

# Request for Proposals: Digital Content Creators

## Digital Impact Alliance Overview

Digital transformation presents enormous opportunities to improve quality of life, accelerate economic growth, and advance greater equality for people across the world. At the Digital Impact Alliance (DIAL), we focus on connecting governments, funders, and development actors with the essential tools, knowledge, and insights needed for inclusive, trusted, and sustainable digital transformation. The communications team plays a pivotal role in this effort, by translating DIAL's insights, research, and findings into content that is clear and engaging to our target audiences. As part of this effort, we require a variety of graphics, illustrations, designs, and videos to unpack complex ideas into digestible visuals.

## Open Call for Consultants

The DIAL communications team seeks digital content creator(s) to produce a range of content to support DIAL's work and areas of focus. The purpose of this open call is to identify digital content creator(s) from different locations around the world - with relevant expertise and a demonstrated track record of high-quality designs – who can provide a range of visualizations and videos related to data and technology. Topics may include (but are not limited to) the intersection of digital transformation and climate action; digital public infrastructure and gender inclusion; the impact of digitalization on people and communities within specific contexts; and data architecture, data governance, and data exchange. Given our focus on technology for positive societal transformation, we aim for our communications assets to be globally relevant, inclusive, and represent people with strength and agency.

Responsibilities of the digital content creator(s) may include:

1. *Producing illustrations and graphics for DIAL reports, articles, and case studies:* specific expectations for each product will be determined based upon the topic, DIAL's intended use, etc. This may include producing illustrations for short expert comment pieces and articles, research papers focusing on specific issues, or general use by the communications department. The DIAL communications team will work closely with the digital content creator(s) at project initiation to identify the expectations and style of specific illustrations.
2. *Creating infographics and data visualizations:* As a learning and sharing focused organization, DIAL often uses a range of visualizations to support its findings. The digital content creator may be asked to help produce such visualizations illustrating datasets, research findings, trends, etc. relevant to digital transformation efforts.
3. *Producing and editing Videos:* As part of our communications effort, DIAL uses short videos to illustrate the impact of our work, explain complex processes, and highlight cases of positive digital transformation. The digital content creator(s) may support the communications team by producing and/or editing videos relevant to this work.

The specific deliverable(s) and expectations will be determined on a case-by-case basis and in close coordination between DIAL's Associate Director of Communications and the digital content creator(s).

## Period of Performance

The period of performance will be determined based upon identified need and scope of particular assignments. Performance period for any given assignment would likely range between 15 days (for a single, simple graphic) to 100 days (to support a sustained focus area of work through various design

efforts and needs).

## Proposal Submission Requirements

In preparing submissions, respondents should briefly address each of the following areas. Additional information to support submissions is welcome but not necessary:

- **Areas of expertise:** Briefly enumerate areas of artistic expertise, style, and interests and how these would align with DIAL's communications priorities: a) visualizations of complex ideas and processes via [videos](#) or [infographics](#) (see p. 17) and b) [illustrations representing concepts](#), e.g., data governance, digital gender divide, etc.
- **Relevant experience:** Briefly explain experience relative to this project and provide 2-3 examples of similar work (where possible please share links or attachments to illustrations).
- **Budget:** Provide a desired daily rate and an estimated percentage of time you would have available to commit to this project on a monthly basis [up to but not to exceed 50% of the creator's time].
- **References:** Provide names and email addresses of at least two prior clients willing to discuss their experiences working with you.

## Submission Process

- Submissions will be reviewed on a rolling basis.
- Selected digital content creator(s) will be notified of opportunities on a rolling basis and as need arises. Due to the large volume of submissions, only qualified candidates will be contacted for further discussion.
- Please send all submissions to [agarmon@dial.global](mailto:agarmon@dial.global) and any questions to [agarmon@dial.global](mailto:agarmon@dial.global).

## Process

DIAL will review all written proposals and may request a phone discussion to address questions or provide clarification. The communications team will use the following criteria to evaluate candidates' responses and make selection decisions:

- Ability to illustrate concepts and translate complex topics into graphics and rich visuals.
- Proven experience creating infographics, data visualizations, and GIFs.
- Competency in video-editing is a plus.

