2 April 2025

Request for quotation (RFQ) – goods or services

RFQ Title:	Brand and Website Refresh for Partnerships for Forests
RFQ Issue Date:	2 April 2025
Terms of Reference / Specifications:	The Goods and/or Services to be delivered are detailed in the attached Schedule
Project	Partnerships for Forests 2
The Company	Palladium International Limited
Closing Date and Time	16 April at 17:00 BST
Contact Person	N/A
Details for Submission	info@p4forests.com

Thank you for your interest in the above procurement. As managing contractor for the Project, the Company invites you to submit a quote for the Goods or Services listed below. Your quote will be valid for the Validity Period.

Please forward your quote in accordance with the Details for Submission above by the Closing Date and Time.

I look forward to your response. If you have any queries, please do not hesitate to contact me on or by e-mail info@p4forests.com.

Yours sincerely,

Emma Davies

Terms and conditions

1. Quote Conditions
By submitting a quote, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

2. Quote Lodgement
The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFQ unless the Company determines to do so otherwise at its sole discretion.

3. Evaluation
The Company may review all quotes to confirm compliance with this RFQ and to determine the best quote in the circumstances.

4. Alterations
The Company may decline to consider a quote in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

5. The Company's Rights
The Company may, at its discretion, discontinue the RFQ; decline to accept any quote; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a Quote; satisfy its requirement separately from the RFQ process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate quotes as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

6. Amendments and Queries
The Company may amend, or clarify any aspect of the RFQ prior to the RFQ Closing Time by issuing an amendment to the RFQ in the same manner as the original RFQ was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.
Any queries regarding this RFQ should be directed to the Contact Person identified on the cover page of this RFQ.

7. Clarification
The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their quotes. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their quote.

8. Confidentiality
In their quote, potential suppliers must identify any aspects of their quote that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their quote.
The potential supplier acknowledges that in the course of this RFQ, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFQ and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFQ and after the completion of the process.

9. Alternatives
Potential suppliers may submit quotes for alternative methods of addressing the Company's requirement described in the RFQ where the option to do so was stated in the RFQ or agreed in writing with the Company prior to the RFQ Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

10. Reference Material
If the RFQ references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their quote. And provide it to the Company upon request.

11. Price Basis
Prices quoted must be provided as a fixed maximum price and show the tax exclusive price, the tax component and the tax inclusive price.
The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

12. Financial information
If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement.
If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

13. Referees
The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

14. Conflict of interest
Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

15. Inconsistencies
If there is inconsistency between any of the parts of the RFQ the following order of precedence shall apply:
(a) these Terms and Conditions;
(b) the first page of this RFQ; and
(c) the Schedule
so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

16. Collusion and Unlawful Inducements
Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their quote or the RFQ process.
Potential suppliers must disclose where quotes have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their quote from consideration.
Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFQ) which could give arise to a perception of bribery or corruption in relation to the RFQ or any other dealings between the parties.

17. Jurisdiction
This Agreement shall be subject to the laws of the Jurisdiction.
The Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this Agreement or the breach, termination, or invalidity thereof.
If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this Agreement or the breach, termination, or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules in effect on the date of this Agreement. The appointing authority shall be the Secretary-General of the Permanent Court of Arbitration. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.
The place of arbitration shall be the headquarters location of Company at the time the claim is filed and the language of the arbitration will be English. The relevant laws shall be the laws of the Jurisdiction.

Schedule - Terms of Reference

Background Context

Partnerships for Forests (P4F) is funded by the Foreign, Commonwealth and Development Office (FCDO) and is one of several programmes that sit within the broader Investments in Forests and Sustainable Land Use (IFSLU) Programme. IFSLU was established to accelerate the transformation of forest landscapes, sustainable commodity production and trade, and land-use investment flows to benefit people, climate, and nature. It is part of the UK government's commitment to supporting developing countries to respond to climate change.

Palladium and Systemiq implemented the first phase of P4F (2017 to 2024) successfully mobilising over £1 billion in private finance, bringing 8.6 million hectares of land under sustainable management, and directly benefitting 326,000 people. Palladium and Systemiq have been awarded the next phase of P4F which will build on the strong foundations of the first phase.

