



Invitation

To Tender

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INVITATION TO TENDER

ITT FY26 – 0209 Graphic Design and Layout + Authoring and Editing

1. Background Information on Plan International

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child but know this is often suppressed by poverty, violence, exclusion and discrimination. And it is girls who are most affected. Working together with children, young people, supporters and partners, we strive for a just world, tackling the root causes of the challenges girls and vulnerable children face.

We support children's rights from birth until they reach adulthood and we enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

For over 85 years, we have rallied other determined optimists to transform the lives of all children in more than 80 countries.

We won't stop until we are all equal.

Read more about Plan International's Global Strategy: **Girls Standing Strong** at <https://plan-international.org/strategy>

2. Summary of the Requirement

Plan International is inviting interested parties to submit a proposal as part of a competitive process for the provision of one or both Lots:

- LOT 1 Graphic Design and Layout services
- LOT 2 Authoring and Editing services

Successful Bidders will be expected to enter into a Long-Term Agreement on a non-exclusive basis with our organisation. Plan International reserves the right not to award a contract as a result of this Invitation to Tender, or to award to multiple successful Bidders.

3. ITT Overview and Instructions

3.1 Overview

Plan International is looking to have Long Term Agreements (LTAs) in place with consultants who can deliver one or both Lots:

LOT 1 Graphic Design and Layout services

Successful consultants will deliver design services supporting communications and advocacy activities on an occasional basis. The work will be guided by Plan International's Brand Guidelines and tone of voice documents and must adhere to and align with these clear guidelines.

The purpose of this long-term consultancy is to procure the services of a pool of experienced designers who are able to learn and understand our usual requirements and preferences through working directly with our in-house teams. They should be able to work efficiently with our in-house teams with a modest level of briefing and oversight.

LOT 2 Authoring and Editing services

Successful consultants will undertake authoring, editing and/or proofreading of various research and evaluation projects for the Plan International in order to enhance Plan International's publications, specifically the utilization of research and evaluations and drive further uptake of results in order to contribute to greater impact of our work. Consultants can be experienced and knowledgeable in all 3 areas of authoring, editing and proofreading or stipulate the one or two areas that they want to be considered for.

The consultant would be required to adopt Plan International's tone of voice both externally and internally and use and understand agreed narrative and terminology.

3.2 Instructions to Tenderers

These instructions are designed to ensure that all Bidders are given equal and fair consideration. It is Bidder's responsibility to ensure their offer is complete and that you provide all the necessary information asked for in the format specified, or risk your offer being rejected. Further details can be found in section 9 of this ITT document, **Submission Checklist**.

Women-owned businesses and companies actively engaged or advancing gender equality and women empowerment in the workplace are especially encouraged to apply.

Documents comprising this tender pack are as follows:

- ITT FY26 - 0209 Plan Tender Dossier
- ANNEX A - Supplier Questionnaire
- ANNEX B - Non-Staff Code of Conduct
- ANNEX C - General Terms and Conditions

Tenderers are required to submit their proposal, inclusive of all required annexes, via email to procurement@plan-international.org. Offers must be received by the deadline specified in the section **'3.3 Key Dates and Timelines.'**

The offer and all correspondence and documents related to the tender must be written in English.

Each Tenderer or member of the consortium or sub-contractor may submit only one offer.

Unless stated otherwise, all communications from Bidders in relation to this tender, including Clarification Questions, must be directed to procurement@plan-international.org and must include the ITT reference number: **ITT FY26 - 0209 Graphic Design and Layout + Authoring and Editing**.

3.3 Key Dates and Timelines

The following table outlines the key dates and timelines associated with both Lots for this tender process. Plan International reserves the right to change these at any time as the tender progresses. To maintain transparency, fairness, and adequate time to prepare your offers, Plan International will inform all interested Parties of any changes to these key dates and timelines simultaneously and in a timely fashion.

Activity	Deadline Date
Issue of Invitation to Tender	7 August 2025
Deadline for supplier submission of clarifications questions	13 August 2025, 23:59 BST
Deadline for Plan to respond to clarification questions	20 August 2025
Deadline for submission of offers	5 September 2025, 23:59 BST
Plan Review of Offers	8 - 12 September 2025
Supplier short-list notification	15 - 19 September 2025
Supplier presentations / interviews	22 - 25 September 2025
Contract Award	w/c 29 September 2025

4. Pricing

Bidders are required to submit a Financial Proposal by providing a clear breakdown of pricing per Lot. All prices must be **quoted in GBP**, and exclusive of Value Added Tax (VAT).

