



Request for Proposals for Branding Services

Short Proposal Deadline: April 27, 2018 (16:00)

The International Centre for Integrated Mountain Development (ICIMOD), an inter-governmental organization, requests proposals to *Discover, Develop, Refine and Articulate the ICIMOD brand*.

Short Proposals should be completed and submitted to ICIMOD by 4pm on Friday, April 27, 2018. A Technical Committee will short list candidates based on submissions of Short Proposals. Short listed candidates will be invited by ICIMOD to submit a full Detailed Proposal.

Questions regarding this RFP should be directed to branding@icimod.org no later than April 13, 2018. Responses to all questions will be posted to the ICIMOD website (www.icimod.org/branding) no later than April 20, 2018. Short listed candidates will be notified directly no later than the first week of May.

Electronic submissions of the Short Proposals (preferably in PDF format) should be submitted to branding@icimod.org with "Proposal for Branding Services" in the subject line.

Introduction

ICIMOD requests proposals to provide branding services. The selected organization will be asked to work in close collaboration with and in support of ICIMOD's Knowledge Management and Communication department *to Discover, Develop, Refine and Articulate the ICIMOD brand by engaging a collaborative, comprehensive and data-driven approach*.

As an inter-governmental organization that receives funding from a variety of national and international sources, ICIMOD is committed to the effective and efficient use of its limited marketing budget. The scope of work for this engagement is single-project based for this initial period, with the opportunity for future marketing services work possible upon completion.

Background on the International Centre for Integrated Mountain Development

Established in 1983, the International Centre for Integrated Mountain Development (ICIMOD) is a regional intergovernmental learning and knowledge sharing centre serving the eight regional member countries of the Hindu Kush Himalayas – Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, and Pakistan – and based in Kathmandu, Nepal. Globalization and climate change have an increasing influence on the stability of fragile mountain ecosystems and the livelihoods of mountain people. ICIMOD aims to assist mountain people to understand these changes, adapt to them, and make the most of new opportunities, while addressing upstream-downstream issues.

ICIMOD believes in a future where mountain people in the Hindu Kush Himalayan (HKH) region can experience enhanced livelihoods, equity, and social and environmental security; where they can adapt to environmental and climate change; and where future generations can enjoy the benefits and opportunities made available by the region's rich, diverse natural resources. ICIMOD foresees a future in which the HKH region is valued, sustained and upheld as the water tower for more than a billion people, as a cultural and spiritual hub, as home to numerous global biodiversity hotspots, and as a significant ecological buffer zone. ICIMOD aims to serve the region through information and knowledge generation and sharing, and by fostering regional cooperation to find integrated and innovative solutions to critical mountain problems.

We support regional transboundary programmes through partnership with regional partner institutions, facilitate the exchange of experience, and serve as a regional knowledge hub. We strengthen networking among regional and global centres of excellence. Overall, we are working to develop an economically and environmentally sound mountain ecosystem to improve the living standards of mountain populations and to sustain vital ecosystem services for the billions of people living downstream now, and for the future.

ICIMOD works through the support of its regional member countries and numerous foreign development agencies, such as the European Union, the Bundesministerium für Wirtschaftliche Zusammenarbeit (BMZ), Germany, and the Swedish International Development Cooperation Agency (SIDA).

For additional information, please see: ICIMOD Website: www.icimod.org

Scope of Work

We seek a partner with a proven track record for creative excellence in brand development and execution to help us:

1. Phase I

- Provide a recommendation for a process and optimal timeline for gaining organizational consensus for the re-branding process.
- With an understanding of the primary value propositions that ICIMOD presents to its audiences, help to assess perceptions about how well ICIMOD delivers on those value propositions.
- Identify and categorize target audiences and how they might be prioritized.
- Identify the key issues for those audiences that ICIMOD can address.
- Assist in assessing and honing ICIMOD's organizational personality, especially related to social media.
- Develop a comprehensive brand strategy (including brand architecture) for a multi-faceted brand that addresses relationships between brands, naming conventions, and service/program brand groupings.
- Review ICIMOD website and develop a comprehensive strategy for improving user design, experience, and engagement
- Suggest possible brand ideas for ICIMOD: a singular key takeaway to be infused through all of its branded communications.