## Intent and Disclaimer

This RFP is made with the intent to identify a consultant (or consultants) to deliver results as described in this RFP. Issuance of this RFP does not obligate DIAL to award a resulting contract and any costs incurred in preparation of a proposal is the sole responsibility of the respondent.

In submitting a proposal, the respondent certifies that information contained therein is truthful and accurate to the best of the respondent's ability. Should any information later be found to not be in-line with this certification, DIAL reserves the right to terminate any resulting contract(s) and/or select an alternative contractor. DIAL assumes it can be confident in the Consultant's ability to deliver the product(s) and/or service(s) proposed in response to this RFP.

If DIAL amends the RFP, copies of any such amendments will be sent to all respondents.

DIAL is partially funded by SIDA with a commitment to women and non-US owned organizations, DIAL will consider all proposals in consideration of the selection criteria but will give preference to women and non-US owned businesses.

## Contract Terms

The UN Foundation/DIAL will negotiate contract terms upon selection. A copy of the contract terms and conditions will be provided upon pre-selection. All contracts are subject to review by UN Foundation's Agreements & Compliance (A&C) team. Once a draft contract is reviewed by A&C, DIAL's Program Manager will contact the Vendor. The project will start upon the execution of the contract. The contract will outline terms and conditions, scope, budget, and applicable flow-down terms proscribed by the funding partners and the UN Foundation.

## Release

Consultant understands that DIAL has chosen to solicit an RFP for consulting services, and that consultant's response does not guarantee that DIAL will enter into a new contract with Consultant or continue any current contract(s) with Consultant.

Consultant agrees that DIAL may, in its sole discretion:

- Amend or cancel the RFP, in whole or in part, at any time
- Extend the deadline for submitting responses
- Determine whether a response does or does not substantially comply with the requirements of the RFP
- Waive any minor irregularity, informality or nonconformance with the provisions or procedures of the RFP
- Negotiate with all consultants UNF deems acceptable
- Issue multiple awards
- Copy the responses

This RFP is not an offer to contract. DIAL assumes no responsibility for Consultant's cost to respond to this RFP. All responses become the property of DIAL.

The Consultant, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

Consultant represents that it has responded to the RFP with complete honesty and accuracy. If facts provided in Consultant's response change, Consultant agrees to supplement its response in writing with any deletions, additions, or changes within ten (10) days of the changes. Consultant will do this, as necessary, throughout the selection process. Consultant understands that any material misrepresentation, including omissions, may disqualify it from consideration for a contract award.

Consultant understands it may receive proprietary and confidential information from DIAL during the RFP process ("Confidential Information"). Consultant agrees to not use Confidential Information for any purpose other than its participation in the RFP process and to not reveal Confidential Information directly or indirectly to any other person, entity, or organization without the prior written consent of DIAL. Consultant further agrees to exercise all reasonable precautions to maintain the proprietary and confidential nature of Confidential Information where it can best demonstrate its value and capacity to deliver ecosystem-wide, meaningful value.

## Intellectual Property (IP) Considerations

DIAL's mission is to create public goods that enable a more efficient digital economy for everyone's common benefit. To serve this goal in partnership with other organizations and individuals, DIAL funds the development of important hardware and software, databases, computer protocols, research, and useful industry standards.

Intellectual property ("IP") is at the heart of all things creative and inventive. DIAL's IP policy is shaped by our key funders' (i.e., the Bill and Melinda Gates Foundation (BMGF), Foreign, Commonwealth and Development Office (FCDO) and the Swedish International Development Cooperation Agency (Sida)) policies. DIAL's work products thus must comply with BMGF's "Open Access" policy. Further, any IP DIAL funds should be licensed for free use worldwide. This is accomplished through open source and Creative Commons licensing and by open standards, unencumbered by restrictive copyrights and patents.

The scope of work for this project and deliverables will, as such, abide by DIAL's intellectual property (IP) policy and its donor' compliance requirements. If special considerations are required, DIAL will negotiate those on a case-by-case basis with selected vendors.

As required by its donors, DIAL is committed to "Global Access". As such, DIAL will ensure that knowledge and information gained from any project and any deliverable produced will be prompt and broadly disseminated under a creative commons license, and any funded developments will be made available at an affordable price to:

- People most in need within developing countries and /or
- In support of the U.S. educational system and public libraries, as applicable

DIAL will take into consideration consultants' intellectual property issues as part of the selection process.