IFSLU Phase 2 is an expanded umbrella programme and a commitment of up to £500 million by the UK government for up to 10-years (2023-2033). IFSLU2 is a centrally managed programme with activities to be delivered by a mix of suppliers, grantees and strategic partners, while FCDO retains responsibility for the overall programme strategy. It is made up of five components:

- Component 1: Business incubation, pipeline development and business enabling conditions (P4F)
- Component 2: Enhanced support for smallholder farmers
- Component 3: Business and market development in the Congo Basin
- Component 4: Policy support to catalyse transformational change and action at scale
- Component 5: Monitoring, evaluation, learning (MEL) and knowledge

Component 1/Partnerships for Forests is delivered by Palladium and Systemiq and provides business incubation services in the form of TA and grants to help forest-positive businesses to scale. Under this component, the programme will continue to drive policy reforms and foster demand for sustainably sourced agricultural and forest products, with support from Efeca.

Component 2 is delivered by Palladium and Systemiq and aims to support smallholder farmers to transition to sustainable production in a way that increases incomes, strengthens livelihoods and improves market access. The programme team will manage a portfolio of large strategic grants with NGOs and build and manage a portfolio of additional grants. Component 2 will sit alongside the P4F brand with the option to create a sub-brand or 'sister' brand identity that can be used for marketing and outreach purposes.

Component 3 brings a new regional focus to the Congo Basin, which spans Cameroon, the Republic of Congo, Gabon, and the Democratic Republic of Congo. Component 3 aims to strengthen market systems so that the Congo Basin region can benefit from a sustainable forest and land use economy. Component 3 was awarded to Palladium through a separate tender process and will be delivered by a separate but linked team, and by a distinct consortium (Palladium, CrossBoundary Advisory, The Policy Practice, Trias and Canopy Lab). Component 3 will sit alongside the P4F brand as part of a 'family of brands', with the option to create a sub-brand or 'sister' brand identity that can be used for marketing and outreach purposes.

Component 4 covers a portfolio of policy partnerships that are managed directly by FCDO. The work delivered by these partners supports the broader aims of the programme through creating an enabling policy environment. The portfolio includes the FACT Dialogue, the Amsterdam Declarations Partnership and The Sustainable Commodities Resource Hub. The website should include a brief description and links to more details on these policy partnerships.

Component 5 is the independent Monitoring, Evaluation and Learning (MEL) and knowledge component of IFSLU2. FCDO will procure a supplier to deliver this component of the programme.

P4F is a well-established brand in the market with assets, including a website, and a LinkedIn account with over 5,000 followers. There is broad agreement that we retain the brand created during the first phase of the programme, and the name 'Partnerships for Forests'. The programme is entering a new more ambitious second phase with additional components (C2 and C3). These changes are driving the need for a refresh of the P4F brand, an update of the website, and the creation of new brand assets for the new components. The start of phase two is also an opportunity to explore how the P4F brand fits alongside other relevant Palladium and Systemiq brands.

The Scope of Work:

1. Review and refresh brand and visual identity:

There is broad agreement that the 'Partnerships for Forests' name will be retained for Component 1. The new components that focus on smallholders (C2) and the Congo Basin (C3) will sit alongside the main P4F brand with the option to create new names, sub-brands or logo variations with the same look and feel that can be used for marketing and outreach purposes. It is also an opportunity to audit how the logo aligns with other Palladium and Systemiq brands.

Activities:

- Audit all existing brand assets (e.g. logos, typography, graphics, Word and PowerPoint templates) and provide recommendations on what needs to be updated or designed. The purpose is to refresh the existing P4F logo and brand assets and to develop complementary Component 2 and 3 brand assets to create a family of related brands.
- Complete an audit of other relevant programme brands, including Palladium and Systemiq brands, and provide recommendations on what you see as a point of difference and where there are opportunities for alignment.
- Share three concepts and possible routes for the new brand system, exploring different approaches to the visual brand execution.
- Develop updated versions of each asset, ensuring consistency with the new programme. These will include any new logos, fonts, colour palettes, graphics, email signatures, and templates agreed upon by the Communications and Stakeholder Engagement (CSE) teams (C1 and C3) following the audit.
- Seek feedback from a range of stakeholders (see list below) and make necessary revisions (maximum 2 rounds of revisions).
- Finalise and distribute the refreshed branded assets to the CSE teams.