It is expected that prices will be fixed for the duration of the contract and quotes valid for a maximum period of 90 calendar days following the Closing Date of this tender. If for any reason you are unable to guarantee fixed pricing for the duration of the contract, any projected price increases should be clearly stated in your tender.

To ensure a fair and transparent process, Plan International will not be able to divulge budget information relating to this tender or associated Projects. It is expected that Bidders submit their best possible financial offer at the point of submission.

The successful Bidder will be required to pay their staff who work on this contract **at least** the National Living Wage.

5. Specification and Scope of Requirement

Plan International have split our requirements across the following two (2) Lots and have provided our minimum requirements under each heading. Suppliers are welcome to submit proposals to showcase how they meet these minimum requirements, and details of any additional or complimentary services available.

LOT 1 Graphic Design and Layout services

Scope of work

The volume of work will vary and could include short and long projects from a few hours to 10 days' work. The supplier will be commissioned by various people within Plan, depending on which team is developing the content. Work will be planned ahead but teams may sometimes request support on last-minute urgent requests. Agreements on timings and deadlines will be made between the consultant and the person commissioning the work.

On more complex projects, such as publication design, there will be 2 or 3 stages of review, with the supplier receiving feedback and developing new drafts. This will be done to an agreed schedule, and the consultant can ask Plan staff to align their feedback before it is provided.

In general, we use our own photography from our digital asset bank, which the supplier would use for picture research. Occasionally, suppliers will be asked to research pictures from external sources.

The supplier will be asked to design for digital (and sometimes print) campaigns on projects such as (but not limited to):

- Report design
- Social media graphics
- Infographics
- Social media banners, email banners
- Animated graphics (gifs or short videos)
- Graphics for website or newsletter
- Diagrams / charts
- Training materials
- Presentations

The supplier will provide final editable artwork (e.g. packaged indd, ai or psd), following all agreed reviews and sign-off, so it can be shared with the rest of the organisation for their own edits.

Requirements

Software:

Proficient in:

Creative Cloud - Photoshop, Illustrator, InDesign

Microsoft Word and PowerPoint (template design)

Desirable: Premiere, After Effects, Rush, Illustration skills

Design skills:

- Understand design principles and keeps up to date with digital trends
- Ability to think outside the box but within brand guidelines
- Be able to translate complex ideas or concepts into infographics, diagrams, maps
- Skilled in creating impactful, engaging and innovative designs and illustrations for digital audiences
- Understand requirements when working for print or for digital
- Brand champion
- Experience designing research, evidence, advocacy and marketing publications

Productivity skills:

- Detail-oriented with strong organizational skills and a commitment to accuracy
- Able to work with precision on text, e.g., creation of endnotes within InDesign and reproducing designs in multiple languages without errors
- Can work under tight deadlines
- Be able to work within brief
- Accountable: be able to report and collaborate to ensure timely production

Other:

- Must be able to work in English
- Must own their own Creative Cloud account and have good internet connection (reliable / high speed broadband)
- Must demonstrate alignment with Plan's values and feminist leadership principles

Desirable: understanding of French and Spanish

Desirable: editorial skills

LOT 2 Authoring and Editing services**Scope of work**

It is recognized that research and evaluation reports are technical documents that often need proof-reading. So too programme guides and other technical documents. But even more so, they need editing in order for them to be able to be more accessible to the target audiences that they aim to be reaching. In some instances, the documents need to be re-written in a much more communicative and less technical format, in order to really tell the story of the impact that is being sought or contributed to. In addition, we include reports or content aimed at a general public or non-sector supporters, including politicians or policy makers who are not development experts as part of the content that would be worked on under this tender.

The purpose of the long term consultancy is to procure the services of a pool of experienced consultants who are able to proofread, edit and/or author communication, advocacy and general documents and text, as well as technical development and girls' rights research and evaluation reports in order for them to be better disseminated and utilized by the intended users and target audiences.

