

Tender Brief
For Logo Rebrand and Development of New Website



Background

The International Association for Community Development (IACD) is the global network for professional community development practitioners. We are committed to promoting participative democracy, sustainable development, rights, economic opportunity, equality, and social justice, through the organisation, education, and empowerment of people within their communities, whether these be of locality, identity, or interest, in urban and rural settings. We are accredited with the UN and have members across the world. IACD provides a wide range of services for members in order to promote the profession and to support continuing professional development. We are a membership led, not-for-profit, non-governmental organisation, with an elected international Board of Trustees. The Association is led by its members. Members are elected to the Board at the AGM. The Board in turn appoints the association's office bearers and working committees. Board members also act as Regional Trustees to promote the association across several global regions. The Board and its committees are supported by a part-time paid Administration Officer.

Our Mission

To promote values-based community development as a practice of empowerment and facilitate networking and shared learning opportunities for our global membership.

Our Values

We recognise that the discipline of community development is based on values led practice. We promote and work to the following values;

- **Participative democracy** – working to ensure the active participation of people and communities in planning and decision-making processes on all matters that effect their lives.
- **Sustainable development and climate justice** – working to ensure fair, just and equitable social, economic and environmental development based on climate justice, respect for biodiversity, the protection of our natural environment and all life on earth.
- **Equality and human rights** – promoting and respecting the equal worth, dignity and diversity of all people and working to ensure their equitable access to resources, services and opportunities. Ensuring that fundamental and internationally recognised human rights are respected, promoted and protected.
- **Social and economic justice** – promoting a just society through collective action that challenges injustice, poverty, inequality, discrimination and social exclusion through policies and procedures that lead to the fair and equitable distribution of resources, sustainable production and democratically controlled decision making.
- **Empowerment** – working collectively with people in ways that value lived experience, build on existing strengths and support the development of awareness, understanding, knowledge and skills, contributing to greater participation, collective action and community resilience.

Key Activities to Address Strategic Priorities

- Advocate for the discipline, values and methods of community development, championing community participation and empowerment.
- Support and engage with members and the field, by promoting and providing quality international practice exchanges, conferences, continuing professional development support and website resources.
- Engage and collaborate with country networks and organizations for community development practitioners (fieldworkers, managers, academics, students, volunteers and activists) around the world.
- Engage with the immediate and ongoing consequences and outcomes of the COVID 19 global crisis, climate justice and other current and emerging issues.
- Ensure the sustainability of IACD as a well-governed, effective, professional organization.

Project Overview: IACD's 70th year

IACD was founded in 1953, moved its headquarters to Belgium in 1978 before finally settling in Scotland in 1998. This year we are celebrating our 70th anniversary and we wish to mark this occasion by launching a new website and refreshing our brand. The rebrand however, does not involve a name change. The objective is to raise awareness and understanding of and showcase and profile our work and motivate others to join. We want to be bold in communicating what we do to existing and (potential) new members across all global regions offering opportunities for interactive engagement towards collective achievement of our purpose.

Project Objectives

The objectives of the rebrand and new website are to:

- Reposition the organisation to clearly articulate and increase the visibility of our values, what we do and why;
- Raise awareness of the key purpose of community development, our role in promoting the discipline and practice of community development and the services that we offer to existing and new members and other stakeholders;
- Promote our values and services in an accessible, creative and engaging way;
- Provide our services digitally, through visual and audio mediums;
- Reinvigorate our membership – clearly communicate the reasons for and benefits of being a member and how members can contribute to our work;
- Engage and mobilise a wider audience with community development issues, the role we play and how people can get involved;
- Promote our work and position us for future influence and impact

Project Target Audiences

- Community development practitioners and employers - globally
- Educational Institutions
- Students
- NGO Civil Society Organisations
- Statutory Agencies
- Communities of place, identity and interest relevant to community development

Deliverables

1. An accessible brand identity including a new logo, colour palette and strapline which works effectively in digital and print environments;
2. Brand Guidelines including Tone of Voice/Style Guidelines;
3. Brand toolkit, including iconography and templates for all of our touch points: email signatures, social media, Mailerlite e-news bulletins, Eventbrite, presentation deck, letter head, factsheets, reports, guides, policy response and tender documents, pop up stand design.

