



## **REQUEST FOR PROPOSAL**

### **Graphic and digital designer consultancy**

#### **About Protection International:**

Protection International (PI), an international human rights non-profit organisation based in Brussels, Belgium, is seeking the services of a graphic and digital designer to produce a variety of marketing materials needed to successfully accomplish its mission.

PI brings protection strategies and security management tools to human rights defenders (HRDs) at risk. PI's comprehensive protection programmes empower HRDs to manage their protection themselves, make authorities fulfil their duty to protect and makes other individuals and institutions with a stake in the protection of HRDs maximize their contribution.

PI has its head office in Brussels, but primarily works where protecting HRDs is needed. We have long term presence in several countries of Africa, Asia and Latin America.

#### **Request for proposal:**

PI is requesting proposals for the services of a graphic and digital designer to design a series of materials, in digital and print format, to support the organization's communication and promotion efforts and ensure brand identity in accordance with PI visual guidelines.

The designer will create institutional materials for PI and its research and advocacy publications. These research and advocacy publications aim to:

Inform the general public, stake-holders and duty bearers about PI's three thematic priorities (criminalisation, HRD protection public policies and protection networks) and their inter-linkages with other development initiatives in order to build strategic alliances.

Improve the exchange of information with key stakeholders (HRDs, HRDs orgs, Intl institutions, duty-bearers) so that they have a clear understanding of the issues associated with each thematic priority and what actions need to be taken.

Improve PI's visibility before these key actors as a key expert and resource in these thematic areas.

You can learn more about our past research publications here:

<http://protectioninternational.org/publication-page/>

#### **Target audience and brand identity:**

PI works with HRDs as well as NGOs, Governments, Diplomats and Institutions focused on supporting the work and protection of HRDs on National, Regional and International Levels. PI wants a crisp, consistent, simple and powerful design that reflects its mission and work on overarching themes across all offices, in accordance with PI visual guidelines.

PI visual guidelines are available upon request to [ao@protectioninternational.org](mailto:ao@protectioninternational.org)

## **Scope of Work**

Institutional promotional and research materials:

- 2017 Annual Report (digital version) in English and Spanish. Around 20 pages
- Focus Report (print and digital version) - a report on the latest public policy developments for the protection of HRDs throughout the world (around 50 pages, see here: <http://focus.protectionline.org/focus-2014/> in English, French and Spanish.
- Criminalisation series (template for a series of research papers on criminalisation)

## **Terms and Conditions**

The successful designer needs to be flexible to meet our work schedule. Workspace, computer and software are not provided. Products provided by the designer will need to be developed or saved in various formats for use in online and print media.

The designer will work closely with our Advocacy, Outreach and Research Units teams. (Please note that other, smaller materials might also be included later on outside of this proposal.) The place of the assignment is home-based with occasional meeting in Brussels if possible if not via Skype.

## **To Apply**

Submissions can be received in English or French and should include:

- CV
- Proposal: please submit a mock-up for the Focus report (print and digital). It doesn't have to be a finished product, but it should be complete enough that we can judge the design and creative process.
- Portfolio including 2-5 samples indicating relevant design work (URLs and print materials)
- Cost Estimate (maximum 2500 EUR). All candidates must submit an estimate based on the work outlined in this RFP, printing fees excluded. It can be hourly or per project.
- Please send all this information to the following email: [recruitment@protectioninternational.org](mailto:recruitment@protectioninternational.org), making mention of 'Graphic designer consultancy in the subject line.
- Please include your name in the file name of your application documents, e.g. John\_Smith\_CV.doc.
- Deadline for submissions: 30 June 2017
- Period of the assignment: July- September 2017