

Procurement Management



CIP
CENTRO
INTERNACIONAL
DE LA PAPA



WWW.
CIPOTATO.ORG

REQUEST FOR PROPOSAL

I. INTRODUCTION

The International Potato Center, known by its Spanish acronym CIP, was founded in 1971 as a root and tuber research-for-development institution delivering sustainable solutions to the pressing world problems of hunger, poverty, and the degradation of natural resources. CIP is truly a global center, with headquarters in Lima, Peru and offices in 20 developing countries across Asia, Africa, and Latin America. Working closely with our partners, CIP seeks to achieve food security, increased well-being, and gender equity for poor people in the developing world. CIP furthers its mission through rigorous research, innovation in science and technology, and capacity strengthening regarding root and tuber farming and food systems.

CIP is part of the CGIAR Consortium, a global partnership that unites organizations engaged in research for a food secure future. CGIAR research is dedicated to reducing rural poverty, increasing food security, improving human health and nutrition, and ensuring more sustainable management of natural resources. Donors include individual countries, major foundations, and international entities.

II. PURPOSE

The purpose of this Request for Proposal (RFP) is to identify a company that provide CIP with a range of high-quality design products in line with the organization's branding guidelines. CIP is committed to including diverse firms (and those who value diversity and inclusion) in its sourcing and procurement activities.

III. SCOPE OF WORK

The company will undertake a range of work, ranging from the layout of brochures, books, reports, flyers, etc. to the creation of once-off designs, such as logos, illustrations and infographics. The company will also work with the Social Media Assistant to adapt these digital assets for web and social media campaigns, ensuring suitability for a range of devices, e.g. phones, desktop, etc. All the materials will be produced in strict adherence to CIP's visual branding guidelines and make the products (editable artwork files using Adobe Suite compatible software) available to the department. CIP will retain the copyright to all the products, including intermediary and artwork versions.

IV. REQUIREMENTS

Proposals must address each item listed, giving specific in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions by email to CIP no later than February 28th, 2022. to the attention of Ximena Ganoza, Logistics Senior Manager email address: x.ganoza@cgiar.org Cc: nataly.aguilar@cgiar.org Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by CIP.

1. **Notice of Intent to Bid and Bidder Identification, Attachment 1:** Must be received by February 18th, 2022. The notice shall be emailed to Ximena Ganoza and Nataly Aguilar

2. **Table of Contents:** Every RFP submitted must contain the following information:

- a. **Services and Activities:** Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed, CIP HQ – Lima Office.
- b. **Filled Out the Bidder Identification Form (Attached).**
- c. **No Conflict of Interest:** Client relationships that could potentially be considered a conflict of interest must be listed.
- d. **Detailed proposal requirements:** Attachment 2:

V. TIMETABLE

1. Invitation to bidding companies	February 15 th , 2022
2. Questions from bidders	February 21 st , 2022
3. Answers from CIP	February 25 th , 2022
4. Submission of Proposals	February 28 th , 2022
5. Evaluation of proposals	March 04 th , 2022
6. Identification of selected vendor	March 07 th , 2022
7. Communication to bidders	March 08 th , 2022
8. Contract	March 14 th , 2022

Bidders shall submit their complete Proforma including technical specifications by email to Ximena Ganoza (x.ganoza@cgjar.org) Cc: nataly.aguilar@cgjar.org no later than February 21th, 2022.

VI. LOCATION OF IMPLEMENTATION

International Potato Center (CIP)
Av. La Molina No. 1895
La Molina
Lima Peru

VII. EVALUATION PROCESS

Evaluation Matrix

	<i>Relevance %</i>	<i>Score (1-5)</i>	<i>Total (Relevance x score)</i>
Years of Experience	10		
Clients Portfolio (NGO value added)	15		
Cost (below Matrix Driver Service)	25		
Financial Capacity	10		
Proficiency English	25		
Presentation of services and samples of their work	15		
Total	100		

VIII. CIP RIGHTS

CIP maintains the right to accept or reject in whole or in part, proposals and cancel the process as long as CIP has not signed the relevant contract.

ATTACHMENT 1 –

NOTICE OF INTENT TO BID

Place, Date

Messrs.
International Potato Center
Peru. -

Ref. Invitation – Graphic Design Services

Our company duly represented by its Legal Representative.....
with legal powers registered at. (copy attached), requests to participate in the selection
process of Graphic Design Services quotation for International Potato Center.

Along with the BIDDER IDENTIFICATION we are attaching the requires documentation and accept the
conditions of the invitation.

Sincerely

NAME AND SIGNATURE OF THE LEGAL REPRESENTATIVE

BIDDER IDENTIFICATION

BIDDER IDENTIFICATION	
Company name	
Years in the market	
Main customers. Please attach letters of recommendation	
Tax ID	
Address	
Contact information	
Name	Position:
Phones	E-mail:
Sales Volume	
2019	
2020	
2021	
Name and signature Legal Representative	

ATTACHMENT 2 –

PROPOSAL REQUIREMENTS

Proposals must cover the following basic requirements, with detailed description of technical specifications and price:

The proposal should include:

1. Quotation for the samples included as Matrix Driver Services Appendix 1
2. Samples of similar products produced to clear visual branding guidelines
3. Agreement to ensure that CIP receives the copyright of all the work contracted.
4. References (names, titles and contact details) of three former clients for whom the company or its employees have undertaken similar work in the last five years (if you have NGOs in your client’s portfolio, please include them)
5. Applicants should attach sample(s) of their work similar to those presented in the attachment here.

Requirements

1. The company should include members with a university qualification in design.
2. At least 10 years’ experience undertaking similar work for a complex organization operating on a global scale.
3. Have excellent interpersonal skills and able to work in situations of stress.
4. Able to translate complex messages into simple design products
5. Experience of delivering innovative design products for a variety of formats within the confines of an institutional visual identity of a large organization.
6. Able to speak and communicate in a professional context in Spanish and English (proficiency).
7. Experience working with agricultural research organization, desired.
8. CIP will organize a meeting to do a presentation of your services in the selected short list companies.

Matrix Driver Services

Matrix Driver Services

	Services Requirements	Cost (including IGV)
1	Flyers	Link: https://cgspace.cgiar.org/handle/10568/51671
2	Brochures	
3	Posters	
4	Creation of once-off designs, illustrations, Infographics, Logos	
5	Design Web Page	