



RIGHTS AND RESOURCES INITIATIVE

Request for Proposals

Report and Graphic Design Consultants (3-Year IDIQ Agreement)

About the Rights and Resources Initiative

The Rights and Resources Initiative (RRI) is a global coalition of over 200 organizations dedicated to advancing the forest, land, and resource rights of Indigenous Peoples, Afro-descendant Peoples, local communities, and the women within these groups. RRI leverages the power of its global coalition to amplify the voices of local peoples and proactively engage governments, multilateral institutions, and private sector actors to adopt institutional and market reforms that support the realization of rights. Its members capitalize on each other's strengths, expertise, and geographic reach to achieve solutions more effectively and efficiently. By advancing a strategic understanding of the global threats and opportunities resulting from insecure land and resource rights, RRI develops and promotes rights-based approaches to business and development and catalyzes effective solutions to scale rural tenure reform and enhance sustainable resource governance.

Purpose

RRI invites qualified design professionals to submit proposals for a 3-year Indefinite Delivery, Indefinite Quantity (IDIQ) agreement to support the coalition's diverse design needs. As a global coalition of over 200 organizations, RRI relies on strong, creative visual communications to amplify voices, share knowledge, and influence change at the local and global levels.

RRI seeks design partners with proven experience in report and brand design, data visualization, and visual storytelling, with a demonstrated commitment to accessibility, inclusive design practices, and delivering high-quality products sometimes under tight deadlines. Design partners should bring proven experience in accessible design and visual storytelling—ensuring that complex information is communicated clearly and inclusively across cultures and platforms.

Selected professionals will become part of a vendor pool from which RRI can draw for future assignments, ensuring timely access to creative talent that can deliver impactful materials for web, print, events, and campaigns. Selection into the IDIQ vendor pool does not guarantee any minimum level of work or compensation. All work will be commissioned via separate task orders. Task orders will be awarded based on best fit, availability, and pricing at the time of need.

Required Services

- Report design for web and print, which may include but is not limited to analyses, annual and/or impact reports, briefs, executive summaries, infographics, and working and technical papers.
- Creating charts, graphs, illustrations, and other types of data visualization content for web and print audiences.
- Event and institutional logo design and brand identity, including event and merchandise branding such as banners, bags, t-shirts, or flyers.
- Digital asset creation for social media, websites, newsletters, photo essays, e-zine, and other types of online content sharing platforms.

Optional Additional Services

- Typesetting for web and print audiences, which may include but is not limited to analyses, briefs, executive summaries, and working and technical papers.
- Designing compelling digital and in-person campaign materials that promote engagement and action.
- Website layout and design in WordPress, Drupal, WebFlow, or other website hosting platforms, which may include coding and/or programming services.

Eligibility Criteria

Minimum Qualifications

- At least 5 years of experience designing reports for digital and print publications.
- At least 3 years of experience with brand and logo design.
- Knowledge of visual storytelling techniques, design best practices, typography science, and accessible color palettes.
- Experience in data visualization for web and print products with demonstrable results driving engagement and action.
- Professional-level written English.
- Ability to deliver quality products under tight deadlines, including performing services on weekends or evenings, as required.
- Availability to attend occasional planning meetings during Eastern Time business hours.
- Reliable internet connection.

Preferred Qualifications

- Lived or work experience with Indigenous Peoples, Afro-descendant Peoples, or local communities.

- Knowledge of French, Spanish, Portuguese, or Bahasa Indonesia is an asset.
- Prior experience working in multicultural and/or multilingual settings, preferably with non-profits working in the human rights and/or environmental justice space.
- Commitment to principles of design justice, accessibility, equity, and inclusion.

Key Contract Terms

Contract Type: Indefinite Delivery, Indefinite Quantity (IDIQ) Agreement

Selected vendors will be eligible to receive task orders for design services on an as-needed basis. No specific level of effort or funding is guaranteed under this agreement. Task orders will be issued via email and will include a statement of work, deliverables, budget, and timeline. Vendors will be invited to confirm availability and submit a quote based on the agreed rates. RRI will assign the task order based on best fit, availability, and cost.

RRI reserves the right to periodically review the vendor pool and may remove or add vendors based on performance, capacity, or evolving needs. Poor performance, missed deadlines, or unresponsiveness may result in removal from the pool.

Duration: October 2025 – December 2028

Expenses

The following expenses will be reimbursed at cost based on receipts/documentation of actual expenses:

- Stock photos for the sole purpose of including in RRI reports, briefs, working papers, digital content, and other materials for web or print, and agreed upon in advance.

All other projected costs/expenses must be included in the consultant's proposal. Consultant is responsible for ensuring that they have all required insurance, certifications, and/or licenses, and that they meet all legal requirements to provide services in the location where the work is being performed.

Equipment and Supplies

Unless stated otherwise in the proposal, the Consultant is responsible for providing all equipment, software, and/or supplies required to perform the services.

