

Request for Proposal

**For Standardization of Publication
Design & Development of Template
for
Asian Productivity Organization (APO)**

Offers are invited from reputed and experienced Design Agency/Company/Firm for Standardization of Publication Design and Development of Template for the Asian Productivity Organization (APO) for print and using digital publishing tool.

Issued on: 28 June 2017
Last Date for Submission: 07 July 2017; 11:30 AM (Japan Time)

S. No	Particulars	Details
1	Document reference number	APO/IPR/PUB/1/06-17
2	Date of issue of RFP	28 June 2017
3	Last date for seeking clarification through email	03 July 2017; 04:30 PM (Japan Time)
4	Clarification response by IPR Team through email	04 July 2017; 04:30 PM (Japan Time)
5	Last Date & Time for submission of proposal	07 July 2017; 11:30 AM (Japan Time)
6	Award of project order	By 14 July 2017
7	Email address for submission of proposal	To: YFujimoto@apo-tokyo.org cc: sparth@apo-tokyo.org
8	Subject Line for submission of proposal	Standardization of Publication Design and Development of Template for APO/ company name
9	APO Website	http://www.apo-tokyo.org/
10	Existing Publication	http://www.apo-tokyo.org/publications/

Background

Established in 1961, APO is an intergovernmental organization with the mission of contributing to the socioeconomic development of the Asia-Pacific region through productivity promotion. The current membership comprises 20 economies: Bangladesh, Cambodia, Republic of China, Fiji, Hong Kong, India, Indonesia, Islamic Republic of Iran, Japan, Republic of Korea, Lao PDR, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

The APO supports its member countries through capacity-building efforts such as training courses, workshops, seminars, and other activities to enhance productivity. In serving its members, the APO performs five key roles: Think Tank, Catalyst, Regional Adviser, Institution Builder, and Clearinghouse for Productivity Information.

As part of its capacity building initiative and as a clearinghouse of information on productivity, the APO has a series of publications focusing on the productivity concept, its socioeconomic significance, and the tools and techniques for its enhancement. APO publications comprise books, Outcome Documents, project reports, and research and resource papers on projects implemented by the APO in the industry, service, agriculture, and public sectors. They are distributed to NPOs, university libraries, research institutes, government agencies, private-sector organizations, university faculty members, researchers, APO resource persons, senior corporate executives, and alumni of APO training.

Classification of APO Publications

1. Industry
2. Agriculture
3. Services
4. Public Sector

Category of APO Publications

1. **Books and Monographs:** Long-form publications examining a scholarly topic or specialized publication
2. **Research Report:** By experts in APO or external: publications that describe the process or results of research or consider the current state of a problem.
3. **Program Reports:** Collections of papers presented during the program like the country papers and deliberations, Outcome Document, proceedings.
4. **Help Books:** Guide/Framework/Handbook and specific publications that address the “How to Do” question, as also those publications that provide broad overview, outline, or skeleton of interlinked items which supports a particular approach to a specific objective, and serves as a guide that can be modified as required by adding or deleting items.
5. **Serials:** Publications like the Databook that is published periodically with updates.
6. **Working Papers:** Pre-publication versions of academic articles, book chapters, framework, guide, handbook etc. for peer review. The document can be revised periodically based on the feedback.
For Databook see <http://www.apo-tokyo.org/publications/wp-content/uploads/sites/5/APO-Productivity-Databook-2016.pdf>
7. **Whitepaper:** 8-10 page concept paper on a complex issue or technology with use case that can help readers understand an issue, solve a problem, or make a decision. However, the Whitepaper will essentially have the philosophy and approach of the APO on the matter.

Scope of Work

1. **Conceptualize:** Developing the overall concept and unique design template for cover, back cover, inner pages and related elements with clearly identifiable icons and visual elements. The Design Agency/Company/Firm may use a combination of color code and icons to make each classification and category of publication uniquely identifiable. All publications will carry the APO logo on the cover.

The concept design should be original and contemporary and the Design Agency/Company/Firm can suggest the size as a differentiator for the categories as well. Since the publications will primarily be published digitally, the overall concept should ensure that the design is equally compelling on different media and devices (such as tablets and smart phones).

