



REQUEST FOR PROPOSAL

RFP-055-STB-2024

CONSULTANCY SERVICES FOR THE REBRANDING OF THE CAMPAIGN STOP THE BLEEDING

RFP ISSUE DATE: - 2nd SEPTEMBER 2025

Disclaimer: TJNA may at any time, terminate the RFP without entering a contract and reserves the right to accept or reject any or all applications and is not bound to give reasons for its decision. TJNA is also not obligated to award the procurement to the firm that offers the lowest price.

SECTION 1 - INVITATION LETTER FOR REQUEST FOR PROPOSAL.

RFP REF NO.: - RFP-055-STB-2024

RFP Reference No.	RFP-055-STB-2024
Title of Tender	CONSULTANCY SERVICES FOR THE REBRANDING OF THE CAMPAIGN STOP THE BLEEDING.
Issuing Office & Address	TAX JUSTICE NETWORK AFRICA Jaflo Limited, Block 3 - 106 Brookside Drive, Westlands Website: - https://taxjusticeafrica.net/
Location of this Assignment	Nairobi-Kenya
Point of contact for clarifications & questions	TJNA Procurement Unit, procurement@taxjusticeafrica.net
Amendment of RFP Documents	At any time before the submission of proposals, the Client, TJNA, may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the RFP. Any amendment shall be issued in writing through addenda. The addenda shall be sent by mail to all invited consultants and will be binding on them. The Client may, at his discretion, extend the deadline for the submission of proposals, if deemed necessary, to allow bidders reasonable time to take the amendment into account.
Email address for submission of Proposals	TJNA Procurement Unit, procurement@taxjusticeafrica.net
Deadline for submission of questions and clarifications	5 th September 2025
Deadline for Answering questions and clarifications	8 th September 2025
Deadline for submission of Proposals	Please include the subject line "RFP-055-STB-2024" in the email.
Anticipated Award Type	Consultancy Agreement
PRELIMINARY/MANDATORY EVALUATION CRITERIA	
	Preliminary Mandatory Requirements Bidders will be evaluated based on the following mandatory requirements. Those who fail to submit any of the documents below will not be considered for evaluation in the subsequent steps. <ol style="list-style-type: none">1. Certificate of registration or Incorporation/ IDs for individual-based consultants2. Copy of List of Directors, Shareholders, and beneficial owners (CR12)3. Tax Compliance4. Valid business permit from country of jurisdiction5. Submission Technical Proposal6. Submission of the financial proposal7. Previous Experience (Reference letter/LSO/Contract)8. CVs for the proposed team

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SECTION 2: INSTRUCTIONS TO BIDDERS

I. BACKGROUND

The Stop the Bleeding Campaign (STB) is a Pan-African initiative aimed at mobilizing and advocating around the African debt crisis and illicit financial flows (IFFs). The campaign seeks to influence policymakers at both national and regional levels in favor of prudent debt management and equitable investment in public services. It highlights how unsustainable debt and IFFs perpetuate economic injustice, disproportionately affecting vulnerable communities.

To strengthen its impact, visibility, and coherence, the campaign seeks to undertake a comprehensive rebranding process that includes revamping its visual identity, website, and communication materials. This rebranding effort aims to align with STB's strategic objectives while consolidating its message to stakeholders, media, and the public.

II. PROPOSAL SUBMISSION

Interested and Eligible consultants/consortiums are required to submit their application in the English or French language with the following specific information: -

- Experience in similar assignments.
- Availability of appropriate key staff to be involved in the assignment.
- A brief profile of the firm, including a description of the firm.
- Proposed work plan and approach/methodology/concept.

Interested consultants may obtain further information from our website: <https://taxjusticeafrica.net/>.

2.1 The Technical and Financial Proposals must be submitted separately to **(procurement@taxjusticeafrica.net)** by **8th September 2025 @5:00PM**.