2. Develop key messaging:

In phase 2, several programmes will sit under the broader Investments in Forests and Sustainable Land Use (IFSLU) Programme. Part of this scope of work is to develop a brand narrative for the new phase of the programme that covers the smallholder farmer work (C2) and Congo Basin programme (C3). We need to move away from using internal language like 'components' to describe C2 and C3, and develop a way that easily explains the new aspects of the programme to our audiences.

Activities:

- Develop a communications framework that looks at the different audiences and programme components and build a simple and easy messaging toolkit, that includes recommendations on the tone of voice.
- Craft the brand story and a narrative. This should combine parts of the existing programme narrative, with updates to reflect the new programme scope and the new components (C2 and C3).

- Seek feedback from key stakeholders on an initial draft framework and brand narrative and incorporate feedback.
- Finalise the updated communications framework and brand narrative.

3. Review and rebuild the website:

The website is one of the main ways for our audience to learn about the programme and the initiatives that we are supporting. The current website was developed to support the first phase of P4F and it contains historical data and functions that need to be re-organised and redesigned to reflect the second phase of the programme and its new components.

The current website is built on WordPress, which would be the preferred platform for the update. However, the future site must adhere to Palladium's updated IT policy and the security requirements of its ISO 27001:2022 certified Information Security Management System. Working closely with the CSE team, the provider will analyse the current website, complete a consultation on the needs of new phase of the programme, and propose whether WordPress or another CMS would best meet our requirements. Any platform will be subject to review and approval by Palladium's Global ICT team.

In close consultation with the CSE team, the provider will design and build a new website on our preferred platform that meets the programme needs. It must be built in a way that is Palladium IT compliant and is easy to make updates and to provide ongoing management by the Palladium CSE and IT teams.

The website must adhere to language and accessibility best practices, including optimisation for desktop and mobile devices. The primary website language will be English, but as a global programme we will require certain pages/sections to be available in multiple languages and allow editing in these languages. These sections will be discussed in more detail when deciding on the website infrastructure, but the selected platform will need to include this functionality.

The current website includes an area with information about the first phase of the P4F programme, including a project portfolio, an interactive map, and different programme resources. Some of this content will need to be carried over to the new site and organised in an accessible way. Other core parts of the website will need to cover; an overview of the programme, the project portfolio, a knowledge and resources library with a search function, and funding opportunities. Any updates to the website need to be in line with FCDO's Digital Spend requirements and be GDPR compliant (e.g. SSL certificate, opt-in forms, cookie policy).

The new website will also need to incorporate separate areas for the smallholder (C2) and Congo Basin programme components (C3). We would like the supplier to present options for where the C2 and C3 content 'lives' and how this is signposted across the website, and how to ensure audiences can easily find the content they are looking for. The supplier will need to factor this into the wireframe design if required, based on the decisions made in the brand refresh.

The Congo Basin programme area of the website should include a clear presentation of the programme's objectives and identity to ensure clarity for the audience, as well as how to access funding. Additionally, a visual representation (such as a map or infographic) should highlight the three countries where the programme is being implemented: Democratic Republic of Congo (DRC), Cameroon, Republic of Congo, and Gabon. There is overlap with C1 which is also operational in Cameroon, so this will need to be thought through. Given that the target audience for this component includes francophone stakeholders, a French version of the section should be available to ensure accessibility and engagement.

The Smallholders section of the website will need to include an overview and objectives of this area of work, the project portfolio, and where to access future funding opportunities.

The CSE team will provide detailed guidance about the structure and content of the website to support the wireframe development prior to commencing the work**.**

Website Activities:

- Audit the website and provide recommendations on updates for the new site, outlining the new requirements and incorporating feedback from the CSE and wider P4F team on their website needs for this phase of the programme.

- Explore the functionality and suitability of WordPress and determine if it meets the requirements of the new website, and if not, discuss alternative CMS options with the team. Palladium's IT team need to be consulted about any CMS decisions.

- Present and test website design concepts incorporating the updated P4F brand identity, with internal and external audiences and users of the website to be agreed with the CSE team, gather feedback and ensure it is optimised and accessible for all user types and devices.

- Advise on alternative solutions for integrating components 2 and 3 into the existing website while ensuring they maintain their own distinct space and identity and remaining connected to the overall brand. C3 content will be managed by the C3 team so any solution needs to provide the autonomy to manage it effectively.

- Present the preferred design concept and draft wireframe design to the team. Incorporate feedback from the team to finalise the wireframe.