➤ **For authors and editors:**

- Render technical or sector content into plain, easy to understand English.
- Use language that will resonate with our audience of determined optimists - align with Plan International's brand and address the interests and concerns of those audiences as defined in our brand guidance and guidance on our external narrative.
- The use of language to draft copy that engages hearts as well as minds.
- Review technical/communication reports, evaluations, other externally facing products to ensure content, structure and tone is suitable and impactful for intended audience and meets the objectives of the piece as set out in the objectives of the document;
- Outlining structure and key messages
- Rewriting sections for clarity or emphasis, including ensuring clarity, coherence and logical flow
- Drafting original content, including developing arguments, narratives and explanations
- Applying citation styles
- Addressing feedback or comments
- Close copyedit for spelling, grammar, style, tone, formatting as per the scope for copyeditors and proofreaders below.

➤ **For copy editors and proofreaders:**

- Line-by-line close reading of a piece for spelling, grammar, tone, style, consistency of terms, acronyms/abbreviations, consistency of footnotes/endnotes/referencing, cleaning up formatting including tables and graphs.
- Check whether hyperlinks go to the right place, and do basic fact checks as needed.
- Reviewing the full document
- Correcting grammar, punctuation, and spelling errors.
- Ensuring consistency in terminology, tone, and formatting.
- Checking for clarity and coherence in sentence structure and flow.
- Ensuring compliance with any organisational style guides (if applicable).
- Providing tracked changes and comments for transparency and review.
- Addressing feedback or comments

6. Selection Criteria

Bids will be assessed against predetermined criteria which has been developed and agreed by the Tender Panel prior to launching this Tender process. The information gathered in your Financial and Technical Proposals and accompanying Annexes will be used to evaluate and score each Bid against this set criteria. Please find further details in the below table:

LOT 1 Graphic Design and Layout services:

	Criteria	Tenderers must demonstrate.....	Weight (%)
Compliance	Tender Compliance & Completion	<ul style="list-style-type: none"> Satisfactory completion of all documentation requested with sufficient information, submitted no later than the closing date specified. Agreement to our mandatory policies as set out in Annex B – Non-Staff Code of Conduct 	Pass/Fail. Bidders who do not meet these minimum requirements will not have their Bids further assessed.
Technical Proposal (65%)	Technical competence	Demonstrates required technical competence	15%
	Talent/skills	Demonstrates design talent/skills	20%
	Quality	Demonstrates professional, high quality approach	15%
	Experience	Demonstrates publication skills	15%
Financial Proposal (30%)	Pricing Schedule	<ul style="list-style-type: none"> Fixed pricing (please refer to '4. Pricing') Economically advantageous for the organisation 	30%
Gender Responsive (5%)	Gender sensitive Practices & Policies	<p>As part of our ongoing Gender Responsive Procurement Initiatives. Bidders will be allocated 5% of the overall score if they meet one or more of the following:</p> <ul style="list-style-type: none"> If headed up by a woman If the supplier is a women-owned business: A legal entity in any field that is more than 51% owned, managed and controlled by one or more women. 	5%

		<ul style="list-style-type: none"> • If the % women in management positions is over 35% • If % women workers is 55% or above. • If robust gender equality initiatives are in place and active. E.g. WEPs signed, gender equality procurement policy, and additional gender-sensitive program/s implemented. 	
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LOT 2 Authoring and Editing services:

	Criteria	Tenderers must demonstrate.....	Weight (%)
Compliance	Tender Compliance & Completion	<ul style="list-style-type: none"> • Satisfactory completion of all documentation requested with sufficient information, submitted no later than the closing date specified. • Agreement to our mandatory policies as set out in Annex B – Non-Staff Code of Conduct 	Pass/Fail. Bidders who do not meet these minimum requirements will not have their Bids further assessed.
Technical Proposal (65%)	Technical competence	Demonstrates required technical competence	20%
	Quality	Demonstrates professional, high quality approach	15%
	Talent/skills	Demonstrates writing/editing skills/talent	30%
Financial Proposal (30%)	Pricing Schedule	<ul style="list-style-type: none"> • Fixed pricing (please refer to '4. Pricing') • Economically advantageous for the organisation 	30%
Gender Responsive (5%)	Gender sensitive Practices & Policies	<p>As part of our ongoing Gender Responsive Procurement Initiatives. Bidders will be allocated 5% of the overall score if they meet one or more of the following:</p> <ul style="list-style-type: none"> • If headed up by a woman • If the supplier is a women-owned business: A legal entity in any field that is more than 51% owned, 	5%

		managed and controlled by one or more women. <ul style="list-style-type: none"> • If the % women in management positions is over 35% • If % women workers is 55% or above. • If robust gender equality initiatives are in place and active. E.g. WEPs signed, gender equality procurement policy, and additional gender-sensitive program/s implemented. 	
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7. Evaluation of offers