2. Phase II

- Articulate and depict ("bring to life") the brand identity including naming, design, and brand identity standards/guidelines/systems, with particular emphasis on website and print products.

ICIMOD expects the scope of this work to be completed by December 31, 2018.

Proposal submission and evaluation process:

Anticipated Schedule		
1	RFP issued	3/26/18
2	Questions due to ICIMOD	4/13/18
3	Answers to questions posted to ICIMOD website	4/20/18
4	Short Proposals due to ICIMOD	4/27/18
5	Notification of candidates short listed for submission of Detailed Proposals	5/4/18
6	Detailed Proposals from invited candidates due to ICIMOD	5/18/18
7	Invitation to present issued by ICIMOD	5/28/18
8	Finalist presentations	6/4/18-6/8/18
9	Decision	6/15/18

1. Short Proposal requirements

- Provide a brief description of your firm's structure and capabilities.
- In brief, describe your firm's philosophy when it comes to client service and brand development, and how this will be applied with the work described earlier in this RFP for ICIMOD.
- Provide case studies of your agency providing similar services to organizations our size. These case studies should include a description of the process you employed in working with particular organizations.
- Provide an indicative budget range.
- Submit Short Proposal via email (branding@icimod.org) by April 27, 2018.

2. Short Proposal evaluation

A Technical Committee will evaluate the Short Proposals based on the criteria outlined above. Based on this evaluation, short listed candidates will be invited to submit full Detailed Proposals.

3. Detailed Proposal requirements

- List all services provided in-house and services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.
- Describe in detail your approach and process for brand development, and apply that process to the scope of work described earlier in this RFP for ICIMOD.
- Introduce your proposed project team, including consultants. Provide resumes of all personnel assigned to the project including specific experience that each team member would contribute to the project. Identify and define their individual roles.
- Submit a detailed schedule with your proposal for the project which includes critical milestones, assuming a start date of June 1, 2018.
- Provide a detailed financial proposal which outlines the specific activities that will be performed during the brand process. For your fee proposal, it is acceptable to provide a range with a low and high end.
- References: Supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.
- The RFP should include technical and financial offers in two separate sealed envelopes respectively which should be packaged and sealed in one outer envelope, addressed to ICIMOD Procurement Office,

Khumaltar, Lalitpur and marked as 'RFP for ICIMOD Re-branding'.

4. Detailed Proposal evaluation

Detailed Proposals are due to ICIMOD by 4pm on Friday, May 18, 2018. Selection criteria are outlined below and will be used to evaluate proposals. ICIMOD will intend to negotiate contract terms with the most qualified vendor. If unsuccessful, ICIMOD would intend to then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements. This RFP does not commit ICIMOD to award a contract or to pay any costs incurred in the preparations or submission of proposals. ICIMOD reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the ICIMOD.

Selection of the successful proposal will be made by ICIMOD based upon the bidder's:

- Responsiveness to work scope and program needs
- Demonstrated experience and expertise in similar projects
- Cost effectiveness
- Comprehensiveness
- Personnel assigned: bios, qualifications

Contract Terms

ICIMOD expects the scope of this work to be completed by December 31, 2018.

All material produced, data collected, and reports generated by the subcontractor on behalf of ICIMOD are confidential and become the exclusive property of ICIMOD. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by ICIMOD to do so.

This RFP does not commit ICIMOD to pay any costs incurred in the preparation of a proposal or to procure or contract for services. ICIMOD reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and to cancel the RFP, in part or in its entirety at its sole discretion.

Contact Information

Questions regarding this RFP should be submitted in writing to branding@icimod.org by **April 13, 2018**. Responses to all questions will be posted to the ICIMOD website (www.icimod.org/branding) within five business days.