Website Content

We would expect the content to include:

- Pages already on existing website but potentially re-organised
- Management of membership applications/payment options
- Facility for online booking of IACD events and webinars
- Links to social media and YouTube channel – potentially with scope for live feeds
- Ability to capture data analytics
- Newsletter/ebulletin function (Mailerlite) signup
- Site for sharing resources, downloadable resources and guides on PDF
- Blog page
- Regional profiles
- Members networking/private area

And more generally:

- **Usability:** the site should be user friendly, with the interface and navigation simple and reliable and the website and its content quick to access. Our key services should be visible with a clear identity. The website should make use of the most recent developments in technology to aid user experience and interaction;

- **Style and Appearance:** the graphics, style and text should be consistent throughout the website and in keeping with our refreshed brand;

- **Visibility:** the site should have high visibility and be easy to find via all major search engines with SEO optimised content;

- **Accessibility:** the site must be designed to comply with the latest international web accessibility standards issued by the World Wide Web Consortium (W3C);

- **Compatibility:** it is essential that the website is responsive with optimal display on all devices. It should also be compatible and all aspects of the functionality used with all major website browsers;

- **Content Management System:** a secure and appropriate Content Management System (CMS) which has a user-friendly interface which is easy to maintain and to add and change content for our non-technical staff team;

- **Training:** provide training and handover sessions with the staff team, together with simple how-to guides or videos;

- **Hosting and Maintenance:** of the website. Options for this should be considered.

- **Software and License Fees** (if any)

Time Scale

- Advertising of tenders: Friday 26 May 2023
- Receipt of tenders deadline: Friday 16th June 2023
- Logo rebrand and website completion by: end of November 2023

Budget

IACD has allocated:

- Up to £12,000 for website, rebrand and brand guidelines
- All costs must be inclusive of VAT and any other charges

Tenderers are free to tender for logo rebrand or website design or both. This must be clearly stated in tender response.

Format of Response

For ease of evaluation and uniformity purposes, responses should be structured as follows:

1. Outline of proposed process for logo/brand redesign
2. Outline of proposed process for new Website
3. Ability to deliver within the timeframe specified
4. Skills and experience of developing similar content – with at least 2 examples
5. 2 former clients who can be contacted for references
6. Itemised cost for:
 - a. Log/brand redesign
 - b. Website design
7. Schedule of charges

Evaluation Criteria

Tenders will be evaluated against the following criteria: -

1. Proposed design outlines
2. Ability to deliver within the timeframe specified
3. Skills and experience of developing similar tools
4. Cost

INSTRUCTIONS TO TENDERERS

1. Completion and Submission of Tender Documentation

- i. Tenders must be submitted by email by **4pm UK time** Friday 16th June 2023.
- ii. Tenders should be sent to IACD Chair, anna.clarke@iacdglobal.org
- iii. Late tenders will not be considered.
- iv. All prices quoted must be inclusive of VAT and in pounds sterling.
- v. All submissions must be in English
- vi. Tender submissions must be fully compliant with the requirements detailed in this tender documentation. Tenders may be rejected if complete information is not given at the time of tendering.
- vii. IACD is not obliged to accept the lowest tender price or any submitted tender.

2. Costs and Expenses

Tenderers will not be entitled to claim from IACD any costs or expenses incurred in the tendering process whether or not their tender proposal is successful.

3. Period of Validity

Tenderers are required to keep Tenders valid for acceptance for a period of 60 days from the closing date for receipt of Tenders.

4. Confidentiality

The Tenderer must treat the Tender documents as private and confidential between the parties to the contract.

5. Official Amendments

If it is necessary for IACD to amend this Invitation to Tender, prior to receipt of Tenders, all applicants will be notified in writing. If appropriate, the deadline for receipt of Tenders will be extended.

6. Canvassing

Any Tenderer who directly or indirectly canvasses any official of IACD concerning the award of contract or who directly or indirectly obtains or attempts to obtain information from such official concerning the proposed or any other tender will be disqualified.

7. Compliance

Tenders must be submitted in accordance with these and any additional instructions. Failure to comply may result in a Tender being rejected.

8. Parties to the Contract

IACD and the successful Tenderer.

9. Project Management

The successful candidate(s) will be expected to liaise closely with named representatives from IACD who will oversee the delivery of the project.

10. Formal Contact and Communications

Tenderers should seek to clarify any points before submitting their response with Anna Clarke, IACD Chair anna.clarke@iacdglobal.org

Shortlisted applicants will be invited to a short Zoom meeting with IACD personnel before a final decision is made.

International Association for Community Development (IACD)
Suite 305, Baltic Chambers
50 Wellington Street
Glasgow
G2 6HJ
www.iacdglobal.org