



**RESTRICTED**

**REQUEST FOR PROPOSAL**

**RESTRICTED-RFP-008-COMMS-2025**

**RESTRICTED CONSULTANCY SERVICES FOR GRAPHIC DESIGN SERVICES.**

**RFP ISSUE DATE: - 27<sup>th</sup> May 2025.**

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## SECTION 1 - INVITATION LETTER FOR REQUEST FOR PROPOSAL.

RFP REF NO.: - RESTRICTED-RFP-008-COMMS-2025

RFP Reference No.	RESTRICTED-RFP-008-COMMS-2025
Title of Tender	RESTRICTED CONSULTANCY SERVICES FOR GRAPHIC DESIGN SERVICES.
Issuing Office & Address	TAX JUSTICE NETWORK AFRICA Jaflo Limited, Block 3 - 106 Brookside Drive, Westlands Website: - <a href="https://taxjusticeafrica.net/">https://taxjusticeafrica.net/</a>
Location of this Assignment	Nairobi-Kenya
Point of contact for clarifications & questions	TJNA Procurement Unit, <a href="mailto:procurement@taxjusticeafrica.net">procurement@taxjusticeafrica.net</a>
Amendment of RFP Documents	At any time before the submission of proposals, the Client, TJNA, may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. The addenda shall be sent by mail to all invited consultants and will be binding on them. The Client may, at his discretion, extend the deadline for the submission of proposals, if deemed necessary, to allow bidders reasonable time to take the amendment into account.
Email address for submission of Proposals	TJNA Procurement Unit, <a href="mailto:tender@taxjusticeafrica.net">tender@taxjusticeafrica.net</a>
Deadline for submission of questions and clarifications	30 <sup>th</sup> May 2025
Deadline for Answering questions and clarifications	3 <sup>rd</sup> June 2025
Deadline for submission of Proposals	Please include the subject line "RESTRICTED-RFP-008-COMMS-2025" in the email.
Anticipated Award Type	Consultancy Agreement
<b>PRELIMINARY/MANDATORY EVALUATION CRITERIA</b>	
	<b>Preliminary Mandatory Requirements</b> Bidders will be evaluated on the following mandatory requirements, and those who fail to submit any of the documents below will not be considered for evaluation in the subsequent steps. <b>Registered Firms/ Individual Entities: -</b> <ol style="list-style-type: none"><li>1. Certificate of registration or Incorporation/IDs for individual-based consultants</li><li>2. Copy of List of Directors, Shareholders, and beneficial owners (CR12) for entities/ IDs for Individuals</li><li>3. Tax Compliance &amp; PIN certificate in the respective jurisdiction</li><li>4. Valid business permit from country of jurisdiction for entities</li><li>5. Submission Technical Proposal</li><li>6. Submission of the financial proposal</li><li>7. Previous Experience (Reference letter/LSO/Contract)</li><li>8. CVs for the proposed team</li></ol>

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## **SECTION 2: INSTRUCTIONS TO BIDDERS**

### **1. INTRODUCTION**

Tax Justice Network Africa (TJNA) is a pan-African network established in 2007, with 51 member organizations in 26 African countries. The network envisions a new Africa where tax justice prevails to contribute to an equitable, inclusive, and sustainable development. TJNA's mission is to spearhead tax justice in Africa's development by enabling citizens and institutions to promote equitable tax systems through policy influencing, mobilize African citizens, and challenging public institutions to influence and change policy to enable tax justice to prevail in Africa. The coordination of the network's activities is delivered by a secretariat based in Nairobi, Kenya.

### **2. BACKGROUND**

Our organization is dynamic and forward-thinking, committed to delivering impactful and visually compelling communication materials that resonate with diverse audiences. With a focus on enhancing our brand identity and effectively conveying our mission, we are seeking a highly skilled graphic design consultancy to provide innovative, professional, and tailored design solutions.

### **3. PROPOSAL SUBMISSION**

Interested and Eligible consultants are required to submit their application in the English language with the following specific information: -

- Experience in similar assignments.
- Availability of appropriate key staff to be involved in the assignment.
- A brief profile of the firm, including a description of the firm.
- Proposed work plan and approach/methodology/concept.

