

Terms of Reference

Graphic Design Services under the Piloting and Preparing to Scale E-Mobility in Kenya Project

About Siemens Stiftung

As a non-profit foundation, Siemens Stiftung is committed to sustainable social development. We focus on three thematic areas: Secured Essential Services, Climate & Sustainability, and Connect-ed Societies. We proactively shape the necessary transformations required to address these challenges. By working with partners from the fields of Education, Social Entrepreneurship, and Arts & Culture, we strengthen collective learning and locally based, sustainable structures. Our projects and networks focus on Africa, Europe, and Latin America.

Siemens Stiftung supports entrepreneurs and professionals from the [social entrepreneurship scene](#) that are changing society for the better through innovative ideas and technical solutions. This includes assistance in conducting research projects on *sustainable energy*, *e-mobility* and *water & hygiene* as well as capacity-building for entrepreneurs and professionals with trainings, coaching, and mentoring programs. You can find more information on Siemens Stiftung's social entrepreneurship program [here](#).

Context

Siemens Stiftung's '*Piloting and Preparing to Scale E-Mobility in Kenya*' project, implemented under Gesellschaft für Internationale Zusammenarbeit's (GIZ) "Promotion of E-Mobility in Kenya" program, supports companies in Kenya's e-mobility sector to conduct Research & Development (R&D) activities that enhance the social, economic, and environmental impact of e-mobility. The project further aims to accelerate the development and scaling of e-mobility solutions in Kenya by providing targeted support to enterprises, strengthening their capacity through training, and fostering ecosystem development efforts. [Learn more here](#).

Under this context, Siemens Stiftung is seeking the services of a professional graphic designer or design firm under a framework agreement to support the design and development of various communication and knowledge materials for the Piloting and Preparing to Scale E-Mobility in Kenya project. The framework agreement will allow Siemens Stiftung to engage the consultant on an as-needed basis for various design needs that arise throughout the project.

Scope of Assignment

The consultant will provide graphic design services for multiple deliverables, including but not limited to:

- Publications (conversion of project reports ensuring engaging layouts that align with Siemens Stiftung branding)
- Infographics (to present research insights, impact data, and key findings in an accessible format)
- Marketing and communication materials (banners, posters, flyers, and promotional materials for dissemination at industry events and stakeholder meetings)
- Social media assets (visual content for digital outreach, ensuring brand alignment and effective communication of project insights)
- Other project-related visual materials as required.

The aim is to ensure that all designed materials are high-quality, engaging, accessible, and aligned with Siemens Stiftung's branding guidelines.

Expected Outcomes

- **High-Quality Publications:** Professionally designed reports aligned with Siemens Stiftung's brand. Publications will be prepared for various formats including print, online reading, website publication, and social media sharing.
 - Version for print (InDesign and PDF with print marks)
 - Version for online publishing (Issuu or similar)
 - Material for social media and LinkedIn posting
 - Interactive Features: Clickable links embedded within the publication for easy navigation of data.
- **Marketing & Communication Materials:** Creation of banners, posters, flyers, and promotional materials for industry events and stakeholder meetings, ensuring brand consistency.
- **Social Media Assets:** Design optimized visuals for social media platforms to enhance project outreach and visibility.
- **Timely Revisions & Feedback Process:** Efficient incorporation of feedback and revisions to meet project deadlines and requirements.
- **Final Deliverables:** Delivery of materials in required formats (print, digital, social media) for easy dissemination and usage.

Offer

Proposers should provide a detailed offer including:

- **Tools and Software:** Specify the design tools and software that will be used.
- **Revisions Process:** Outline the process for incorporating feedback and specify the number of rounds of revisions allowed to ensure the final product meets all requirements and standards.
- **Delivery Formats:** Explain how the different formats (print, online, website, social media) will be created and optimized.
- **Timeline and Turnaround Time:** Provide a general timeline for project initiation. Specify estimated turnaround times for different types of deliverables, with an understanding that specific delivery dates will be agreed upon as needed, depending on the project's scope.
- **Sample Works and References:** Include examples of previous work that demonstrate capability and experience in similar projects.

Profile

Siemens Stiftung is looking for:

- Proven expertise in graphic design, particularly in designing publications, infographics, and promotional materials.
- A strong portfolio demonstrating experience in visually presenting research, data, and complex concepts.
- Proficiency in design software (e.g., Adobe Creative Suite, InDesign, Illustrator, Photoshop, etc.).
- Experience in multi-format design, including print, digital, and social media content.
- Attention to detail, ensuring accuracy and alignment with Siemens Stiftung branding.
- Strong communication and collaboration skills to incorporate feedback effectively.

Budget

Proposers should provide:

- A pricing schedule for different components (e.g., per page for publications, per item for marketing materials); or
- An estimated daily rate for services/deliverables, based on their preferred pricing model.

Application Process

Please send your offer in PDF format including the following:

- Cover Letter: Brief introduction and motivation for applying.
- Portfolio: Samples (or links) of previous design work relevant to the scope outlined.
- Technical Approach: Description of design process, tools used, and approach to ensuring brand consistency.
- Budget Proposal: A price schedule or estimated daily rate per deliverable.
- Company profile, and proof of company registration /incorporation and tax compliance.
- CV(s) of the individual or team members: Highlighting relevant experience and expertise.
- References: Contact details of previous clients.

Deadline for submission: 1st April 2025 at 11:59 PM EAT

Applications should be sent to winnie.njogo.ext@siemens-stiftung.org. Interviews with selected candidates will take place on a rolling basis.

Additional Information

- Contract Duration: The framework agreement will tentatively conclude in June 2026.
- Logistical Details: Siemens Stiftung will provide all necessary reports and branding guidelines. The location of the consultancy can be remote, with communication and deliverables managed online.
- Evaluation Metrics: Siemens Stiftung will handle the evaluation of the deliverables internally using existing structures and feedback mechanisms.
- Project Management: The selected consultant or organization will work closely with Siemens Stiftung's Project Manager to ensure all requirements are met.