Submission Requirements

Proposals in response to this RFP must include the following:

- 1) A current CV highlighting relevant work experience.
- 2) A link to a portfolio with at least six (6) samples of past work.
 - a) This portfolio should include at least three (3) examples of report or policy brief design; two (2) graphs, charts, or illustrations utilizing data in accessible color grids; and one (1) set of social media graphics or other web content announcing an event, launch, or campaign.

3) A cost proposal, including:

a) Rate Table

- i) A standard per-hour rate in USD for design services, as well as rates or additional charges for rush, urgent, or weekend requests, using the rate table template provided below. Please define the turnaround time or conditions that trigger a “rush” or “weekend” premium, in addition to listing the applicable premium percentage.
- ii) Rate increases beyond the first year of the agreement must be specified in the pricing proposal. RRI reserves the right to cap such increases at 5% annually unless otherwise agreed.

b) Quote or hourly estimate (level of effort) for the test scenario in Annex 1

c) Note

- i) If your rate structure varies based on the location of the staff performing the work, please describe this clearly in a note accompanying your cost proposal.
- ii) Vendors are responsible for any taxes, fees, or government contributions applicable in their country of registration.
- iii) RRI will not withhold or remit taxes unless legally required to do so under U.S. law.

Required Rate Table

Must include the following table in your cost budget, even if you do not have all of the positions/roles listed below. Do not change the titles of any roles.

Role / Service Type	Unit (hour/day)	Year 1 Rate (USD)	Year 2 Rate	Year 3 Rate	Additional Rush / Weekend Premium %
Designer	Hourly				
Senior Designer	Hourly				
Illustrator	Hourly				
Layout Specialist	Hourly				
Typesetter (if offered)	Hourly				
Web Designer/Developer (if offered)	Hourly				

Please send your proposal to Madiha Waris (mwaris@rightsandresources.org) and Nicole Harris (nharris@rightsandresources.org) with the subject line: **Report and Graphic Design Consultant**

Proposals can be submitted in English, French, or Spanish.

The deadline for submission is 5:00 p.m. ET on October 10, 2025.

Evaluation Criteria

Proposals will be evaluated based on the following parameters:

- Samples of prior work, evaluated based on a portfolio of at least six (6) samples of past work mentioned under Submission Requirements (50%), broken down by:
 - Report design (25/50)
 - Data visualization (15/50)
 - Social media or other web content (10/50)
- Cost (30%)
- Consultant work history and experience (20%)

RRI anticipates awarding between 5–10 IDIQ awards but retains the right to award more or less.

Ethical Behavior

RRI is committed to maintaining the highest standards of integrity, transparency, and ethical conduct in the procurement process. We expect all vendors and consultants to adhere to ethical business practices and comply with applicable laws and regulations. Any attempt to influence the procurement process through unethical means, including but not limited to fraud, bribery, or conflicts of interest, will result in immediate disqualification.

RRI's procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. If any individual or organization becomes aware of potential violations of ethical standards related to this procurement process, we encourage prompt reporting to our hotline at www.lighthouse-services.com/rightsandresources. By submitting a proposal, the bidder acknowledges this commitment and agrees to conduct all interactions with RRI in an ethical and transparent manner.

Annex 1 – Test Scenario (Level of Effort)

The Kunming-Montreal Global Biodiversity Framework (GBF) recognizes that durable conservation outcomes cannot be achieved without the rights, leadership, and knowledge of Indigenous Peoples, Afro-descendant Peoples, and local communities. This new report by the Rights and Resources Initiative assesses the legal frameworks and biodiversity strategies of 30 high-biodiversity countries across Africa, Asia, and Latin America to evaluate progress toward rights-based, community-led conservation. The findings show both remarkable opportunities and persistent gaps that must be addressed if countries are to deliver on the GBF’s promise.

The report and accompanying case studies from 10 countries in Africa, Asia, and Latin America will be simply formatted, utilizing accessible color guidelines and various images to enhance engagement across different target audiences. It will include minimal tables and charts. In particular, RRI is seeking a design agency or Consultant who can bring the key messages and recommendations to life.

TERMS OF REFERENCE

When: 2-month consultancy

Why: To create a beautifully designed report and supporting materials targeting policymakers and rightsholders ahead of an event taking place in South Africa.

What: As part of the communications plan for this report launch, RRI is seeking a design agency or Consultant to design:

Products
1. Two proposed design concepts in English , to include a cover page and 3-5 interior pages, and at least one infographic or chart example
2. Executive summary (2-4 pages); and final designed report , with executive summary (60-65 pages) in English, to include at least 1 round of review and proofreading by RRI; and source files
3. Executive summary (2-4 pages); and final designed report , with executive summary (60-65 pages) in French and Spanish, to include at least 1 round of review and proofreading by RRI