

# Creative design and layout: Faecal sludge and wastewater treatment technology options (Request for Proposal [RfP])

## 1 About SNV

SNV is a not-for-profit international development organisation that makes a lasting difference in the lives of people living in poverty by helping them raise incomes and access basic services. Working on three sectors – Agriculture, Energy and Water, Sanitation and Hygiene (WASH) – SNV has a long-term, local presence in over 25 countries in Asia, Africa and Latin America.

## 2 About the design project

SNV is seeking the services of a design agency (or freelancer) to undertake creative design and layout work for an upcoming publications project. Actual services are slated to commence during the **second week of October** and will have a duration of a maximum of **1.5 months** from the date that the project is activated by SNV.

The successful agency (or freelancer) applicant will report to and work under the supervision of the project's Publications and Production Manager.

### Background of the project

The project entails the creative design and layout of SNV resources, published as part of the organisation's urban sanitation approach, USHHD.

*SNV's Urban Sanitation and Hygiene for Health and Development (USHHD) approach builds capacities for citywide sustainable sanitation services for all. It is being applied across 20 cities in five countries; each with a population of 20,000 to 1.2 million. In applying USHHD, we work with city authorities, utilities, private sector, civil society and rights holder groups to realise financially viable and safely managed sanitation services that leave no-one behind: in households, schools, health care facilities and public places.<sup>1</sup>*

With a focus on **faecal sludge and wastewater treatment systems**, the publication will present a typology of diverse treatment methods and SNV's and partners' experiences in operationalising each method.

Overall, the publication is envisaged to serve as an important resource to facilitate decision-making processes within the faecal sludge and wastewater treatment sector – by government officials, urban planners and investors – based on the principle of **informed choice**. It is especially useful for professionals involved in the design, operation and management of treatment, reuse and disposal technologies.

The publication also forms part of SNV's contributions to wider WASH sector learning and citywide sanitation and hygiene programming. It will be published with the financial support of the Ministry of Foreign Affairs of the Netherlands, under the consortium project WASH SDG programme.

---

<sup>1</sup> SNV, 'Urban Sanitation & Hygiene for Health and Development', *Capability statement*, The Hague, SNV, 2020, [https://snv.org/cms/sites/default/files/explore/download/ushhd-capability-statement\\_0.pdf](https://snv.org/cms/sites/default/files/explore/download/ushhd-capability-statement_0.pdf), (accessed 1 September 2020).

## Project description: the assignment

In brief, the assignment covers the following:

- delivery of a concept design for SNV's sign off (with chapters that can be repackaged as stand-alone PDFs/resources);
- layout and design work following SNV's branding guidelines and SNV-approved concept design;
- three review rounds for the full publication + 1 review round for all stand-alone chapters;
- submission of open InDesign files and all original artwork produced as part of this assignment; and
- the creation of infographics or GIFs, which will be used during publication launch (*for confirmation*).

## Approach

- The successful applicant (herein also referred to as the agency) is expected to apply key elements of SNV's branding guidelines under the supervision of this project's Publications and Production Manager.
- Final output shall be attractive and engaging ('a page turner'), but shall also profile SNV as a professional organisation that is a thought leader in water, sanitation and hygiene. Balance is key.
- Final design shall facilitate the separation of chapters, ensuring that each can form as a stand-alone resource. Under this assignment, a total of 10-12 PDFs will be delivered to SNV.
- The publication will, first and foremost be published in digital form. As such, size of PDFs will need to comply with web standards. The full publication and separate chapters (in PDF) will be made available on the SNV website. Printing of publication is an option, but printing costs are not covered by this assignment.

## Content and page count of (full) publication

The publication will have approximately 88 pages (including front and back cover). It will showcase nine technologies (as separate chapters), and may be accompanied by standard manuscript sections, e.g., Table of Contents, Preface, Introduction and Acknowledgements.

SNV will provide all text, high-resolution images and diagrams (tables and figures, e.g., graphs, charts, infographics) to the agency.

## Design and layout

In general, the agency is expected to apply SNV's branding guidelines – colours, font type (VAG and Verdana) and box/image placeholders (rounded edges).

However, the agency will be provided with ample space and flexibility to adjust font sizes, line and paragraph spacing as needed. As well, offer new designs for the following elements:

- Chapter dividers
- Table design
- Call-out box design
- Quotes or text for emphasis
- Others, as deemed necessary

The agency will redraw all diagrams (graphs, charts and infographics) provided by SNV, ensuring that the appropriate brand design of SNV is carried out.

In consultation with SNV, 3-5 GIFs are likely to be created for the publication's launch and promotion (*for confirmation*).

## Review and sign-off process

To facilitate a smooth design and review process with SNV, the agency is expected to first deliver a concept design to the Production Manager for the organisation's feedback. The concept design will include proposed designs for

- The full paper
- The stand-alone chapters

- Other design elements: chapter divider, table design, call-out boxes, etc.

Once the agency receives SNV's green light on the concept design, only then will the full layout and design job be carried out.

Succeeding review rounds are as follows (from the point that the concept design is greenlighted by SNV):

- Review of the full publication's design will take place in three rounds. During the second review round, the publication will be proofread.
- Sign off of the full publication will then be followed by the agency's delivery of the stand-alone chapters. Page numbering of the chapters will start at 0 (for the cover page).
- Stand-alone chapters will undergo one review round only. *It is assumed that the stand-alone chapters delivered by the agency are like-for-like copies of the chapters found in the full publication.*
- Similar to the full publication, all GIFs (for confirmation) will also undergo three rounds of review.

### Technical and submission requirements

The agency shall deliver the following:

- ✓ Packaged and complete open InDesign files, artwork, etc. of the full publication and all stand-alone chapter resources (10-12 InDesign packaged files)
- ✓ Original artwork of all redrawn diagrams (in separate files)
- ✓ Redrawn diagrams in PNG or JPG for use (in separate files)
- ✓ Web-compliant PDFs of all publications: full + stand-alone chapters
- ✓ Press ready PDF of the full publication only
- ✓ GIFs for Twitter and LinkedIn (*if applicable*)

### Timeline and duration

The entire project will have a duration of not more than 1.5 months and is slated to start during the second week of October. Details on the work plan/schedule will be communicated to the successful applicant.

### Copyright and intellectual property rights

The agency assigns to SNV all copyright arising from the execution of the assignment. SNV shall ensure that the agency is credited appropriately.

## 3 Contract/project fee

The contract/project fee is negotiable and shall be based on international not-for-profit rates.

### INTERESTED TO APPLY?

**Submit the following to [zambiaprocurement@snv.org](mailto:zambiaprocurement@snv.org) by Monday 28 September, 17h00 CET:**

- ✓ For agencies/companies: your company's portfolio and the CV of the designer/s assigned to the project | For freelancers: your CV
- ✓ An estimated lump sum fee for the services requested complete with a breakdown of proposed charges. Please add fee for GIF development as an *optional* cost item.
- ✓ At least three samples of your (or the assigned designer's) most recent work, preferably for a development agency (must include a sample of a publication with graphs)

**SNV will not entertain incomplete or late submissions.**