development and adoption of strategies for education and skills development to build this required future workforce.

Digital skills development at all levels – from basic to competency-based – is required to allow the uptake of new technologies in the economy, increase productivity, support growth while avoiding unnecessary disruptions in the labor market and society.

3. OBJECTIVE OF THE ASSIGNMENT

The Smart Africa Secretariat would like to recruit a full time Graphic Design Individual Consultant to support Smart Africa Secretariate in graphic design requirements with below specific objectives; -

- Using appropriate techniques and tools to create a wide range of graphics, and layouts for Smart Africa's activities, logos, banners, flyers, social media posts, certificates and related
- Design of various graphics for workshops
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations and other designs
- Use the appropriate colors and layouts for each graphic
- Work with communications coordinator to produce final design
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand
- Ensure designs align with our brand's identity and message
- Work closely with communication and marketing team to develop designs

4. SCOPE OF WORK

Design of various graphics related to Smart Africa's projects, initiatives and events for print and digital execution including but not limited to:

- Animations
- Illustrations
- Logo design
- Flyers
- Posters
- Reports
- Publications
- Branding material design
- Brochures
- Mockups
- And any graphic design elements that may advance the mission of Smart Africa.

5. Consultant Selection Requirements:

1. Five (5) years of proven graphic design and illustration experience
2. Copywriting experience is an added value
3. Ability to work methodically and meet deadlines
4. Bachelor's degree in Design, Fine Arts, computer engineering with specialization in Graphic Designs and architecture or related field.
5. Three (3) approved Samples of previous work delivered in the graphic designing and illustrations with clients.
6. Relevant professional certificates is an added advantage

6. General experience and skills:

- Good interpersonal skills with experience in networking
- Creativity and problem-solving abilities
- Ability to work in a team;
- Excellent communication skills
- A keen eye for aesthetics and details
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)

7. Languages:

- Fluency in French or English.

8. Duration of the assignment

- The assignment will be for 8 months working 45 hours per week within the assignment.
- The Individual Consultant will be available on full-time basis to assignments of the Smart Africa' projects

9. Evaluation Criteria

The following model will be used to evaluate all respondents and proposals submitted:

a) **Technical Evaluation Criteria**

Item	Assigned Points	Point Range
<p>Approach, Methodology, and Work Plan <i>including the approach to working remotely with social distancing norms imposed by the Covid-19 pandemic</i></p>		
<ul style="list-style-type: none"> • The relevance of the suggested approach and methodology for the development and designing of 100 pages document 	20	/20
<p>Consultant Experience</p>		
<ul style="list-style-type: none"> • Five (5) years proven graphic designing and illustration experience • Three (3>) and above years proven graphic designing and illustration experience • Between two and three (2-3) years proven graphic designing and illustration experience • Between One-two (1-2) years proven graphic designing and illustration experience 	<p>25</p> <p>20</p> <p>10</p> <p>5</p> <p>0</p>	/25

Less than one (<1) years proven graphic designing and illustration experience		
<ul style="list-style-type: none"> Bachelor’s degree in Design, Fine Arts, computer engineering with graphic designs and architecture or related field 	15	/15
<ul style="list-style-type: none"> Three (3) approved Samples of previous work delivered in the graphic designing and illustrations with clients 	10	/10
<ul style="list-style-type: none"> Three (3) dully signed and stamped Recommendation Letters from previous clients of the similar works/services. 	30	/30

N.B: The interviews for those individuals which secure a minimum score of 80/100 in the technical evaluation will be considered for next steps.

St= Score for the Technical Evaluation

b) Financial Criteria

Once the technical criteria have been evaluated, the costs of all bids will be listed from low to high, and the most technical consultant will be considered for next steps.

10. SUBMISSION REQUIREMENTS FOR TECHNICAL AND FINANCIAL PROPOSALS

A specific outline must be followed to facilitate the Smart Africa Secretariat’s review and evaluation of the responses received.

1. Technical Proposal containing the following: -
 - Updated curriculum vitae and academic documents
 - Three (3) dully signed and stamped recommendation letters /work completion certificates of similar works/services
 - Three (3) Work samples approved by previous clients.
 - Relevant professional certificates
2. Financial Proposal containing the following tables.
 - Monthly fees
 - Breakdown of reimbursable expenses
 - All consultants should quote in Rwandan Francs (RWF) as currency.
 - All bidding consultants should Indicate their preferred payment terms

NOTE: All financial proposals/offers should be password protected and Smart Africa will request for it from bidders who have been qualified in the technical evaluation.

11. SUBMISSION PROCES

Technical and financial proposals must be submitted via email in pdf format showing each the nature of the offer concerned (technical or financial offer), and the consultant’s name and both put in sub folder marked as follow: **042/S.A/RFP/03/2021: “Graphic Design Individual Consultancy for SADA”** not later than **12th May 2021** at, **05:00 PM local time (Kigali)** prompt to the address below:

Smart Africa Secretariat

9th Floor, Bloc C, Makuza Peace Plaza,
10 KN4 Avenue, Kigali, Rwanda
Phone: +250 788-300-581/ 0784013646
Attention: Office of the Head of Corporate Services, Smart Africa.

12. RIGHTS RESERVED

This RFP does not obligate the Smart Africa Secretariat (SAS) to complete the RFP process. SAS reserves the right to amend any segment of the RFP prior to the announcement of a selected firm. SAS also reserves the right to remove one or more of the services from consideration for this contract should the evaluation show that it is in SAS's best interest to do so. SAS also may, at its discretion, issue a separate contract for any service or groups of services included in this RFP. SAS may negotiate a compensation package and additional provisions to the contract awarded under this RFP.

13. ENQUIRIES

Any enquiries will only be received and addressed 3 days or more prior to the bid submission deadline. Prospective respondents who may have questions regarding this RFP may submit their enquiries to procurement@smartafrica.org