Request for Proposals: Graphic and publication design and layout for modular updates to VCMI's Claims Code of Practice

Introduction

VCMI is seeking proposals from qualified design agencies (the consultant) working in the publication and graphics space to prepare the layout/design of its modular updates to the Claims Code of Practice. This will include working with existing layout templates (in InDesign) and making alterations to such templates, preparing some template aspects anew, and designing graphics and figures for inclusion in the modular updates.

The consultant will be organised with excellent project management skills, able to work at pace (especially as the deadline approaches) and experienced in developing graphics (preferably for a scientific/technical audience). A draft timeline of the process is included below. This is a tight timeline and requires a designer/design team that can provide swift updates and turnaround to deliver to deadline.

Background

VCMI published its Claims Code of Practice (Claims Code) in June 2023. The Claims Code is a rulebook for companies on credible use of high-quality carbon credits on the path to net zero. It also tells them what they can credibly claim about this use. The Claims Code released in June was a complete publication, and nods to 'additional modules' that are being prepared by VCMI in order to support its use and uptake. These modules include:

1. A Monitoring, Reporting and Assurance (MRA) Framework
2. Additional Claim tiers
3. Branding (Mark) guidelines for corporates making a Claim *

These additional modules will complement the Claims Code. They will be published in different formats/ways:

1. As a standalone MRA document (*also feeding through to the Claims Code where appropriate)*
2. As an improvement to the Claims Code – for the 'Claims tiers' module
3. As a standalone branding guideline document (*also feeding through to the Claims Code where appropriate)*

Aspects of these modules will need to be reflected in the original Claims Code (as post-publication improvements), including in associated documents (explanatory notes, supplementary guide, and annexes) where appropriate. These documents are hosted on the VCMI website and form essential guidance to companies globally on how to make a VCMI Claim. Companies will be using both the Claims Code and additional modules as of end-November 2023. The documents (MRA Framework, Branding Guidelines, and improvements to the Claims Code and associated documents) will be published online in PDF format. The VCMI secretariat is exploring the option to include an HTML version on its website, as well as preparing translations into other languages after their release. VCMI holds the existing InDesign files from its June Claims Code, as well as the annexes released alongside it.

* Branding guidelines are being developed by a dedicated creative agency, and therefore the layout of this module will not be required by the consultant, however elements of this additional module will need to be included as improvements in the Claims Code, and therefore the consultant will be expected to work with the creative agency to ensure its implementation is seamless.

Further information about VCMI is available at the end of this document.

Scope of Work

The successful consultant is expected to work independently and at pace, following the guidance of the VCMI Secretariat, and in collaboration with contact points/agencies across the wider Claims Code project (including the creative agency preparing VCMI's Claims branding, VCMI's communications agency, and VCMI's web team). From the VCMI Secretariat, the consultant will work primarily with the Technical team.

The consultant will also be expected to/ is responsible for:

- Preparing a detailed project timeline to ensure the project is delivered to deadline, making clear internal deadlines for all relevant teams involved in the publication
- Delivering original and/or edited designs and layouts for:
    o **The additional MRA Framework module** (see above), which is expected to be approximately 100 pages in total. This additional module will follow VCMI's existing visual identity and can be designed in line-with or in reference to existing VCMI publications.
    o **Graphics and figures** to be included across the modules/Claims Code. This work will include up to four figures/graphics across the Claims tiers and MRA Framework modules. Graphics could be either illustrative or data based.
    o **Improvements** to the Claims Code (and associated documents) based on content developed in all **three** new additional modules. These will be made to the original Claims Code InDesign file.
- Maintaining a file of improvements made in the June Claims Code so that it can be shared/published in an accessible and transparent manner.
- Reviewing the existing InDesign files for the June Claims Code and its annexes, making suggestions on design and layout changes to improve usability, readability, and accessibility, and integrating design suggestions from the VCMI secretariat.
- Delivering iterations as needed of each document and graphic (i.e. the MRA Framework module, Claims Code with improvements, and the four graphics).
- Delivering final InDesign files to VCMI at completion of the project. VCMI will own these files into perpetuity.
- Coordinate and work closely with VCMI's Technical team. The designer(s) will be expected to liaise with the VCMI Secretariat to gain inputs on publication design, graphics, and copy, as well as to report on progress made and updates. This will involve several meetings with the VCMI secretariat in the lead-up to the November release.
- Liaise with the creative agency working to deliver the 'Claims Branding' module, to ensure aspects of the branding guidelines are included, where appropriate, in the Claims Code improvements, in particular for visuals and copy relating to the Claims themselves.
- Liaise with the VCMI web team closer to the date of publication to ensure all final digital files are delivered on-time for upload to the VCMI website.

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Draft high-level timeline

Date	Module 1 (Claims Branding)	Module 2 (Claims Tiers)	Module 3 (MRA Framework)	Claims Code (updated with improvements) and improvements list
28 November	All modules and improvements published online			
27 November			Final files delivered by consultant, including improvements list.	
W.C. 20 Nov			20 Nov - Final copy delivered to consultant (envisage minor updates to previous version post feedback from SteerCo)	
W.C. 13 Nov	13 Nov - Final copy of Claims Branding delivered to consultant by Branding/creative team.	13 Nov – Final copy of Claims tiers content delivered to consultant.		
W.C. 6 Nov	Copyediting of all draft documents commences			
W.C. 30 October			31st October - Draft MRA Framework delivered to consultants to begin development of designed version	Consultant begins to implement changes in the Claims Code based on available documents (drafts of Claims Branding and MRA Framework).
W.C. 23 October	25 Oct - Draft of Claims branding delivered to consultant for integration into the June Claims Code.	26 Oct – Draft content for Claims tiers delivered to consultant for integration into June Claims Code		
W.C 16 October	Kick off meeting with VCMI			
11 October	RfP Closes			

Request for proposals

VCMI is requesting quotes from Designers who are able to complete this work within the required timeframe. Please respond with a quote for the work, portfolio/examples of previous work, examples of previous work designing technical graphics and figures, statement for how the work

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would be project managed by your team, and a detailed timeline for delivery based on the outline above.

Please respond by end-of-day on 11 October.

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