2.2 Association

Consultants may associate with other firms in the form of a Joint venture or a sub-consultancy to enhance their qualifications (provide group agreement to the effect). Shortlisted consultants may associate with non-shortlisted consultants **ONLY** after seeking written approval from TJNA.

2.3 Grounds for Exclusion

Organizations are to be excluded from participating in this RFP if: -

- a) They are declared prohibited by TJNA because of their involvement in corrupt or Fraudulent practices in Procurement.
- b) TJNA staff or management involved in the procurement process have a financial interest in, or close relatives working with, the organization or individual.
- c) they are bankrupt or are being wound up, whose affairs are being administered by a court, who have entered an arrangement with creditors, who have suspended. business activities or who are subject to an injunction against running a business by the court.
- d) They are the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court, or for an arrangement with creditors, or of any other similar proceedings.
- e) They have been convicted of an offense concerning their professional conduct by a court.
- f) they have been found guilty of grave professional misconduct or
- g) They have not fulfilled obligations relating to payments of taxes or social security contributions.

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2.5 Validity of Proposal

The proposal must remain valid for **90 calendar days** after the proposal submission deadline.

2.6 Communication

Communication between bidders or their agents and any official of TJNA is strictly forbidden except as provided for in the relevant sections of this RFP. Infringement of this clause may lead to automatic disqualification from the bid process.

2.7 Taxes

The financial proposals include all applicable taxes quoted separately. If taxes are not mentioned in the financial proposal, TJNA shall consider that they are included in the prices provided.

2.8 Currency

The financial proposal shall be in **Kenya Shillings (KES) or US Dollars (USD)**.

2.9 TJNA Policy and Standard Terms and Conditions

a) TJNA Employees

All proposals must indicate any/all known TJNA employees and/or near relatives who hold a position in your organization or have been engaged as a consultant for your organization within the last two years. Also indicate any known TJNA employees or near relatives that own or control more than a ten percent (10%) interest in your organization; If There are none, state so.

b) Conflict of Interest

The Consultant shall not hire any officer or employee of TJNA to perform any service covered by this agreement. The Consultant should ascertain that to the best of their knowledge, there exists no actual or potential conflict between the Consultant's family, business, or financial interest and the service provided under this agreement, and in the event of a change in either private interests or service under this agreement, any question regarding possible conflict of interest which may arise because of such change will be raised with TJNA.

The Consultant shall not be in a reporting relationship with a TJNA employee who is a near relative, nor shall the near relative be in a decision-making position with respect to the Consultant.

c) Ethics

The Consultant will exercise extreme care and due diligence to prevent any action or conditions which could result in conflict with the best interest of TJNA.

Throughout the term of any agreement resulting from the RFP, Consultant will not accept any employment or engage in any work which creates a conflict of interest with TJNA or in any way compromises the work to be performed under this RFP or any agreement resulting from this RFP. The Consultant and its employees will not offer gifts, entertainment, payment, loans, or other gratuities or consideration to TJNA employees, their families, other Consultants, subcontractors, or other third (3rd) parties for the purpose of influencing such persons to act contrary to TJNA's interest or for personal gain. The Consultant will immediately notify TJNA of all such violations of this clause upon becoming aware of such violations.

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d) TJNA's Right to Reject or Modify

Selection of a proposal does not mean that all aspects of the proposal(s) are acceptable to TJNA. TJNA reserves the right to negotiate the modification of the proposal terms and conditions prior to the execution of a contract to ensure satisfactory procurement.

e) Supplemental Terms and Conditions/Modifications

Any supplemental terms or conditions, or modification or waiver of these terms and conditions, must be in writing and signed by a Consultant and TJNA.

3.0 Form of Agreement

The contents of this RFP and the proposal document of the successful Consultant shall become contractual obligations as part of the Contract if acquisition action ensues. Failure of a successful Consultant to accept these obligations in a contractual agreement shall result in the cancellation of the award. TJNA reserves the right to negotiate provisions in addition to those stipulated in this RFP or proposed by a consultant for the purpose of obtaining the best possible contract.