2. **Designing:** Converting the concept to design, layout and defining other elements including cover, infographics, illustrations, icons etc. as might be needed to suit the template requirement.

Project Phases

Phase 1: *Discovery.* The Design Agency/Company/Firm will arrange a kick-off discussion with the APO-IPR team to understand the creative and technical requirements of the project for developing a comprehensive Creative Brief and project schedule.

Phase 2: *Concept Design.* The Design Agency/Company/Firm will present concept options for each of the classification and category of publication, showing overall thematic direction, copy layout and type styles, general color palette, image treatment, infographics, etc. based on the Creative Brief approved by the APO.

Phase 3: *Concept Refinement.* Refinement will include up to three rounds of APO-requested revisions of the selected design concept, including request for a maximum of three different design templates.

Phase 4: *Production.* The Design Agency/Company/Firm will apply the approved design to develop the final templates. The Agency/Company/Firm will also create a user manual to define and explain the different elements, size, type style, usage of color etc. for reference, record, and easy use.

Phase 5: *Delivery.* The Design Agency/Company/Firm will hand over the following to the APO-IPR team: (1) final design (in PDF), (2) final design files and other elements in open editable and usable format (in InDesign, PSD, EPS, and AI formats), and (3) user manual in PDF format and in open editable and usable format.

Timelines

S. No	Deliverables	Timeline (total days)
1	Phase 1: Discovery	T + 7 days
2	Phase 2: Concept Design	10 days from #1
3	Phase 3: Concept Refinement	10 days from #2
4	Phase 4: Production	7 days from #3
5	Phase 5: Delivery	3 days from #4

T is the date of assigning the project

Terms & Conditions

1. The RFP is intended to seek proposal from Design Agency/Company/Firm, and we have sought proposals from multiple agencies for this.
2. Submission of proposal by Design Agency/Company/Firm should not be considered as grant of project to the Agency/Company/Firm by the APO.
3. The RFP process is a mean to help the APO identify most suited design Agency/Company/Firm for the project, based on their experience of executing similar projects and the proposed cost.
4. The Design Agency/Company/Firm offering best cost and value proposition will be awarded the project.
5. The Design Agency/Company/Firm shall not misuse the APO and related logos in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The APO logo shall be used only in such manner as required for the design templates belonging to the APO.
6. The Design Agency/Company/Firm will be bound by the Non-Disclosure Clause and will not disclose or communicate, in any manner, either during or after the project implementation period, information about the APO, its operations, or any other information, that relate to the operations of the APO which would be deemed confidential or other forms of proprietary information of the APO.
7. The Design Agency/Company/Firm shall not downstream or outsource any part of the Scope of Work without informing and seeking consent from the APO.
8. The Design Agency/Company/Firm cannot have arrangement with other company as a consortium or as a back to back agreement for executing this project.
9. The design templates developed for the APO Publications must be original and use of any other elements, including the icons sourced from external sources must be copyright protected. The Design Agency/Company/Firm will have no right to use the design template or any other related elements, or develop similar design templates for any other clients. All designs/visuals created as part of the template will be property of the APO.
10. The Design Agency/Company/Firm may be requested for update or changes in the template at any point of time later after the closure of the project and the cost for the same will be negotiated and finalized on a need basis and the willingness of the Design Agency/Company/Firm to execute it.
11. The APO will not bear any cost related to research, planning, designing or any other such activity related to preparation of the proposal in response to the RFP by the Design Agency/Company/Firm or that of sending it to the APO.

Conflict of Interest

1. The Design Agency/Company/Firm shall provide professional, objective and impartial to serve the APO's interest.
2. The Design Agency/Company/Firm shall not deploy former employees who have served APO in last one year.

3. Non-disclosure of such an association by the Design Agencies/Companies/Firms will lead to termination of the contract and Blacklisting from participating in any future APO projects for a period of three years.

