



الاتحاد الفلسطيني للهيئات المحلية
Association of Palestinian Local Authorities



Request for Price Offer (RFPO) “Designer”

Reference Code: APLA/GIZ-2024/RFPO-04

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2. Background

Established in 1997, **The Association of Palestinian Local Authorities – APLA** is an independent institution that brings together all Local Government Units – LGUs across Palestine. APLA’s core mission is to represent the collective interests of LGUs, enhance their capacities through strategic advocacy and lobbying, and promote the exchange of information and best practices. APLA further serves as a channel of dialogue between the central government and LGUs, advocates for the rights of LGUs, and represents them at national, regional, and international levels, with a view to enabling them to improve the quality of services provided to Palestinian citizens.

Through the ‘Local Governance Reform Program’ implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (**GIZ-LGRPIII**), APLA as a key stakeholder was recently awarded a grant with the aim to support APLA in executing its strategic plan alongside organizational development measures, and in the implementation of the project of ‘**Mobilizing of Palestinian Local Government Units (LGUs) Competences in Knowledge Exchange and SDGs Adaptation**’. The general objective of the action is to Activate societal potentials for the implementation of the agenda 2030 in local authorities in Palestine. This will be achieved through two key outputs:

1. Mobilizing of local potentials for the implementation of the agenda 2030
2. Enhance and upscale the (TSU) services in APLA.

3. Objective of the RFPO

Main Objective of the Assignment:
Under the guidance and supervision of APLA, and in full cooperation with APLA’s Communication Officer, APLA is seeking to get a service of a qualified Designer who has the needed experience and skills to carry out this assignment. The assignment aims basically to create professional designs for PR and promotional material for APLA in order to serve their members.

In this regard, APLA intends to contract an individual professional designer to supply APLA with the needed services concerning the designs. A Framework Agreement will be signed for the selected designer for one year.





Specific Objectives of the Assignment:

Engage a Designer who has the needed experience and skills to carry out this assignment for a one-year agreement. The objectives include develop designs for:

- 1- Branding and Identity Design
- 2- Print Materials Design
- 3- Digital and Social Media Graphics
- 4- Publication Design
- 5- Event and Conference Design
- 6- Promotional Materials

The Designer should support APLA with modern creative designs that adheres with its mission, vision and activities, taking into consideration the followings:

- Open-source projects should be delivered to APLA, printing format when required
- Copy righted photos should be used - Capturing high-resolution Photos when needed
- Capable to apply 3D designing techniques
- Capable to use colors based on their intentions
- Designs should be delivered in Both Arabic and English

List of Expected Items are Attached in Annex 1.

4. Tender Requirements

6.1 Designer Qualifications

1. The Designer shall demonstrate their proven 5 years-experience in similar works.
2. The Designer shall meet the following criteria:
 - Experience in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Knowledge of typography, color theory, and layout design principles.
 - Innovation and Creativity; ability to bring innovative and creative ideas to the project.
 - Capability to provide the highest standards of quality in brand content, structure and security.
 - Demonstrated experience with Local Government, NGOs, or similar intergovernmental agencies.

6.2 Selection and Awarding Criteria

The selection of the designer will be based on financial evaluation and will be selected based on the lowest price. The designer shall submit the financial offer (Annex 1).

6.3 Tender Instructions

- A. Designer must submit the following documents:





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1. Most recent CV.
2. The completed RFPO, including all pages and Annex 1, must be signed. Submissions **must be in PDF format**. Offers submitted in formats other than PDF will be automatically discarded.
3. Valid deduct at source certificate, if it is not available, APLA will deduct 10% of the gross amount as an income tax, which will be paid to the ministry of finance directly.

B. Special Tender Conditions:

1. The offer must be in English language only.
2. Prices must be in EURO currency.
3. Compensation will only cover the outlined tasks. The designer is responsible for any additional costs incurred.
4. The designer shall maintain close cooperation and coordination with APLA.
5. Offer shall be submitted by email to: a.aburaidah@apla.ps, no later than 29 July 2024 at 3:00 pm, as stated in the tender document.

5. IDENTIFICATION OF THE DESIGNER

Last name, first name (Signature)	
Mobile	
E- Mail address	
ID number	





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Designer Declaration:

By submitting this Price Offer, The Designer (designer Name) declares renouncing his own (sales) conditions and commits to performing this order in accordance with the provisions of the requested conditions in RFPO attached, and for the price offered.

Price quotations will be in **EURO**.

In accordance with the conditions in this document, applicable law for this contract/ assignment is the Palestinian Law.

**Certified true and sincere,
Signature of the Designer**

Date: / /

Financial and Administrative Manager

Reem Jaas

Executive Director

Abdallah Anati





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ANNEX 1: FINANCIAL OFFER

“Designer”

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List of Expected Items:

Item	Description	Unit Price
Branding and Identity Design		
Logo Design	Creation of logos for various initiatives, events, and sub-organizations within APLA.	Per design
Stationery Design	Design of business cards, letterheads, envelopes, and other office stationery.	Per design
Print Materials Design		
Brochures and Flyers	Design of informational brochures, flyers, and pamphlets for different projects and events. (Up to 20 pages)	Per design
Posters and Banners	Creation of posters, rollup and banners for promotional activities and events.	Per design
Annual Reports	Design of annual reports, including cover design, internal page layouts, infographics, and charts. (Up to 100 pages - A4)	Per design
Event Materials	Design of invitations, programs, certificates, Rollups, banners, bags, notebooks and folders.	Per event
Digital and Social Media Graphics		
Social Media Posts	Creation of graphics for social media platforms including Facebook, Twitter, and LinkedIn.	Per post
Email Newsletters	Design of email templates and	Per newsletter





	newsletters for regular communication with stakeholders.		
Infographics	Design of infographics to visually communicate data and key messages.	Per design	
Website Graphics	Creation of web banners, icons, and other graphical elements for the APLA website.	Per design	
Publication Design			
Reports and Publications	Design of various reports, white papers, research documents, and policy briefs. (Up to 100 pages)	Per design	
Magazines and Newsletters	Design of periodical magazines and newsletters for both print and digital distribution. (Up to 30 pages)	Per design	
Promotional Materials			
Ad Campaigns	Design and print of digital advertisements for various marketing campaigns.	Per design	
Promotional Merchandise	Design of graphics for promotional items such as T-shirts, bags, mugs, and other merchandise.	Per design	

Quality Standards:

- Designs must meet high-resolution requirements and adhere to APLA's branding guidelines.
- Use of licensed or copyright-free images is mandatory.

Deadlines and Deliverables:

- Clear deadlines will be set for each project, ensuring timely completion.
- Required formats for deliverables include print-ready files and editable files, as specified by APLA.