Interested consultants may obtain further information from our website: <https://taxjusticeafrica.net/>.

2.1 The Technical and Financial Proposals must be submitted separately to (**tender@taxjusticeafrica.net**) by **10<sup>th</sup> June 2025 @5:00PM**.

#### **2.2 Association**

Consultants may associate with other firms in the form of a Joint venture or a sub-consultancy to enhance their qualifications (provide group agreement to the effect). Shortlisted consultants may associate with non-shortlisted consultants ONLY after seeking written approval from TJNA.

#### **2.3 Grounds for Exclusion**

Organizations or Individuals are to be excluded from participating in this RFP if: -

- a) They are declared prohibited by TJNA because of their involvement in corrupt or Fraudulent practices in Procurement.
- b) TJNA staff or management involved in the procurement process have a financial interest in, or close relatives working with, the organization or individual.
- c) they are bankrupt or are being wound up, whose affairs are being administered by a court, who have entered an arrangement with creditors, who have suspended business activities or who are subject to an injunction against running a business by the court.
- d) they are the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court, or for an arrangement with creditors, or of any other similar proceedings.
- e) They have been convicted of an offense concerning their professional conduct by a court.
- f) they have been found guilty of grave professional misconduct or

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- g) They have not fulfilled obligations relating to payments of taxes or social security contributions.

## **2.5 Validity of Proposal**

The proposal must remain valid for **90 calendar days** after the proposal submission deadline.

## **2.6 Communication**

Communication between bidders or their agents and any official of TJNA is strictly forbidden except as provided for in the relevant sections of this RFP. Infringement of this clause may lead to automatic disqualification from the bid process.

## **2.7 Taxes**

The financial proposals include all applicable taxes quoted separately. If taxes are not mentioned in the financial proposal, TJNA shall consider that they are included in the prices provided.

## **2.8 Currency**

**The financial proposal shall be in Kenya Shillings (KES) US Dollars (USD).**

## **2.9 TJNA Policy and Standard Terms and Conditions**

### **a) TJNA Employees**

All proposals must indicate any/all known TJNA employees and/or near relatives who hold a position in your organization or have been engaged as a consultant for your organization within the last two years. Also indicate any known TJNA employees or near relatives that own or control more than a ten percent (10%) interest in your organization; If There are none, state so.

### **b) Conflict of Interest**

The Consultant shall not hire any officer or employee of TJNA to perform any service covered by this agreement. The Consultant should ascertain that to the best of their knowledge, there exists no actual or potential conflict between the Consultant's family, business, or financial interest and the service provided under this agreement, and in the event of change in either private interests or service under this agreement, any question regarding possible conflict of interest which may arise because of such change will be raised with TJNA.

The Consultant shall not be in a reporting relationship with a TJNA employee who is a near relative, nor shall the near relative be in a decision-making position with respect to the Consultant.

### **c) Ethics**

The Consultant will exercise extreme care and due diligence to prevent any action or conditions which could result in conflict with the best interest of TJNA.

Throughout the term of any agreement resulting from the RFP, Consultant will not accept any employment or engage in any work which creates a conflict of interest with TJNA or in any way compromises the work to be performed under this RFP or any agreement resulting from this RFP. The Consultant and its employees will not offer gifts, entertainment, payment, loans, or other gratuities or consideration to TJNA employees, their families, other Consultants, subcontractors, or other third (3<sup>rd</sup>) parties for the purpose of influencing such persons to act contrary to TJNA's interest or for personal gain. The Consultant will immediately notify TJNA of all such violations of this clause upon becoming aware of such violations.

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**d) TJNA's Right to Reject or Modify**

Selection of a proposal does not mean that all aspects of the proposal(s) are acceptable to TJNA. TJNA reserves the right to negotiate the modification of the proposal terms and conditions prior to the execution of a contract to ensure satisfactory procurement.

**e) Supplemental Terms and Conditions/Modifications**

Any supplemental terms or conditions, or modification or waiver of these terms and conditions, must be in writing and signed by a Consultant and TJNA.

