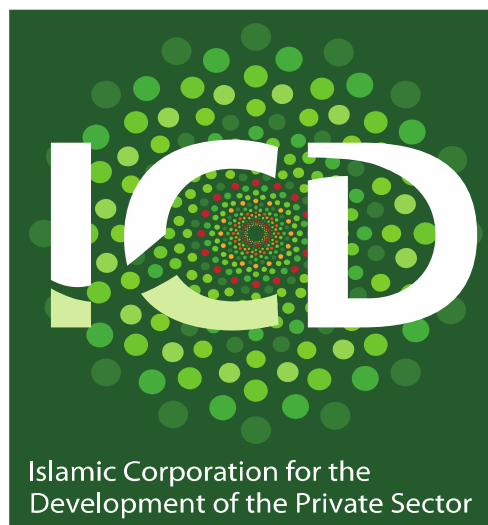


**ISLAMIC CORPORATION FOR THE
DEVELOPMENT OF THE PRIVATE SECTOR**

MEMBER OF THE ISLAMIC DEVELOPMENT BANK GROUP



REQUEST FOR PROPOSAL
Design Work of ICD 2024, 2025 and 2026 Annual Report
Ref: ICD/2024/10/22/001/SD/CCM

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Important Notice: Please review this document thoroughly. Incomplete submissions will result in disqualification from the RfP process.

1. BACKGROUND

The Islamic Corporation for the Development of the Private Sector (ICD), is a multilateral financial institution, established by virtue of its Articles of Agreement among its member countries and is an affiliate of the Islamic Development Bank. The headquarters of ICD is located in Jeddah, Saudi Arabia.

ICD was established in November 1999 to support the economic development of its member countries through the provision of finance for private sector projects, promoting competition and entrepreneurship, providing advisory services to the governments and private companies, and encouraging cross border investments.

ICD publishes every year an Annual Report and Financial Review Report, which are comprehensive documents on the Corporation's operational and other major activities throughout the preceding year.

We set out below a brief description of the expected scope of work that the appointed firm would be required to undertake and the relevant information that we require to be included in your proposal.

2. RATIONALE AND CONTEXT OF THE ASSIGNMENT

The Strategy Department (SD) at ICD seeks to engage a reputable agency (“service provider”) to prepare the annual and financial reports for one (1) year. The annual reports are to be available in both print and digital (interactive) formats in three languages (Arabic, English, and French). Upon satisfactory performance, the agreement is subject to renewal for an additional two (2) years, following an internal review and successful pricing negotiation based on ICD’s annual approved budget for the exercise.

SPECIAL FOCUS – ICD 25TH ANNIVERSARY EDITION

ICD will celebrate its 25th anniversary in the upcoming year. As such, the 2024 Annual Report should not only serve as a comprehensive review of the past year but also reflect ICD’s journey over the last 25 years. The appointed agency is expected to incorporate creative and visually striking elements that commemorate this milestone. This includes a special section highlighting key achievements, milestones, and impact across member countries. Additionally, a celebratory branding and design approach is required throughout the report to reflect this significant anniversary. The report should be structured to show ICD’s growth, future vision, and legacy, while engaging stakeholders in an impactful way.

The documents will be used as a strategic reporting tool to the ICD’s stakeholders and should also display an elevated level of professionalism to promote the image of the Institution. Demonstrated experience in producing related topics and working within the scope of multilaterals is a plus. The service provider will undertake all pre- to post-production activities, including research, concept development, design, proofreading, editing, graphics and final production:

Overview of the requested Reports¹:

- (x1) ICD 2024 Annual Report: a comprehensive document on the Corporation’s operational and other major activities throughout the preceding year. The report aims to provide a wide range of public and main stakeholders with information about ICD’s business achievements and financial performance.
- (x1) ICD 2024 Financial Review Report: a detailed document summarizing ICD’s financial performance.

Overview of additional expected deliverables² for 2024:

- (1x) A special logo designed to mark ICD’s 25th anniversary, integrated throughout the report and related branding materials.
- (x25) Static and animated infographics representing ICD’s key achievements, impact statistics, and milestones over the past year and 25 years.

The above reports will be in 3 languages¹

The above reports will be in 3 languages²

- (x25) A4 print-ready and digital designs featuring QR codes that link to Augmented Reality (AR) graphs, project information, and options to download the annual report or specific project highlights.
- (x1) Web/Mobile application or similar trending digital interactive solution to publish the report

3. MAIN TASKS AND OUTPUTS

Under the overall direction of ICD team, the service provider will accomplish the following main tasks:

Main Tasks

Task	Expected Outcome	Timeline (Weeks)
Evaluate draft content and create editorial plan	Production plan in place	1-2 weeks (by 20 Jan)
Acquire ICD material and images	Collection of ICD material and images	2-3 weeks (by 27 Jan)
Assess content strategy draft and marketing guidelines	Understanding ICD guidelines	2-3 weeks (by 27 Jan)
Develop creative concept (3 options)	Preliminary version of the report	3-4 weeks (by 3 Feb)
Finalize selected concept	Final version and deliverables	5-6 weeks (by 17 Feb)
Design translated reports (Arabic, French)	Translated reports (editing and proofreading)	6-7 weeks (by 24 Feb)