The Tender Panel will review all Bids to ensure they meet the minimum requirements listed under the 'Compliance' section in the above table. Following this, each Bid will be assigned a score on the basis of predetermined criteria and their associated weighted scorings.

The contracts will be awarded to the Bidders who represent the best overall value for Plan International in terms of the evaluation criteria set out above. By participating in this tender, you acknowledge and understand that Plan reserves the right to:

- Decide not to award to any supplier
- Decide to award to one or more suppliers
- Decide to readvertise the opportunity
- Not necessarily accept the lowest cost offer

Notification of award of contract will be issued via e-mail.

8. Terms & Conditions

By submitting a Bid as part of this Tender process, you also acknowledge and understand that:

- Plan International will not be liable for any costs or expenses incurred in the preparation of your offer
- You or your company will undergo vetting checks against an Anti-Terrorism and Sanctions Database as part of due diligence protocols
- Plan International reserves the right to keep confidential the circumstances that have been considered for the selection of the offers
- Part of the evaluation process may include a presentation from the Bidder and a site visit by Plan International staff, where applicable and necessary
- Plan International reserves the right to alter the schedule of tender and contract awarding
- Plan International reserves the right to cancel this tender process at any time and not to award any contract

- Plan International reserves the right not to enter into or award a contract as a result of this invitation to tender
- Plan International does not bind itself to accept the lowest, or any offer
- Any attempt by the Bidder to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or Plan International during the process of examining, clarifying, evaluating and comparing tenders will lead to the rejection of its offers and may result in the termination of a current contract where applicable
- You accept in full and without restriction the conditions governing this tender as the sole basis of this competition, whatever its own conditions of sale may be, which you hereby waive
- You have examined carefully, understood and comply with all conditions, instructions, forms, provisions and specifications contained in this tender dossier. You are aware that failure to submit a tender containing all the information and documentation expressly required, within the deadline specified, may lead to the rejection of the tender at Plan International's discretion
- You are not aware of any corruption practice in relation to this competition. Should such a situation arise, we shall immediately inform Plan International in writing
- You declare that you are affected by no potential conflict of interest, and that you and our staff have no particular link with other Bidders or parties involved in this competition. Should such a situation arise during performance of the contract, you shall immediately inform Plan International in writing
- You accept Plan International's standard terms of payment which are **30 days** after the end of the month of receipt by Plan of a proper invoice or, if later, after acceptance of the Goods or Services in question by Plan International Ltd

9. Plan International's Ethical & Environmental Statement

- The organisation should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation
- The organisation should seek to set reduction targets in areas where the organisation's activities lead to significant environmental impacts

10. Submission Checklist

Please note Plan International are unable to accept submissions which are accessible by an online link, for example SharePoint, Dropbox etc. Please submit the documents as email attachments.

Document	Form
Full and detailed Proposal to this ITT to showcase: <ul style="list-style-type: none"> ➤ How your organisation meets Plan International's minimum requirements per Lot ➤ Any additional or complimentary services available per Lot ➤ A clear breakdown of pricing per Lot, including price details for any additional or complimentary services per Lot ➤ Details demonstrating your organisations understanding of working with INGOs for this category of service ➤ Three current or previous client references ➤ Details of company structure and reach of services e.g. clinic locations 	<p>Please submit your Proposal in either PDF or Word or any of these combinations (if submitting more than one file).</p>
Annex A - Supplier Questionnaire	<p>Please complete with all requested information and return in Word or PDF format.</p>
Annex B - Non-Staff Code of Conduct	<p>Please sign and date this document and return in PDF format.</p>
LOT 1: Copy of previous designed publication for INGO/NGOs	<p>PDF</p>
LOT 2: Examples of authored, edited and/or proofread work for INGO/NGO	<p>Final PDF</p> <p>Draft doc with tracked changes to see how you adapted/engaged with original content</p>