**3.0 Form of Agreement**

The contents of this RFP and the proposal document of the successful Consultant shall become contractual obligations as part of the Contract if acquisition action ensues. Failure of a successful Consultant to accept these obligations in a contractual agreement shall result in the cancellation of the award. TJNA reserves the right to negotiate provisions in addition to those stipulated in this RFP or proposed by a consultant for the purpose of obtaining the best possible contract.

- **Marketing References**

The successful Consultant shall be prohibited from making any reference to TJNA in any literature, promotional material, brochures, or sales presentations without the express written consent of TJNA.

**4. OBJECTIVE**

The objective of this engagement is to create compelling and visually appealing graphics that enhance our brand identity, effectively communicate our messages, and engage our target audiences.

The primary objectives of this role are to:

**4.1** Develop high-quality visual materials that support TJNA's communication and advocacy efforts.

**4.2** Create engaging and informative designs for various platforms, including digital, print, and social media.

**4.3** Ensure all visual content aligns with TJNA's brand guidelines and messaging.

**4.4** Enhance TJNA's visual identity and effectively communicate complex tax justice concepts to diverse audiences.

**5. SCOPE OF WORK**

The Graphic Designer will be responsible for:

**5.1 Visual Design**

- Creating visually appealing graphics for reports, policy briefs, presentations, infographics, white papers, and social media cards.
- Designing event materials, including banners, brochures, and promotional items.
- Developing and maintaining TJNA's visual brand identity.
- Conceptualizing and designing engaging illustrations and animations.

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## 5.2 Digital Media

- Designing web banners, email templates, and other digital assets.
- Creating images for social media platforms.
- Ensuring all digital designs are optimized for various devices and platforms.

## 5.3 Print Media

- Designing print-ready materials, including reports, brochures, and posters.

## 5.4 Collaboration and Communication

- Working closely with the communications teams to understand project requirements.
- Presenting design concepts and incorporating feedback from stakeholders.
- Maintaining organized design files and adhering to project deadlines.

## 6. DELIVERABLES

The Graphic Designer will be expected to deliver:

- a) High-quality graphic designs for various communication materials.
- b) Digital assets for web and social media platforms.
- c) Print-ready files for publications and event materials.
- d) Organized design files and project documentation.
- e) Timely revisions based on feedback.

## 7. EXPERIENCE AND SKILLS REQUIRED

The ideal individual consultant or firm should possess:

- Proven experience as a Graphic Designer, preferably in the non-profit sector.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro).
- Strong understanding of design principles, typography, and color theory.
- Experience in designing for digital and print media.
- Excellent communication and collaboration skills.
- Ability to work independently and manage multiple projects.
- A portfolio showcasing a range of design work.
- Knowledge of tax justice issues and the African context is an advantage.

## 8. TIMELINE

TBD

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## 9. SELECTION CRITERIA

The consultant will be selected based on the following criteria:

### Technical proposal Requirements

- **Demonstrate your suitability:** - Please clearly demonstrate why you're the most suitable for this assignment. Highlight your technical expertise and capabilities in detail and provide your profile
- **Methodology statement:** - Provide a methodology statement outlining how you intend to undertake the assignment if awarded. Explain the steps, processes, risk mitigation steps, and strategies you will employ to ensure project success. A timeline and work plan for the consultancy.
- **Personnel team:** - Introduce the key members of your personnel team who will be involved in this project. Clearly outline their roles and responsibilities.
- **Previous Experience:** - Include references such as reference letters, purchase orders, & contracts from previous clients or projects that showcase your relevant experience and capabilities.
- **Financial Proposal requirements:** -  
Your financial proposal should be aligned with your technical proposal. Please provide a detailed breakdown of the costs associated with the entire exercise.

### HOW TO APPLY:

Please submit the following by 17:00hr East African time on **TUESDAY, 10<sup>TH</sup> JUNE 2025**, to [tender@taxjusticeafrica.net](mailto:tender@taxjusticeafrica.net) with the email subject: **RESTRICTED-RFP-008-COMMS-2025: - RESTRICTED CONSULTANCY SERVICES FOR GRAPHIC DESIGN SERVICES.**

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