

CALL FOR EXPRESSIONS OF INTEREST - GRAPHIC DESIGN SERVICES

1 BACKGROUND

1.1 The International Maritime Organization (IMO) is United Nations Agency based in London. More information on IMO can be found under www.imo.org. One of the technical cooperation projects in IMO is GloFouling Partnerships (<https://www.glofouling.imo.org/>), a joint initiative of IMO with the United Nations Development Programme (UNDP) and the Global Environment Facility (GEF). The main objective of the project is to protect marine ecosystems from the negative effects of invasive aquatic species transferred through biofouling on ships and other marine structures.

1.2 GloFouling Partnerships is expected to develop and publish a series of reports and awareness raising materials that will be part of a toolkit aimed at different types of stakeholders within developing countries and various maritime industries such as shipping, aquaculture, ocean renewable energies, etc.

2 ASSIGNMENTS

2.1 Below are some examples of assignments that the GloFouling Partnerships will be commissioning in the near future:

- Guide for recreational boating. One publication with recommendations aimed at the recreational boating community on how to manage marine biofouling and prevent its role as a pathway for the transfer of invasive aquatic species. The publication will include one-page graphic recommendations that can be used as standalone leaflets to publicize good practices and raise awareness on the issue. Approximate number of pages (Word document): 80.
 - Guides for policy definition on biofouling management. A group of three publications aimed at government policy-makers and providing guidance on the development of national status assessment reports, national economic assessment reports and national strategies. All three publications are complementary and should be created with a similar style. Approximate number of pages (Word document): 120 to 150 (each publication).
 - Other specialized theme reports, with basic graphics and tables. Approximate number of pages: variable
 - Website design. The existing website for GloFouling Partnerships has been earmarked for a re-design and update with a suitable style that can reflect the information and materials generated by the project in the next 4 years.
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3 WORK AND METHODOLOGY

3.1 For publications, the required work entails designing full publications, identifying and applying a suitable overall style, designing key aspects such as front and back covers, internal pages and one-page leaflets; and designing or adapting infographics or other suitable graphic representations to communicate instructions and recommendations to a wide audience.

3.2 For the website, the required work entails replicating the existing website with a new overall style, designing key aspects such as home page, menu, etc. and adding or designing new infographics where relevant. The website design should be made using a platform easily accessible for non-specialists for updating materials and making new entries.

3.3 For every assignment, the graphic designer will be expected to:

- a. Present a proposed timeline for the development of the assignment;
- b. After a first meeting with the IMO team, present initial concept ideas and approaches and a development timeline for review, feedback and comments by IMO;
- c. Further develop the selected concepts, reiterating the designs as appropriate, taking into consideration comments from IMO;
- d. It is expected several iterations may be required, before the concept is fully evolved into a comprehensive design; and
- e. Finalize and submit the specified deliverables to IMO in the required formats and within the agreed timeline.

4 OTHER INFORMATION

4.1 IMO will provide the text and data for any infographics required for the development of relevant materials, and any logos which will need to be included.

4.2 The Graphic designer will be responsible for researching and sourcing any images used in the initial design stages of the product, and right up until just before finalization. IMO and the GloFouling Partnerships project maintain a database of pictures and videos on various aspects of biofouling that can be used for the purpose of illustrating the publications. Once agreement has been reached on the final designs, IMO will purchase any images that have not part of its database to ensure the appropriate rights to use any images included in the final design, and that the images can be reproduced without restriction.

4.3 The language for all materials shall be English. To the extent possible, clear/plain tables and visuals must be used so it is easy for non-specialised audience to understand the content.

4.4 All rights, including title, copyright and patent rights, in any work produced for this Assignment, shall be vested in IMO, which alone shall hold all rights of use.

5 QUALITY CONTROL

5.1 A quality control process must be undertaken by the Graphic designer early in the development process of this assignment to ensure that the final version is adequately designed and formatted to achieve its end purpose.

6 COMMUNICATION

6.1 Regular feedback (every two weeks as feasible) through email, and/or phone calls must be maintained between the Graphic designer and IMO during the completion of this Assignment.

7 WORK LOCATION

7.1 All work related to the development of any assignment will be performed from the Graphic designer's place of business. All eventual meetings with the PCU (and any other relevant person or other IMO staff) and presentations will be conducted by conference call or in person (if practical).

8 TENTATIVE ASSIGNMENT START AND END DATES

Tentative start: The first works will be assigned in March/April 2022, with other work following throughout 2022.

Duration: Variable, depending on the contents and work included in each assignment

9 HOW TO APPLY

9.1 All proposals will be initially assessed based on their technical merit. Proposals should include at the very minimum the contents listed below:

- a) **Letter of Confirmation of Interest and Availability** with brief description of approach to work and why the individual considers him/herself as the most suitable for the assignment
- b) **CV**
- c) **Graphic designer's Track Record.** Minimum of 2 similar assignments, indicating description of scope, and feedback or references.
- d) **Suitable examples of past work.** Relevant examples of previous work including references or links of at least 3 similar projects, completed or ongoing. This information may be conveyed through a link to the Graphic designer's portfolio, but indicating the items that can best reflect their work.

9.2 All application materials should be submitted by email to the address glofouling@imo.org indicating the following reference: "Graphic designer for GloFouling Partnerships".

9.3 Bidders are encouraged to include supplementary information other than the points described above that may contribute to confirm the validity of their technical proposal.

10 FINANCIAL ASPECTS AND PAYMENT SCHEDULE

10.1 IMO will contact shortlisted candidates for a quote based on each specific assignment and base its decision on the most economic option. In all cases, payment of work would be along the following lines:

- a) 20% upon presentation of the assignment timeline and initial concept ideas.
 - b) 80% payment upon satisfactory delivery of the specified deliverable.
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