

Terms of Reference

Graphic Design of the 2023 Women Entrepreneurs Finance Initiative (We-Fi) Annual Report

Context

Founded in 2017, the [Women Entrepreneurs Finance Initiative](#) (We-Fi) harnesses the public and private sectors to open new doors for women entrepreneurs across the developing world. With funding of over \$350 million from 14 governments, this collaborative partnership among governments, multilateral development banks, and other stakeholders is helping entrepreneurs by scaling up access to financial products and services, building capacity, expanding networks, offering mentors, and providing opportunities to link with domestic and global markets. It is also assisting governments in creating enabling environments for women in business. The We-Fi Secretariat is housed in the World Bank.

Objective

The We-Fi team is in need of a **graphic design firm** that will design and produce *We-Fi's 2023 Annual Report*. This publication will be a flagship document highlighting We-Fi's global programs, results, and entrepreneur stories.

We-Fi expects the report to be creative, and visually appealing for readers, particularly donors and partners at multilateral development banks. The report's overall look and feel should be inspired by We-Fi's previous [Annual Reports](#), although an innovative and creative design will be strongly encouraged.

Description of Responsibilities

In coordination with the We-Fi team, activities include but are not limited to:

- Participate in coordination virtual meetings/calls with the We-Fi team.
- Coordinate a timeline with the We-Fi team.
- Develop the graphic concept (*look and feel*), including 2-3 charts reflecting a strong grasp of data visualization. The graphic concept should follow We-Fi branding guidelines and style guide.
- In coordination with the We-Fi team, advise on how to best place photos and graphs throughout the report to ensure reader's appeal.
- When necessary and in coordination with the We-Fi team, search for and select images, including stock photography and icons (We-Fi will provide most of the photos or can be borrowed from the existing photo portfolio).

- When necessary, edit photographs provided by We-Fi.
- Under the guidance of the We-Fi team, develop infographics, tables, charts and other data visualization assets.
- Submit the preliminary layouts for discussion with We-Fi.
- Revise the selected layout as discussed with We-Fi.
- Submit the publication to We-Fi for proofreading (3-4 rounds of corrections may be needed).
- Ensure all corrections have been incorporated.

Technical specifications

- No. of pages: Final manuscript: 13,000- 16,000 words (40-50 pages in “MS Word format”, 80 - 90 pages in “Production format”)
- No of graphs and figures: 20-25
- Format: PDF for both print and online use

Expected deliverables

1. Two proposals for the design concept, including layout, cover, and sample infographics / data charts (2-3 options).
2. Preliminary design layout of the report for discussion.
3. Final design layout of the report (approximately 80-90 pages, including annexes, letter-size 8.5 x 11)
4. Web- and print-ready files.

Coordination and deadlines

An editor on the We-Fi team will ensure proper communications, review processes, photo research, and will coordinate with the graphic designer.

A fully designed report (final design files) needs to be ready by December 1, 2023. A specific timeline is added below.

Key Milestones

- **Around June 30:** Firm presents two concepts (including 2 cover options, layout and infographics/data visualization) for comments.
- **Around July 15:** We-Fi shares comments on proposed concept
- **Around July 31:** Firm shares final concept.

- **By September 22:** Firm receives inputs and guidance for graphs and annexes and preliminary text to start design and layout.
- **Week of October 16:** Firm receives overall manuscript for complete design process.
- **By October 31:** Firm delivers first design of report
- **By November 15:** We-Fi provides detailed comments
- **By November 30:** 2nd version of designed report and We-Fi provides comments / edits by April 29
- **Week of December 4:** Firm delivers final draft for final review and proofreading. We-Fi provides last comments / edits by December 15.
- **December 20: final files of the report**

TO SUBMIT A PROPOSAL:

Email a proposal, including a detailed cost proposal based on the above timeline and deliverables, and a design portfolio to we-fi@worldbankgroup.org by June 26, 2023.