• **Marketing References**

The successful Consultant shall be prohibited from making any reference to TJNA in any literature, promotional material, brochures, or sales presentations without the express written consent of TJNA.

III. OBJECTIVES:

The main objective of this assignment is to design a new, cohesive visual and communication identity for the *Stop the Bleeding* campaign. This rebranding will:

1. Update the campaign's image while remaining faithful to its core values and goals.
2. Ensure greater visual and strategic coherence across all communication tools and platforms.
3. Strengthen engagement with target audiences, particularly policymakers, the media, civil society, and African citizens, with a special focus on women and youth.

IV. EXPECTED DELIVERABLES

The selected agency or consultant will be required to deliver the following:

1. Visual Identity

- Redesign the campaign logo to reflect its Pan-African, feminist, and economic justice values.
- Development of a brand guide (colors, typography, visual style, graphic elements) to guide future communication tools.

2. Communication Materials (Bilingual)

- Creation of harmonized templates for various materials in English and French (reports, presentations, brochures, posters, infographics, social media posts, etc.).
- Production of flexible templates for autonomous use by the STB team.

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3. **Website (Bilingual)**

- Redesign the current website to create an interactive, user-friendly, and responsive platform with an intuitive navigation system.
- Integration of features such as a dedicated section for news and events, mobilization tools (petitions, online campaigns), blogs, and downloadable resources.

4. **Editorial Line and Storytelling (Bilingual)**

- Proposal for an editorial line aligned with STB's key messages and values.
- Development of visual and narrative stories focused on the impact of debt and IFFs, particularly on vulnerable communities.

V. **METHODOLOGY AND APPROACH**

The agency or consultant is expected to adopt a collaborative and inclusive methodology, including:

1. **Initial Diagnosis**

- Conduct an in-depth analysis of the campaign's current identity and communication needs.
- Consult with the campaign team and key stakeholders to understand their expectations and recommendations.

2. **Participatory Approach**

Organize validation sessions to involve STB stakeholders and ensure that deliveries meet expectations.

3. **Feminist and Pan-African Approach**

Ensure all aspects of the rebranding reflect the campaign's values of gender justice, inclusivity, and social transformation.

4. **Training and Skills Transfer**

Provide guidance and tools enabling the STB team to effectively utilize and manage the new resources (brand guide, templates, website).

VI. **REQUIRED PROFILE**

Applicants should meet the following criteria:

1. **Professional Experience**

- At least 5 years of experience in branding, graphic design, and website development, preferably in the NGO sector.
- Proven track record of similar rebranding projects for Pan-African initiatives or advocacy organizations.

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2. Technical Skills

- Expertise in graphic design and brand guideline creation.
- Demonstrated web development skills.
- Knowledge of issues related to debt, IFFs, and economic justice in Africa is an asset.
- Aptitude to work in French and English

3. Personal Qualities

- Sensitivity to gender issues and Pan-African values.
- Ability to work collaboratively with diverse teams.

VII. TIMELINE

Estimated duration of the assignment: 3 months, starting in October 2025.

VIII. SUPERVISION AND REPORTING

The selected agency or consultant will work under the direct supervision of the Secretariat of the *Stop the Bleeding* campaign and will be required to provide regular progress reports at key stages.

VIII. SELECTION CRITERIA

The consultant will be selected based on the following criteria:

- a) Relevant experience and qualifications.
- b) Technical approach and methodology.
- c) Proposed timeline and work plan.
- d) Financial proposal and budgetary considerations.

HOW TO APPLY:

Please submit the following by 17:00 East African time on **Monday, 8th September, 2025**, to procurement@taxjusticeafrica.net with the email subject **RFP-055-STB-2024: CONSULTANCY SERVICES FOR REBRANDING THE CAMPAIGN STOP THE BLEEDING.**

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