Right to Accept or Reject any Proposal

1. The APO reserves the right to annul the RFP or the vendor selection process, or to accept or reject any or all the proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Design Agencies/Companies/Firms or any obligation to inform the affected Agencies/Companies/Firms of the grounds for such decision.
2. The APO also reserves the right to change the scope of work, in case there is a need or depending upon the change in requirement before or during the implementation phase. However, in case the changes are made during the implementation phase, the APO will negotiate cost for the additional work separately with the Design Agencies/Companies/Firms.

Instructions for Preparation of Proposal

It is important for the participating Design Agency/Company/Firm to comply with the following instructions during preparation of their proposals:

1. The Design Agency/Company/Firm should carefully go through the background information and the details about the APO structure, its focus areas and the activities, all instructions, guidelines, scope of work, timeline and all other details as shared in this RFP. Failure to furnish all the necessary information as required by the RFP Document or submission of a proposal not substantially responsive to all the requirements of the RFP shall be liable for rejection.
2. The proposal and all associated correspondence shall be written in English.
3. The proposal shall include the following information, and strictly follow the sequence as listed below:
 - i. Covering letter (as per Annexure 1)
 - ii. Basic organization details (as per Annexure 2)
 - iii. Profile of the Agency/Company/Firm (max 1 A4 size page)
 - iv. Relevant experience of executing similar projects (as per Annexure 3)
 - v. Samples of creatives (visuals & text) of work as listed by the Agency/Company/Firm in Annexure 3
 - vi. Commercial Proposal in US Dollars or Japanese yen only and the proposed cost should include all taxes, levies applicable in the respective countries. The APO will consider the total cost, inclusive of taxes/levies as the Final Quoted Price for evaluation the proposal.
4. All rate and cost mentioned in the Commercial Proposal should be written both in words and figures.

5. The financial proposal should include break-up of cost for Cover Design Template and Inner Page Layout Template.
6. The proposal shall be sent only through email attachment as a password-enabled PDF duly signed by the authorized person latest by **07 July 2017; 11:30 AM (Japan Time)** to YFujimoto@apo-tokyo.org with cc to sparth@apo-tokyo.org.
7. All pages of the Proposal should be numbered in the format Page x of y, where x is the specific page and y is the total number of Proposal pages.
8. The subject line of the email should be: Standardization of Publication Design and Development of Template for APO/**company name**.

Annexure 1
Covering Letter Format (to be submitted on letterhead)

To,
IPR Department
Asian Productivity Organization
1-24-1 Hongo, Bunkyo-ku, Tokyo 113-0033

Sub: Proposal for Standardization of Design and Development of Template for APO Publications.

Dear Sir,

1. We, the undersigned, having carefully examined the referred Request for Proposal document for Standardization of Design and Development of Template for APO Publications, offer to provide the required services, in full conformity with the said RFP Document.
2. We have read all the provisions of RFP Document and confirm that these are acceptable to us.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, the approach and methodology, the commercial proposal, and all other documents for submission of Proposals as stipulated in the RFP Document and modifications resulting from Work Order negotiations, and it shall remain binding upon us and may be accepted by you at any time till a maximum of 90 days of the last date of submission of the proposal.
5. Until the formal final Work Order is prepared and executed between us, this Proposal, together with your written acceptance of the Proposal and your notification of awarding the project, shall constitute a binding Work Order between us.
6. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
7. We understand you are not bound to accept any proposal you receive, not to give reason for rejection of any proposal and that you will not bear any expenses incurred by us in preparing and submission of this proposal.

Yours sincerely,

<Signature>

<Name>

<Designation>

Date: dd mm 2017

Annexure 2

Basic Organization Details

Details of the Organization	
Name of Design Agency/Company/Firm	
Date of Incorporation/Establishment	
Date of Commencement of Business	
Address of the Registered Office	
Address of the Correspondence	
Area of expertise with respect to this project	
Name of the Contact Person	
Contact Person's Mobile Phone Number	
Contact Person's email	

Annexure 3

Experience of Executing Similar Projects

Details of Projects				
S. No	Name of the Company for which the project was executed	Details of the Project	Year of Project Execution	List of supporting document / sample enclosed