2024 Financial Review Report

Task	Expected Outcome	Timeline (Weeks)
Evaluate draft content	Production plan in place	5-6 weeks (by 17 Feb)
Prepare Financial Review Report	Production of report in 3 languages	7-9 weeks (by 3 Mar)

Secondary Tasks

Task	Expected Outcome	Timeline (Weeks)
Design 25th anniversary logo	Finalized logo in multiple formats	2-3 weeks (by 20 Jan)
Develop static and animated infographics	Infographics ready for report and social media	3-4 weeks (by 3 Feb)

Design translated infographics (Arabic, French)	Translated infographics	5-6 weeks (by 17 Feb)
Design Web/Mobile app	Delivery of app design	6-7 weeks (by 24 Feb)
Produce and publish app (EN, FR, AR)	Delivery of digital solution	8-10 weeks (by 10 Mar)
Create A4 promotional designs with QR codes	High-quality print-ready designs	7-9 weeks (by 3 Mar)

ICD team will provide key messages, contents, and data to be included in any deliverable. The service provider will also work closely with the ICD team to access material as well as on technical oversight and coherence.

- ICD will provide video, stills, data and key messages that can be used to develop the deliverables.
- ICD will provide consolidated comments on all expected outcomes.
- ICD will provide guidance on graphic work based on institutional branding guidelines.

4. LANGUAGE

The deliverables will be in English first, then translated copies (provided by ICD) into French and Arabic.

5. PROJECT DELIVERABLES

The “service provider” will prepare and deliver the ICD Annual and Financial Reports for 2024 and may be eligible to prepare similar reports for 2025 and 2026, subject to a favourable outcome of the Internal review of the “Service Provider” performance and reasonable budget.

The Annual Report should include a dedicated chapter titled ‘25 Years of Impact’, which will showcase ICD’s growth, key milestones, and achievements since its inception. This chapter should include a combination of data, testimonials, and case studies from impactful projects across member countries (the content will be provided by ICD).

The Consultant is expected to produce the following reports which are mandatory to these terms of reference:

Primary deliverables for each year:

- (x1) Design of a full Annual Report for approximately 80 pages (including cover), in English (original language); PDF version (standard size for printing and minimum size for online publishing)
- (x1) Design the original report translated in French.
- (x1) Design the original report translated in Arabic.
- (x1) Design of a full Financial Review Report for approximately 30 pages (including cover), in English (original language); PDF version (standard size for printing and Minimum size for online publishing)

- (x1) Design the original report translated in French.
- (x1) Design the original report translated in Arabic.
- ~~(x1) Design of USB (or similar product) cover~~

Secondary deliverables (subject to change each year):

- (1x) Design a Special 25th anniversary logo to be used across all commemorative content and reports.
- (x25) Static and Animated infographics illustrating key statistics on ICD's 25-year impact.
- (x1) Web/Mobile application or a dedicated 25th Anniversary Microsite: This digital solution should be highly interactive and visually engaging, providing an immersive experience of ICD's 25-year journey. Features should include timeline navigation, success stories, infographics, and videos celebrating ICD's progress and future outlook. (English, French and Arabic)
- (25x) A4 promotional designs featuring QR codes. These will link to augmented reality graphs, enable users to download project overviews, or provide direct access to download the full annual report.
- (x1) Design of USB (or similar product) cover

Important note:

- ICD will be granted the right to make copies of the deliverables, and to share them offline and online.
- The original infographics, pictures and videos will be shared, and ICD will have full copyright and will be given permission to adapt, use and share these materials.

6. TARGET AUDIENCE

- Clients and Partners from different member countries
- Private Sector Companies/Holding/Groups
- Government bodies
- Financial Institutions
- Multilaterals
- International organization
- Prospective professionals
- Media professionals

7. TIME FRAME

The entire engagement is envisaged to last 2-3 months, in alignment with Date of the General Assembly (Annual Meeting of ICD during late April 2025). The agreement will be signed based on the deliverables.

8. OBLIGATIONS

- The Service Provider shall use reasonable care and skill in the discharge of the Service, and in doing so employ the necessary human, material and technical resources required for the effective and efficient execution of the Services.
- The Service Provider shall inform ICD as soon as possible of any circumstances which might affect the smooth execution of the Service.
- The Service Provider undertakes to provide ICD, on a regular basis, with a report on the progress made in the execution of the Service.
- The Service Provider may not change neither the agreed date of the completion of the Service nor the list of items to be delivered.
- Written fluency in English (required), French and Arabic a plus
- The service provider will respond to calls and emails promptly (within 2-4 hours maximum) given the working hours in headquarters
- The service provider (and team) should be available to travel to the headquarters in Jeddah (if required)

9. ICD HEADQUARTER WORKING DAYS AND HOURS

- Sunday to Thursday, 9am to 5pm UTC - Riyadh time

10. ICD OFFICIAL WEBSITE

Most official documents, logos, guidelines, and other useful material can be found on ICD official website:

- Website: <https://icd-ps.org/en>
- Logo, guidelines, and pictures: <https://icd-ps.org/en/logos>
- Management : <https://icd-ps.org/en/structure-and-staff/icd-management>
- Official documents and reports : <https://icd-ps.org/en/publications>

11. APPLICATION DOCUMENTS

NOTE: All documents should be in PDF format (zipped into one file and named "Response ICD AR Tender 2024 – yourcompanyname") preferably under 10MB to make sure it reaches the recipient:

Tender bids to include:

- The name and contact details of the bidding party
- (Links to) examples of former work
- (x3) References of former clients
- Proven experience of similar work done in, or with organizations in developing countries.
- The limitations, if any, in terms of servicing the project deliverable in English, Arabic and French.
- List of all services to be provided in-house and services to be 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.
- **TWO (2) SEPARATE PDF documents as attachments, one named "TECHNICAL", and one named "FINANCIAL."**

- **IMPORTANT:** The Technical document must be submitted to icd.communication@isdb.org, and the Financial document to icd.procurement@isdb.org. Failure to separate the documents and submit them to the correct emails may result in disqualification.

The “Technical” document should include (IN THE BELOW ORDER):

1. The name and contact details of the bidding party
2. An understanding of the assignment and the methodology that will be throughout the assignment period.
3. Description in detail of the approach and process.
4. Suggested idea for the report and a draft outline of proposed options that show creativity and an understanding of the objectives and specifications of the project
5. Planning the deliverables production process
6. Composition of envisaged team working on the report
7. Portfolio of similar services rendered to other entities

The “Financial” document should include (IN THE BELOW ORDER):

1. The name and contact details of the bidding party
2. A breakdown of costs related to the proposed services in US\$ currency inclusive of all taxes, VAT, and professional fees.
3. The suggested terms of payment (be negotiated if not aligned with ICD’s internal policy)

12.ASSESSMENT PROCESS

A group of professionally qualified reviewers within the ICD team will evaluate the proposals, both technical and financial.

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any financial proposal being compared.

Only those tenderers who qualify after the evaluation of the technical proposal will proceed to the evaluation of the financial proposal stage.

The main criteria in the technical evaluation will be:

1. Understanding of the assignment and the methodology throughout the assignment period
 - Criteria: Understanding of the assignment, Methodology
2. Description in detail of the approach and process
 - Criteria: Methodology, Work plan and time frames
3. Suggested idea for the report and a draft outline of proposed options
 - Criteria: Originality of the idea(s) presented, Understanding of the assignment
4. Planning the deliverables production process
 - Criteria: Work plan and time frames
5. Composition of envisaged team working on the report
 - Criteria: Knowledge, Qualifications and Relevant Experience of the key team members, Service provider’s resources

6. Portfolio of similar services rendered to other entities

The financial proposal of qualifying tenderers will be evaluated after the technical evaluation has taken place.

The following evaluation scoring matrix shall be an example that might be applied:

N	Criteria	Weighting
01	Assignment Understanding	10
02	Approach & Process	20
03	Proposed Ideas	20
04	Deliverables Plan	10
05	Team Composition	5
06	Portfolio	5
07	Pricing	30

13.SUBMISSIONS

Your submission must be addressed no later than the 18 November 2024 – 14:00 GMT for the Technical document to icd.communication@isdb.org, and the Financial proposals to icd.procurement@isdb.org ONLY with subject: “Response to ICD 2024 AR RfP - Ref: ICD/2024/10/22/001/SPRD/CCM”

Questions about the bid can be communicated via **email ONLY** during the working days to: icd.communication@isdb.org) with subject: “Questions about ICD 2024 Annual Report”

To be retained on the list of bidders, the service provider shall express interest in participating in this RfP by filling out the mandatory form at <https://forms.office.com/r/TMKVnUmdGd> no later than 31 October 2024 – 14:00 GMT.

Additionally, those who view the RfP via our website or social media must also express their interest by completing the same form by the deadline.

SUMMARY OF IMPORTANT DATES:

Showing interest to ICD RfP	31 October 2024
Deadline to ask questions about the RfP	5 November 2024
Submission of the Proposal	18 November 2024

14.ADDITIONAL PROVISIONS

- Changes to tenders will be accepted only if they are received on or before the final date set for the receipt of tenders.
- No information of any kind will be given on the state of progress regarding the evaluation of tenders.
- Expenses incurred in respect of the preparation and presentation of tenders cannot be refunded.
- Initiation of this tendering procedure imposes no obligation on ICD to award the contract. ICD shall not be liable for any compensation with respect to parties whose tenders have not been accepted.
- All documents submitted by parties will become property of ICD and will be regarded as confidential.
- ICD will not use the information in the tenders submitted that were not awarded the contract.

15.CONFIDENTIALITY

All information contained in this RFP is confidential and cannot be disclosed to a third party without the prior written consent of ICD. In your proposal, please also confirm that you will keep all information received in relation to this Project confidential at all times.

16.ENQUIRIES

Any enquiries should be directed:

To: icd.communication@isdb.org