- Build the new website on WordPress (or the selected platform), incorporating the new brand elements and content. Any new content will be created by the CSE team in consultation with the agency about what is required as per the agreed wireframe.

- Deliver a hand-over of the new website, providing a training demonstration and manual, for the CSE team and C3 CSE Lead on how to manage and make updates to the website moving forwards. There will also need to be a handover from the supplier to the Palladium IT team who will provide ongoing maintenance and technical support for the website.

Deliverables

- **Refreshed branded assets**: updated versions of all P4F branded materials, including new logos and sub brands or families of brands (C2, C3), templates, digital assets and brand guidelines.

- **Communications framework and messaging toolkit**: that includes a programme narrative, a description of the new programme components and the relationship between each of them.

- **Updated website:** an updated website based on the approved wireframe, that is GDPR compliant and aligns with Palladium's IT policy.

- **Training and handover:** for the CSE team and C3 CSE Lead on how to manage and make updates to the website and to the Palladium IT team for ongoing technical support and maintenance once the website build it complete.

Timeline

We are aiming to tender and award and contract this work by early May 2025 with a view to the work being completed by early August 2025 or 13 weeks from when contracts are signed. Below is an indicative timeline:

- **Week 1**: Kick-off meeting, full briefing and review of current materials.

- **Week 2:** Workshop/s to deep dive into the needs of the brand refresh, website, and audience and gather inputs from key stakeholders.

- **Week 4**: Present concepts for brand refresh, which includes programme story/narrative and key messages for review and consultation. Present design concept for the website and gather feedback from the team.

- **Week 5**: Present initial wireframe for the website and gather feedback from the team.
- **Week 5-7**: Website content to be developed by the programme team as per the agreed wireframe. Image selection.
- **Week 8-12:** Website build including technical development, adding content to staging site, testing and deployment.
- **Week 13:** Final review and approval of all deliverables. Provide website training. Distribution of refreshed branded assets.

Stakeholders

- **Internal Team**: P4F Programme team, Congo Basin (C3) team, corporate communications teams at Palladium and Systemiq.
- **External Partners**: FCDO, delivery partners, and target audiences for testing, feedback and validation.
- Note that we will need to gather feedback and input from regional stakeholders across different time zones.

Reporting Line

- Under the overall guidance and supervision of the Communications and Stakeholder Engagement Lead.

Proposal Requirements:

Please submit the following as part of your quote:

1. A proposal including:
   - An overview of how you propose to manage and respond to this scope of work. In case of a consortium of organisations the planned arrangement of work must be described.
   - Demonstrate organisational capacities and skills to support the implementation of the work – applicants are invited to submit a portfolio with examples of similar work done to date.
   - A full breakdown of agency personnel who will be working on the pitch and delivery of the project.
   - Initial design concept ideas for the website and brand refresh.
2. A proposed workplan and timeline based on the dates provided above.
3. A full cost breakdown to include: cost per each of the three activities (Refresh the P4F Brand, develop Key Messages and update website), fixed and variable costs, management/agency fees, anticipated licencing costs and any other relevant information. Note that payments will be made upon the achievement of key deliverables. This section should include proposed deliverable payment schedule.
4. Details of any partners or subcontracts you will need to use to deliver this work.
5. Any limitations you see with the scope of work

Budget:
Maximum budget available for these actitvies is £50,000, exclusive of UK VAT

Detailed budget to be developed based on the scope of work and resource requirements.

Submissions will be evaluated according to the following criteria and weighting:

- How you propose to provide the Goods/Services specified in this RFQ (40%)
- Demonstrated ability to manage/deliver the Goods/Services (30%)
- The proposed fee that offers the best value for money for the services rendered (i.e. lowest price) (30%)

Procurement Timelines

- Interested parties are invited to submit questions to info@p4forests.com by 9th April, 17:00 UK.
- The deadline for proposals is 16th April by 17:00 UK time.
- Shortlisted suppliers will be invited to provide a short presentation with initial concept design ideas before a final selection is made. We plan to schedule interviews on Monday 28th and Wednesday 30th April, online.
- Final decision shared by Friday 2nd May 2025.
- Contracting complete by Friday 9th May 2025.

Other Information:

We ask that interested parties declare any potential conflicts of interest.

If your quote is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant Project Manual. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any quotes pursuant to this RFQ.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.