Request for Proposals (RFP) – Design services for The Circle magazine

12 September 2023

The WWF Global Arctic Programme (GAP) based in Stockholm, Sweden is requesting proposals from individual contractors / organizations to provide design services to produce our quarterly magazine, The Circle on an annual basis. The initial contract would involve delivering four issues in 2024. See previous issues of The Circle here: https://www.arcticwwf.org/the-circle-magazine/

The Circle is a free publication produced by the GAP. The Circle is published four times a year (approximately March, June, September, December), and each issue focuses on one specific Arctic-related topic.
At present, The Circle is distributed as an online magazine on our website which receives around 200,000 visits yearly. Our stakeholders include government officials, publicly elected representatives, Indigenous organizations, conservationists, scientists, NGOs, libraries, and business executives.
The goal of The Circle is to bring together diverse voices and perspectives to inform decision-makers, scientists and the interested public about environmental and development issues facing the Arctic. The publication invites authors from a variety of sectors and experiences to share their views and expertise on issues and challenges facing the Arctic, particularly considering the rapid change occurring in this unique ecosystem due to the climate crisis.

Using creative storytelling, WWF communications efforts in the Arctic aim to inform, inspire and entertain audiences to activate support for an Arctic that is well-managed, biodiverse and resilient so that this unique ecosystem can support all species and people who live there, and beyond.

The GAP Communications team is responsible for producing The Circle. Communication is a key operational element, and The Circle is a way of sharing Arctic-focused knowledge to a wide audience. Communication supports conservation efforts directly and strengthens WWF's visibility and perceived value to the Arctic, including through the topics and people profiled in The Circle.

In addition to working with The Circle, there are numerous articles, reports, infographics, design elements and other communications products that are developed by the GAP to build audience engagement and support. These communication outputs appear in different formats and channels.

Functions and proposal elements:
Reporting to the Editor-in-Chief (the Senior Manager, Communications), the Designer will ensure the online layout and accompanying photos, create maps, illustrations and other graphic storytelling elements for each issue of The Circle. The Designer will also work with a Managing Editor (contracted by the GAP) to ensure the development and delivery of content.

Qualifications for Design services include:

- A long history of art direction, graphic design and typography experience
- Experience of managing design projects
- Experience working with design and online magazines
- Experience of working with research communication is favorable
- Experience within conservation, Arctic issues and stakeholders is favorable
- Are keenly aware of deadlines
- Experience interacting with clients, colleagues and sources at all levels
- Know the best way to use design to engage readers

Proposals must demonstrate that the contractor can deliver the following:

1. Design the full-color issue of The Circle in consultation with the Managing editor and in accordance with WWF's brand guidelines (special supplements will incur additional costs). Initial design to be provided as editable PDF document.

2. Make alterations to first proof as indicated by the Managing editor.

3. Produce two further sets of proofs to incorporate final editorial changes as received from the Managing editor and the GAP.

4. Supply low resolution PDF of final edition for the GAP website and a high-resolution final version for WWF electronic reserves.

5. Maintain a library of GAP images for use in The Circle, as appropriate.

6. Create and source, as appropriate, relevant maps, illustrations, and diagrams to illustrate stories in The Circle as agreed with the Managing editor.

7. Photo search

8. Deliver the front cover photo in 16:9, 1:1 and 9:16 formats for social media promotion

Proposed Budget per Issue – Please fill in and include in the proposal			
Deliverable	**Per Diem**	**# of Days**	**Total Cost**
Deliver each issue according to the 8 steps/tasks above			
TOTAL BUDGET PER ISSUE			

Proposals must also include the following elements:

- Proposed working relationship with the Managing Editor.

- 3 design/topography samples of previous work that should include the following elements: photos, maps, infographics, graphic elements, illustrations.

- A few examples of how to integrate interactive design elements have been integrated into your work (videos, infographics, etc)

Ad hos design/layout work:

As mentioned, the GAP develops a variety of articles, reports, infographics, design elements and other communication products (besides The Circle) to build audience engagement and support.
These communications outputs appear in different formats and channels. We want to be able to contract (on a project basis) ad-hoc communication support in the design creation. The specific deliverables could be:

- Infographics to accompany a website article and/or to be used in social media
- Report, brochure, etc design/layout
- Illustrations for a website article and/or social media
- Other graphic elements

Please indicate in the proposal your availability, competence and hourly rate to do this type of work as well.

Due date for proposals

Proposals, no more than 4 pages in length, excluding the three topography samples, including all contact details, must be submitted by email to Andrea Norgren, Senior Manager, Communications, WWF Global Arctic Programme, andrea.norgren@wwf.se by October 9, 2023 end of day CEST.

We will contact all applicants on or by October 20, 2023.

Selection Process
WWF will review proposals based on quality, cost efficiency and experience.